

Asian Privacy Scholars Network 2nd International Conference (19-20 November 2012) Meiji University, Tokyo With appreciation to Privacy International (PI) and International Development Research Council (IDRC) of Canada, for their support and collaboration, and to all contributors to the PrivAsia (Privacy in Asia) project

Outline

- Research Questions
- Methodology
- Research findings
 - Countrywide survey of privacy awareness
 - Law analysis on privacy and online privacy
 - Case studies of online privacy violation
 - Dialogues with civil society on privacy advocacy
- Conclusion

- What are the notable characteristics of perception and awareness of privacy by online users in Thailand?
- How do the perception and awareness of privacy among Thai online users influenced by these factors geographical, socio-demographic, cultural attitudes, and Internet use characteristics?
 - Do perception and awareness of privacy among Thai online users vary in different online applications e.g. SNS, online forums, email, blogging? How? Why?

S

How do related laws, regulations, and policy in
 Thailand address privacy, particularly in the online sphere?

h

Are there prominent case studies of online privacy intrusion or violation in recent periods in Thailand?

e

What is the perception of key members of the Thai civil society with regard to online privacy and what advocacy action, if any, is taken to promote the right to privacy in Thai society?

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Questionnaire-based survey to study perception and awareness of privacy, administered on 800 samples from six regions nationwide.

Prominent case studies of online privacy violation

law enforcement and corporate practices

Law and policy analysis related to privacy, particularly online privacy

In-depth interviews with leaders in civil society, rights-based advocacy groups



Research Results

I. Survey of privacy awareness

Questionnaire-based survey

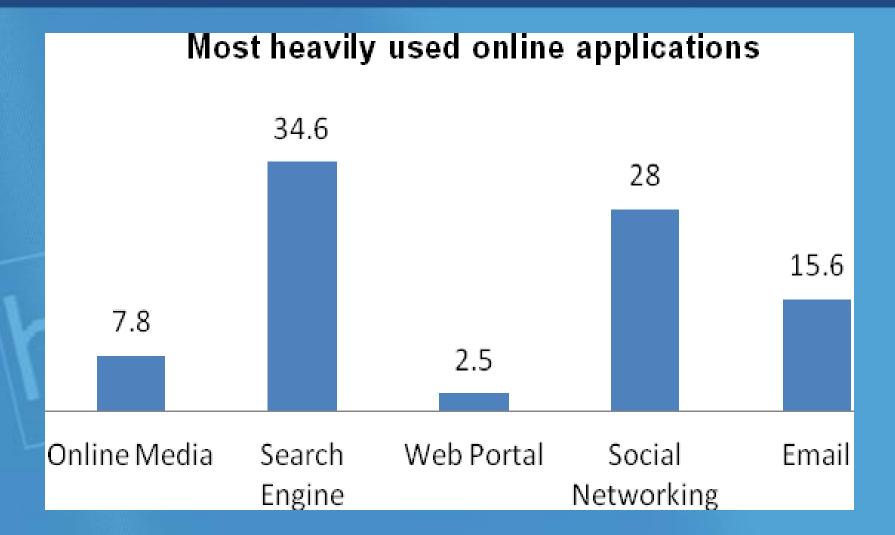
- To answer the questions about perception and awareness, a survey of 1,000 online users was carried out in six regions of the country:
 - Bangkok Metropolitan
- s – North
 - Northeast
- West
- e East
 - South

