

### **Case Analysis on Privacy**

Google street view is a feature that was developed by Google that provides panoramic views of streets and locations in different areas around the world. Before street view, mapping and navigation only provided static maps and satellite imagery. Google Street View enabled users to have immersive street-level views, which then became widely used by individuals, businesses, and other organizations to serve their needs on planning their trips, real estate exploration, and enhance virtual tourism. However, due to this advanced technology having access to information, it has raised critical issues for individuals in the society and their most worry is their privacy being invaded. Vaidhyathan's book "The Googlization of Everything" explores the impact and consequences of Google's technology advancements in this digital age. The privacy concerns that are related to Google Street View include their vehicles with cameras that unintentionally capture images of individuals, houses, and private properties without explicit consent. Facial recognition and identification is also an issue where their personal privacy is invaded when google has a collection of their faces which can be misused. Google Street View also raises the concern of capturing images of private properties. This intrudes property rights and privacy expectations. In this Case Analysis, I will argue that Kantianism shows us that Google street view should have also considered treating individuals as ends instead of means. They should have recognized their autonomy, privacy, and rights rather than using them as tools for their technology. If Google implemented respect for autonomy prior to launching images of the streets, this ensures that individuals would have control over the use of their personal information and images captured by street view. Individuals should have the right to request the removal of their property from the google service. Google should have not used individuals as

tools to serve the interests of others that benefit from the street view. Kantianism encourages society to respect the dignity and autonomy of individuals.

In Floridi's article "*Privacy: Informational Friction*", it explains concepts that help shape his understanding of privacy in the digital age such as "principle of informational self-determination". Floridi highlights this as control over personal information. Privacy involves having the ability to have control over what information is collected about an individual, who has access to this information, and how this information is being used. Organizations and technology that have data processors should have the responsibility to be transparent to who they are providing their services to about their data practices so that they are held accountable for handling their clients' personal information. In Google's Street View case, they should have provided clear and understandable information to individuals about the purposes of the collection of their data and inform them how this information will be used and with whom this information will be accessible to. Floridi's concept of consent plays an important role in informational self-determination because this is where individuals have the ability to freely choose whether they want to disclose information or not and are aware of the consequences of their choices. GSV's primary concern is unintentionally capturing individuals and private properties without their explicit consent. It is important that Google is transparent about their new service to individuals first so that when they ask them for consent, individuals can have control on which information they give consent on sharing and which information is private. Utilizing the Kantianism tool with privacy and informational friction, it gives recognition to individuals' right to make their own decisions about their personal information. Kantian ethics would encourage Google Street View to implement measures to minimize unintentional captures of individuals and private properties. They can focus on refining their technology to focus on capturing public

spaces and avoid capturing identifiable information of individuals to avoid the issue of consent. When an individual gives their consent to Google Street View, Google should ensure data protection and security of the individual's information. It is a way to give respect to individuals that agreed on providing their information in order for their service to be helpful to their users. Implementing security measures to protect their collected data respects the individuals because it prevents others from misusing their information. Potential types of misuse is when malicious individuals exploit this information to plan and execute illegal activities, like burglaries, trespassing, and terrorism. Users could be using Google Street View to look up an individual's address and utilize this information to plan a crime against the owner of that property such as unauthorized surveillance, stalking, or harassment. This information can also be used for identity theft or fraud where others can fake their address and input another individual's address instead to commit their crime. Information can be misused for unwanted solicitations or location to facilitate crimes. It is important that Google implements measures to address privacy concerns and protect individuals' rights. It is an ethical way to prioritize the dignity, safety, and privacy of individuals rather than using them as tools to achieve the goals of their company.

James Grimmelman's work on "Privacy as product safety" includes general central concepts such as privacy is a fundamental right that should be protected similar to product safety. He argues that privacy is essential for individual autonomy, personal development, and the maintenance of a free and democratic society. Privacy is valuable and important in its own right, and should be protected and respected because it is a fundamental aspect of human dignity and individual autonomy. When the concept of privacy as a fundamental right is applied to Google Street View, individuals have a lawful expectation of privacy in their homes, private properties, neighborhoods, and public spaces. Starting with the privacy of their home, individuals have a

reasonable expectation of privacy within their homes. Google Street View should have prioritized respecting the privacy of these individuals by blurring out identifiable details of their homes such as house numbers, entrances, windows, doors, and exits so that it will not create an opportunity for malicious individuals to gain unauthorized access or surveillance to their homes. Google Street View should also consider the privacy of individuals in public spaces. Even though public places provide lower expectation of privacy, individuals still have the right to privacy depending on what is captured in this public space. GSV will treat these individuals as ends by avoiding to capture sensitive or intimate moments that these individuals are doing in a public space. It is also implied that individuals should have the right to have control of their personal information. An individual has a right to choose to opt-out from the service or to grant consent on which information can be shared and accessible to the public. When the information that is captured is sensitive to social, geographical, or cultural context, Google should respect these contextual norms and avoid sharing it to the public. Contextual norms are unwritten rules, customs, and expectations that vary depending on different contexts. Google has expanded their service in different areas of the world and they must adhere to the norms in that location to give respect to the individuals that are part of that society. For example, there are beaches that allow people to be completely naked in different parts of the world. This does not mean that even though it is a public space and it is legal for people to be naked there, it is okay to capture their moments at the beach and share it online. Individuals have the right to be naked as long as it is allowed and they also have the right to not be photographed when they choose to be naked. In Kantian ethics, privacy as a fundamental right is in line with the principles of autonomy, dignity, and respect for individuals. They are both aligned that people have inherent worth and should be respected when it involves their personal information. The right thing to do is to respect the

rights of others before the success of a service. Privacy considerations should automatically be considered as priority before the outcome of the product itself.

The development of Google Street View should have considered the consequences of publicly sharing information of individuals on the internet. Street view is more interactive than regular maps which makes it a great tool for surveillance. Before they launched their service, they should have taken the action to ask and inform each individual on this innovative product that they are developing. It is agreeable that Google Street View offers useful applications to help individuals in different concepts such as virtual exploration, accurate navigation and directions, real estate and property assessments, business and establishment reviews, urban planning and research, and historical documentation, however, privacy of the individuals that are involved should be prioritized because it should be considered as an essential in life. People are a bundle of information and each information must be protected. The well-being of individuals is fundamental and there should be a healthy balance between public engagement and privacy.