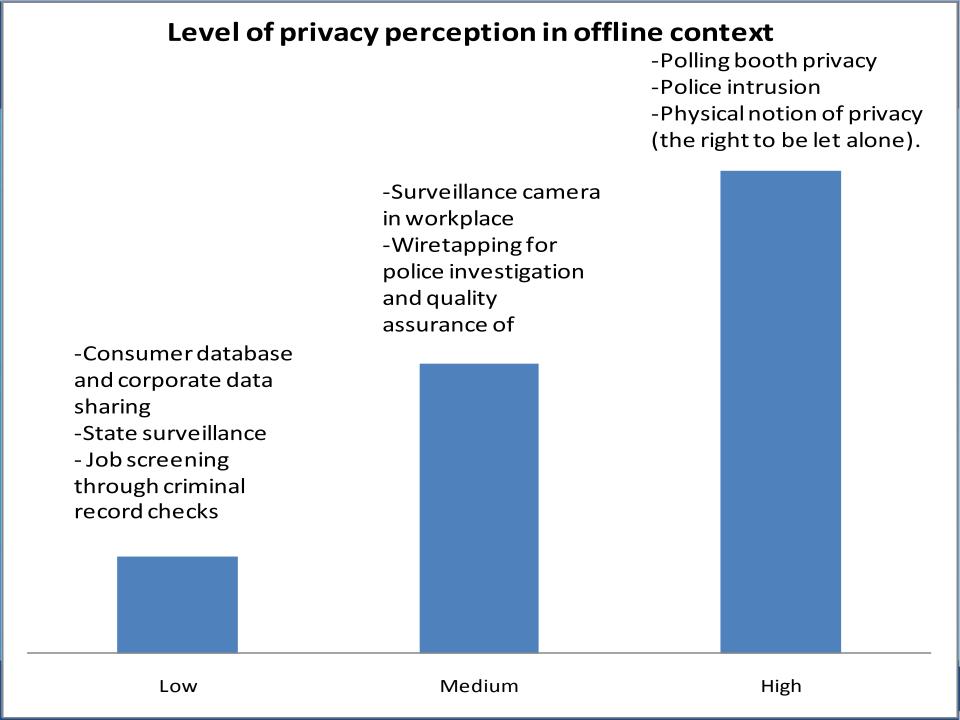
Survey respondents – socio-demographics

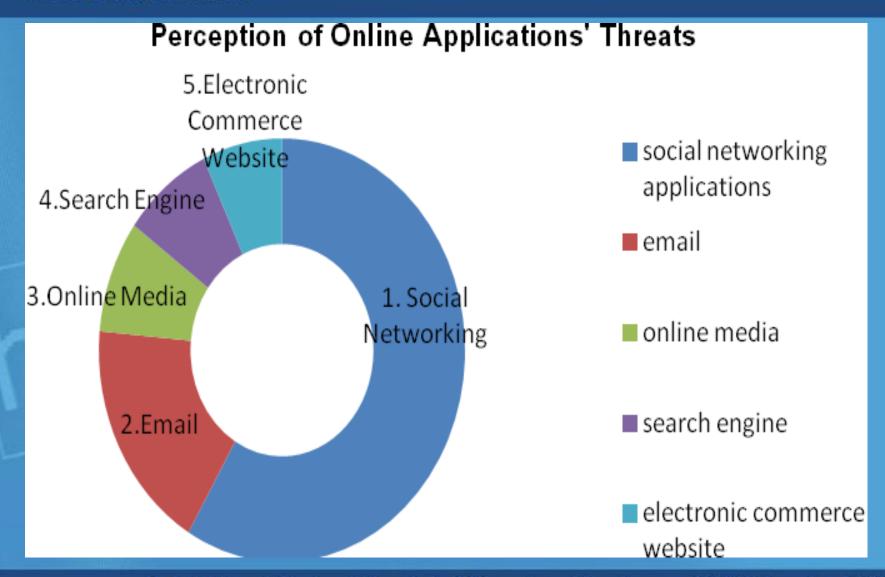
- More men than women (60.9% vs. 37.1%)
- Most are between 16-25 age group (51.6%),
 followed by 26-35 age group (28%)
- Most (54%) have completed a bachelor's degree, followed by secondary education (15.4%)
- Most are students (44.8%), followed by civil servants/state employees (27.9%) and corporate employees (15.3%)

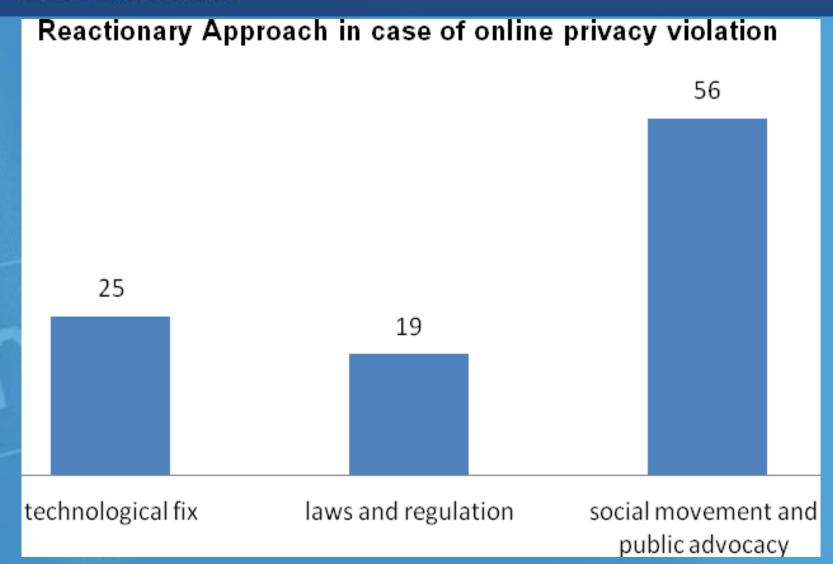
Survey respondents – Internet use

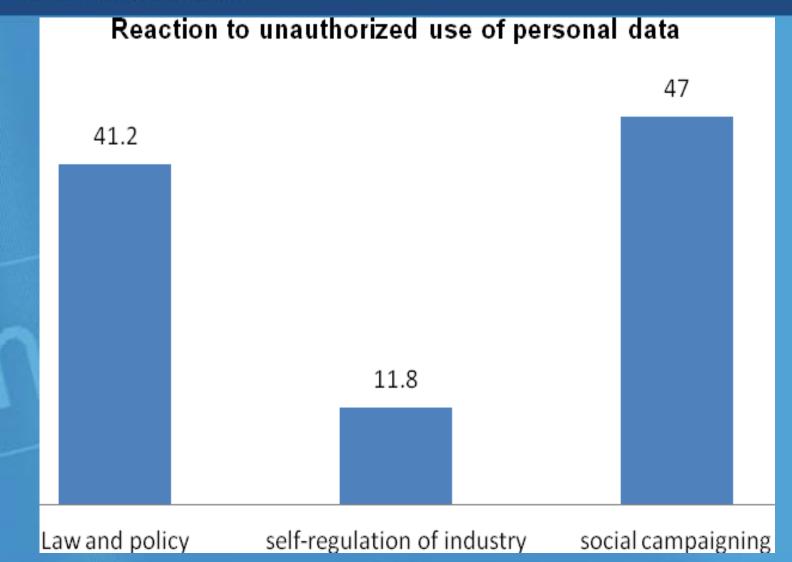
- Most are heavy (45%), frequent (39.9%), and long-term (48.6%) users.
- Most own a personal computer at home (48.9%)
- Application most rated in use are search engine, social networking, email, online media, and web portal, in that order.







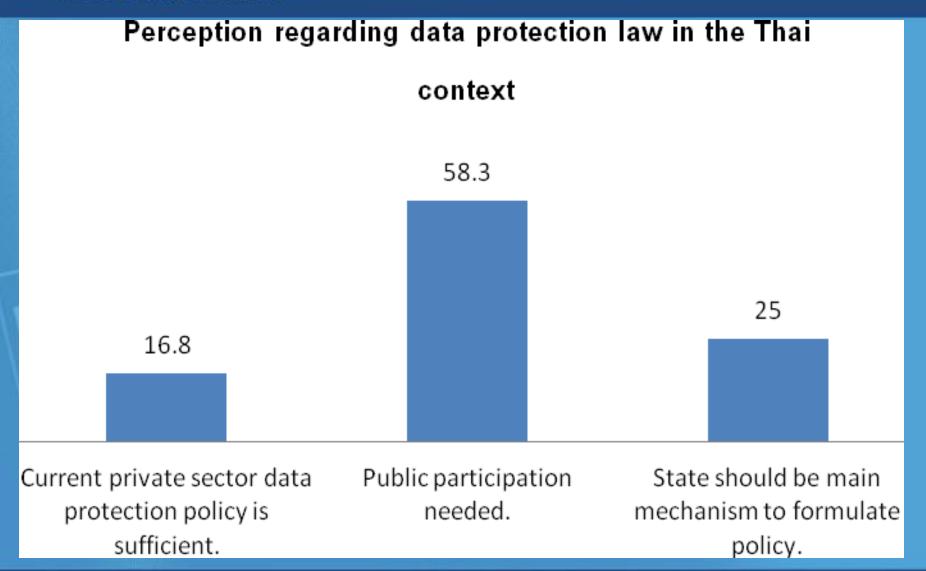






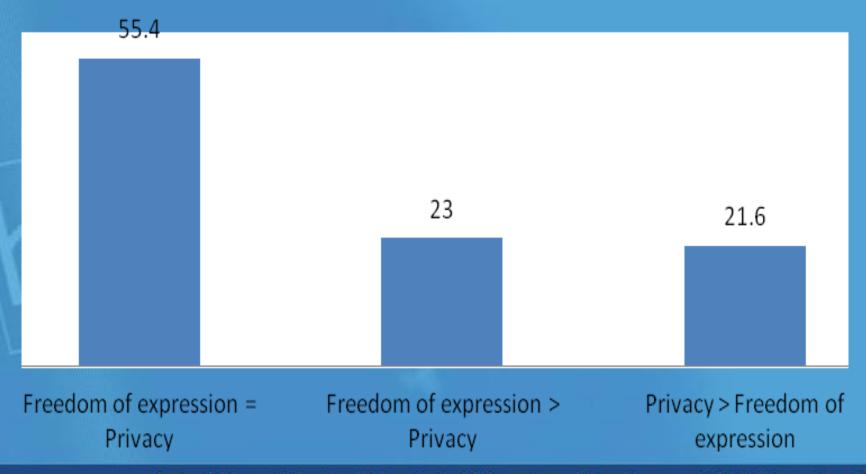
Degree of self-prevention against online privacy violation

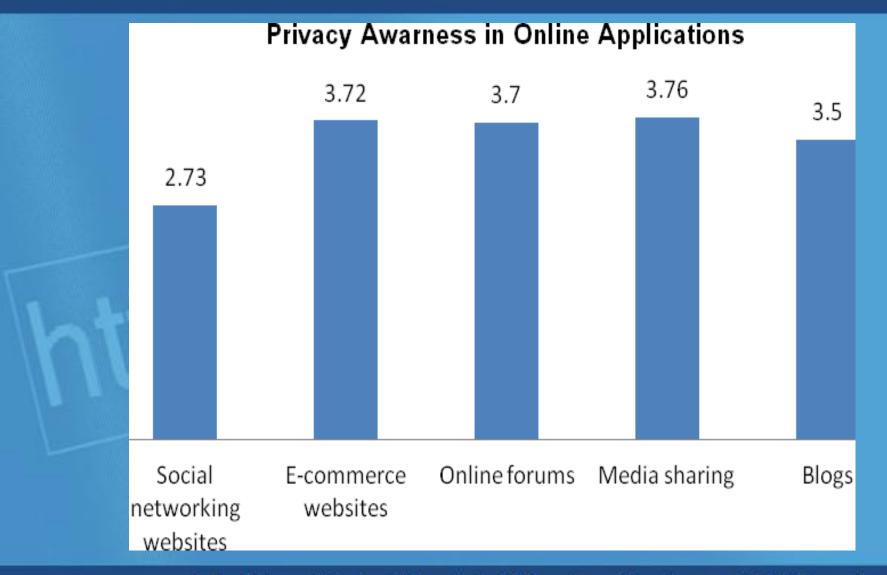
- Linking of personal information across different online platforms under the same management and ownership e.g. google and gmail
 - 1) Selectively only in types of information that would not infringe upon personal privacy (45.5%)
 - 2) Yes, because of convenience in getting service (31.6%)
 - 3) No, because service providers will know every behavior online (22.9%)





Emphasis given to privacy and freedom of expression







Attitude towards privacy principles that should apply across online applications

	Collection	Purpose	Use	Data
	Limitation	Specification	Limitation	Retention
Social	Strongly	Strongly	Strongly	Strongly
networking	agree (3.77)	agree (3.89)	agree (4.02)	agree (3.82)
websites	11.4	$\alpha M M M$		
E-commerce	Strongly	Strongly	Strongly	Strongly
websites	agree (3.54)	agree (3.82)	agree (3.89)	agree (3.81)
Online	Strongly	Strongly	Strongly	Strongly
forum	agree (3.76)	agree (3.86)	agree (3.90)	agree (3.74)
Media	Strongly	Strongly	Strongly	Strongly
sharing	agree (3.76)	agree (3.82)	agree (3.90)	agree (3.77)
Blog	Strongly	Strongly	Strongly	Strongly
	agree (3.50)	agree (3.68)	agree (3.75)	agree (3.71)

Awareness of privacy principles across different online applications

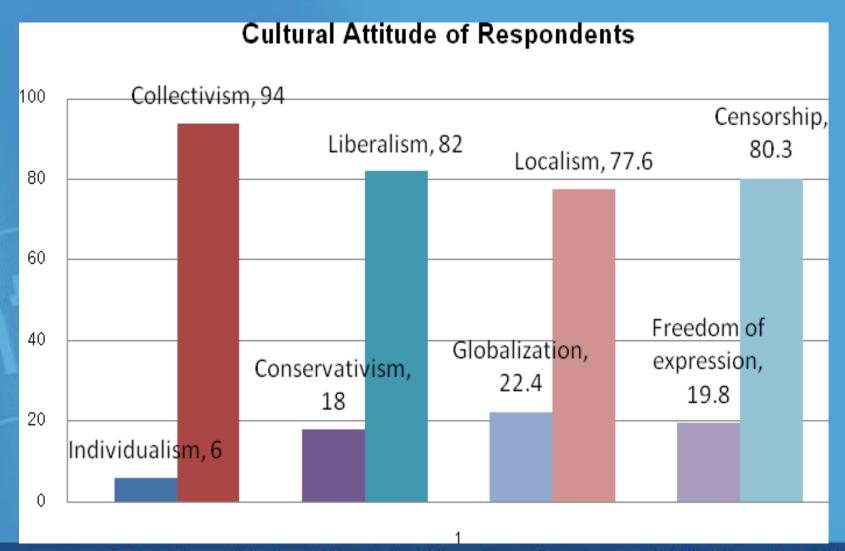
- Strong correlation in most applications studied
 - High awareness reflected in use limitation,
 collection limitation, and purpose specification in all three applications
 - Low awareness is reflected in only data retention, possibly due possibly to enforcement of new computer crime law that requires 90-day retention of traffic log on all service providers.

Factors influencing privacy awareness

- Educational level
 - Positively influence privacy awareness in most online applications – social networking service, ecommerce, media-sharing, and blog, with the only exception of online forums.
- Internet use pattern
 - Amount of use, frequency of use, and length of being online user positively influence privacy awareness in all online applications studied

Cultural attitude

- Four types of cultural attitudes are found to have statistically significant relationship with privacy awareness in all or almost all online applications studied:
 - Individualism vs. collectivism
 - Liberalism vs. conservatism
 - Globalization vs. localism
 - Freedom of expression vs. censorship



Cultural attitude and privacy awareness

- An individualistic person exhibits greater awareness of privacy right or a case of privacy intrusion than a collectivist person
- A liberal person exhibits greater awareness of privacy right or a case of privacy intrusion than a conservative person.

r i n d i

Cultural attitude and privacy awareness

- A person who supports globalization exhibits greater awareness of privacy right and case of privacy intrusion than a person supporting localism.
- A person who supports freedom of expression shows greater awareness of privacy right and case of privacy intrusion than a person supporting censorship.



Cultural attitude and reaction to privacy intrusion

- Cultural attitude is shown not to have any bearing on the studied samples' reaction to privacy intrusion.
- Descriptive statistics show that 56.3% of the individualistic type chose public advocacy and social campaign as reaction to privacy intrusion while 56.1% of the collectivists chose the same option.
- It can be inferred that the studied population gives greater importance to public education about privacy Asign Privacy Scholars Network 2nd International Conference (19-20 November 2012)

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Socio-demographics and reaction to privacy intrusion

- Similar to cultural attitude, there is no statistically significant relationship between socio-demographic factors like gender, age, income, and education to reaction to reaction to privacy intrusion.
- A notable trend is discerned, however. A preference for public advocacy and social campaign is reflected in all age groups, men/women, all income brackets, and all educational levels.
- Again, this reflects an emphasis, if not a mandate, for public education on privacy.

Research Results

- Case studies related to online privacy
 - Political witch-hunt and privacy of online dissidents
 - Sniffer program and email
 - Smart ID card



Case study 1: Political witchhunt and privacy of dissidents

- A singing contest/reality show participant, a college student, and a high school student were socially reprimanded for having posted "politically incorrect" -red-slanted and lèse majesté (insulting royal family) on their Facebook walls.
- Personal information from their Facebook profiles were captured and posted onto a hostile fan page and "Social Sanction" wall on Facebook as well as in several online forums to invoke public anger



- An unprecedented political conflict that reflects
 - Ideological polarization between pro- and anti-status quo forces color-coated divide between yellow and red-shirts
 - Online communication constituting major public sphere for political expression and mobilization
 - Struggle between old and new dynasty politics





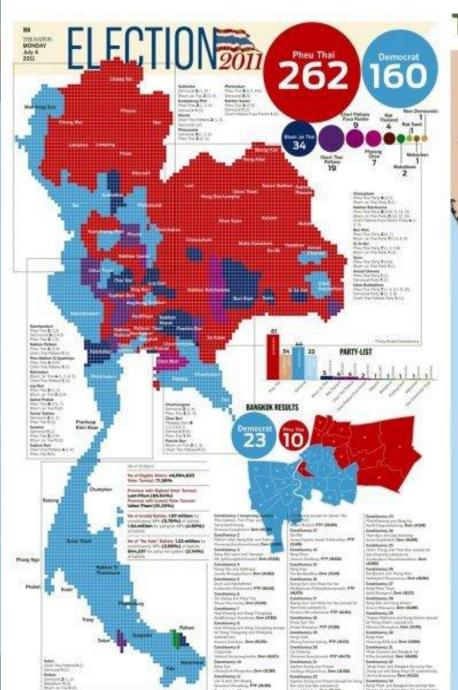
Old and new dynasty politics



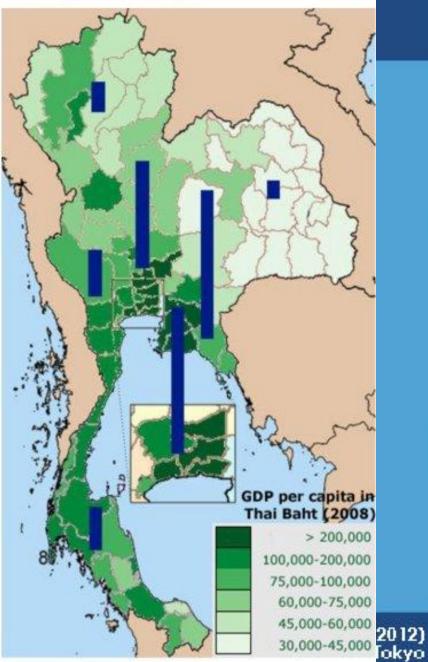








Thailand's GDP





nline privacy in Thalland: public/strategic awareness (Year 1) Pirongrong Ramasoota



เชื่อมั่นว่าคนไทยเกินสืบล้านคน อยาก"ก้านคอ" น้อง"ก้านธูป"

😃 เข้าร่าม

กระดานข้อความ

เวบบอร์ด รูปภาพ

กิจกรรม

ซ้อมลเบื้องตัน

ත්ෘ หมวดหม่: เชื่อมั่นว่าคนไทยเกินสิบล้านคน อยาก"ก้านคอ" น้อง"ก้านรูป"

ความสนใจร่วมกัน - การเมือง

จัดตั้งขึ้นเพื่อประนามการกระทำอันสามหาว ของนางสาว ณัฐกานต์ สกุลดาราชาติ

ลักษณะความเป็นส่วนตัว: เปิดกว้าง : เนื้อหาทั้งหมดเผยแพร่สู่สาธารณะ

การศึกษาปัจจุบัน มหาวิทยาลัยบางขวางราชหัณฑ์ คณะหรราชศาสตร์ สาขาวิชา การปกครองทรราช

ประวัติของนางสาวณัฐกานต์ สกุลดาราชาติ

ซ้อมูล หมวดหม่:

ความสนใจร่วมกัน - การเมือง

ของนางสาว ณัฐภานต์ สกุลดาราช เปลี่ยนความคิดไปแต่อย่างไร

ลักษณะความเป็นส่วนตัว: เปิดคร้าง : เนื้อหาทั้งหมดเผยแพร่ 1. การศึกษาเดิมของ นางสาวณัฐกานต์ สกุลดาราชาติ เคยศึกษาอยู่ รร. รัตนราษฎร์บำรุง อ.บ้านโป่ง จ.ราชบุรี แต่โดนทาง รร. ไล่ออกเพราะ "หมิ่นพระบรมเดชานภาพ" จึงย้ายมาศึกษาต่อที่ รร.ธารปราสาทเพชรวิทยา จ.นตรราชสีมา และได้จบการ ด็กษา ม.6 ใปเมื่อวันที่ 29-30 มีนาคม ²553

2. นางสาวณัฐกานต์ สกุลดาราชาติเป็นคนหัวประชาธิปไตยรุนแรง ครั้งเมื่ออยู่ รร.ธารปราสาทเพชรวิทยา เคยถูกว่ากล่าวตัก จัดตั้งขึ้นเพื่อประนามการกระหำอัน: เดือนจากตรบ[้]าอาจารย์อยู่หลายตรั้งให้รักชาติ ศาสนา พระม[ี]นากษัตริย์ แต่ก็มี^ที่ดีทำให้ นางสาวณัรกานต์ สกล[ั]ดาราชาติ

- 3. สมัยอย่ ม.5 รร. ธารปราสาทเพชรวิทยา เคยได้รับรางวัลชนะเลิศ และรางวัลดีเด่น โครงการประกวดเรียงความส่งเสริม ประชาธิปไตย หัวข้อ "ประชาธิปไตยสมบรณ์"
- 4. นางสาวณัรกานต์ สกลดาราชาติ เคยใช้นามแฝงว่า "ก้านธป" ตั้งกระทัหมิ่นหมิ่นพระบรมเดชานภาพ อย่ในเครือข่ายเสรีไทย http://forum.serithai.net/ อยู่บ่อยๆ
- 5. นางสาวณัธกานต์ สกลดาราชาติ เป็นแนวร่วมสมัชชาแดงก้าวหน้า เคยขึ้นปราศรัยบนเวทีแดง ในนาม "ก้านธป"
- 6. นางสาวณัฐกานต์ สกุลดาราชาติ ตั้งเฟสบคหมิ่นพระบรมเดชานภาพ โดยใช้เนื้อหาที่แสดงความคิดเห็นไปในทางจาบจัวง ราชวงศ์จักรีอย่างต่อเนื่อง

History of Miss Jane Doe- detailing her real name, address, her parents' name, their profession. Items 1. to 5. listed her academic background, her being expelled from school for lèse majesté, her participation in the redshirts' rally, and her constant posting of lèse majesté content on her facebook wall.



facebook

Search

"we are confident that more than 1 million of Thais hate Mark V11"







ที่รักครับ รักในหลวง ปั้นจุบัน อีตัวเทีย มินวู-ชีวอน- ยูโน-ไจ่ไจ่ olo นี้โดน รถชนตายไปแล้ว 4 hours ago · Like



นาย กฤษณะ ประภาพันธ์

เกิด 7 เมษายน 2529

ปัจจุบัน : นักศึกษาทุนพระราชทาน ในสมเด็จพระพี่นางเจ้าฟ้ากัลยานิวัฒนา กรมหลวงนราธิวาสราชนครินทร์ ปีการศึกษา 2551 มหาวิทยาลัยรังสิต คณะนิเทศศาตสตร์

birthday



9:18 / 9:29

360p





ผมตัดสินใจ ผมเลือดเสื้อแด็งคู้บัน : นักศึกษาทุนพระราชทาน by REDFUNNYSHIT

ในสมเด็จพระพื่นางเจ้าฟ้ากัลยานิวัฒนา กรมหลวงนราธิวาสราชนครินทร์ ปีการศึกษา 2551 มหาวิทยาลัยรังสิต

คณะนิเทศศาตสตร์

เคยออกรายการ เกมโชว์ "อัจฉริยะข้ามคืน ล้านที่ 13" ที่น้องได้ก้าว ถึง รอบ 2คน แข่งขัน

เบอร์ติดต่อ 085-8189492

Mobile number

> nce (19-20 November 2012) Meiji University, Tokyo

Personal Information was published in the most popular nline privacy in Thailand: public/strategic awareness (Year 1) Pirongrong Ramasoota Online newspaper

กะเทยไพร่อ้างเป็น นศ.ม.รังสิต ถูกบีบร่วม พธม.-ม.เผยติด F จนลาออกเพราะเดินสาย เล่นเกมโชว์

โดย ASTVผู้จัดการออนไลน์ 6 พฤษภาคม 2553 12:28 น.

Like Be the first of your friends to like this.



Personal photo captured from Facebook posted onto online newspaper forum

ิกฤษณะ ประภาพันธ์ เกิด 7 เมษายน 2529

นิสัย น่ารัก ยิ้มง่าย ตลก

ปัจจุบันเรียน มหาวิทยาลัยราชภัฏนครปรุม คณะ มนุษยศาตร์และสังคมศาตร์ เอก อุตสาหกรรมท่องเที่ยว อังกฤษ

- ญี่ปุ่น (Tourism Industy Major)

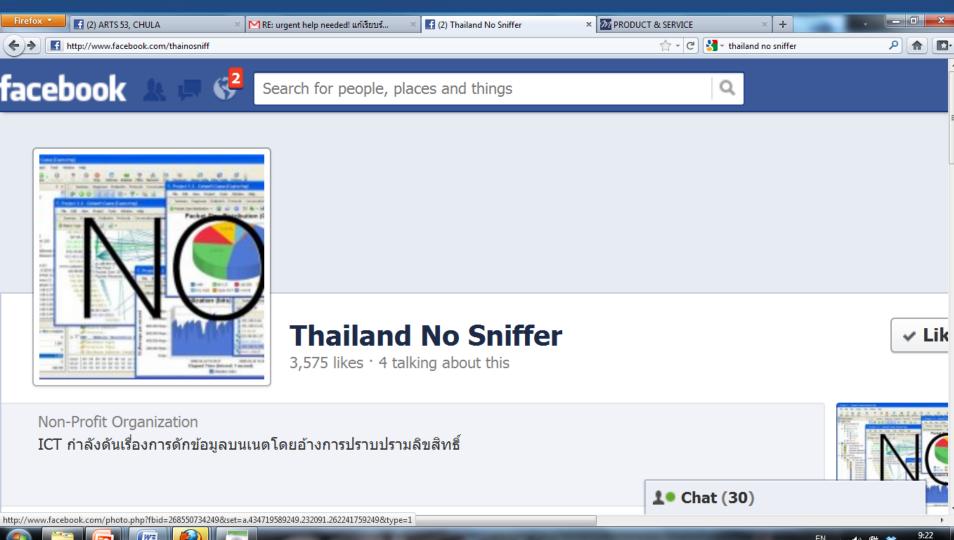
ใครว่างก็โนสมาบ้างนะจะรอดูรูปก็อย่างลืมไปโนสด้วยนะ ที่นี่ถ้าได้รางวัลจะเอามาให้เนื่อน ๆที่โรงเรียนเพิ่ม แน่นอนขออีก อีก 3000 คะแนน





- Case study 2: "Sniffer"
 - Thai Cabinet passed a Cabinet Resolution to introduce "Sniffer" program to online communication in Thailand with state objective to reduce the piracy of intellectual property
 - The use of Sniffer requires co-operation from ISPs to setup the program at their gateway
 - Cyber community object to Sniffer due to concerns about privacy violation
 - "Thailand No Sniffer" Facebook group







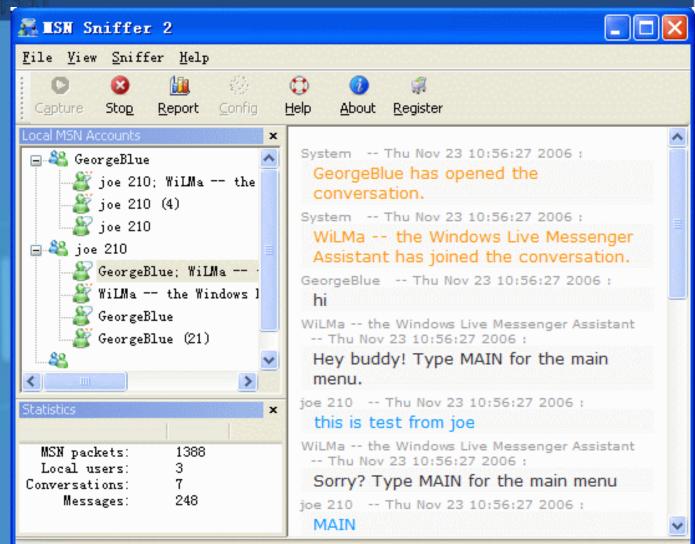
What is Sniffer???

 is a computer program or a piece of computer hardware that can intercept and log traffic passing over a digital network or part of a network. As data streams flow across the network, the sniffer captures each packet and, if needed, decodes and analyzes its content according to the appropriate RFC (Request for comments) or other specifications.

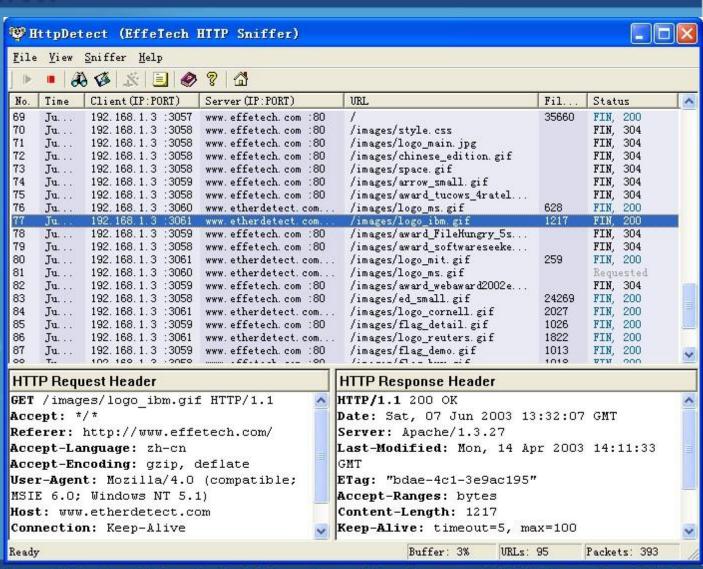
What information sniffer can access?

- History: the web sites visited.
- What is searched for on the site.
- Your e-mail recipients.
- The contents of your mail.
- Any files you download.
- A list of your audio, video and telephony options.
- A list of visitors to your website.

MSNSNIFFER2



HttpDetect



Case study 3: smart ID card

- The implementation of the new Thai national ID card is claimed to be the largest IC chip ID card project in the world combining smart national ID cards with fingerprint information using Match-on-Card.
- The biometric solution is developed by Precise Biometrics and the project aims to roll out 64 million ID cards to Thai citizens.

nline privacy in Thailand: public/strate Aipotertes Signart cards

- Smart cards were launched first in the Muslimmajority provinces bordering Malaysia -- Yala, Pattani and Narathiwat.
- According to former Prime Minister Thaksin Shinawatra, who pushed for the urgent issuance of the card, this was a way to curb the violence and insurgency crisis that loomed in these provinces since it was believed that militants were abusing dual citizenship to escape across Thailand's border with Malaysia after committing attacks.
- By rationalizing on national security, the issuance of smart cards in the South escaped criticisms, particularly with respect to privacy violation.

EDITORIAL: Smart cards must come nline privacy in Thailand: public/strategic awareness (Year 1) With laws

The government has to explain its haste in introducing identification cards and guarantee that privacy is respected Thailand is one of a handful of countries toying with the idea of issuing smart ID cards to its citizens.

This initiative has been hailed by bureaucrats as a major step forward, enabling the government to cut red tape and improve public services in line with its ambitious e-government concept.

One example of the new public services made possible by smart ID cards is instantaneous verification of personal data, which will make filling out forms and other time-consuming paperwork a thing of the past.

From an administrative standpoint, smart ID cards improve efficiency while keeping costs low.

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EDITORIAL: Smart cards must come nline privacy in Thailand: public/strategic awareness (Year 1) with laws

 Civil-libertarians are already balking at the idea of smart ID cards, saying that the possible violations of personal privacy and deprivation of civil liberties are too high a price to pay for convenience.

To show its good faith, the Thaksin_administration must pass legislation protecting personal data that will provide adequate safeguards against violation of personal privacy.

The government should also launch a public-awareness campaign to educate people about their right to privacy before imposing mandatory smart ID cards.

 Smart card (microchip) card covering areas such as biometrics, civil registration, health, education, taxation, finance, driver's license, etc. (since 2005)





- The information on the card includes:
 - the card holder's name,
 - addresses,
 - date of birth,
 - religion,
 - nationality,
 - blood type, allergies and medical conditions,
 - biometric images (fingerprints, face and iris),
 - parents' names,
 - marital status,
 - social security,
 - health insurance or healthcare scheme,
 - driving license details,
 - taxationAsiat&rivacy Scholars Network 2nd International Conference (19-20 November 2012)
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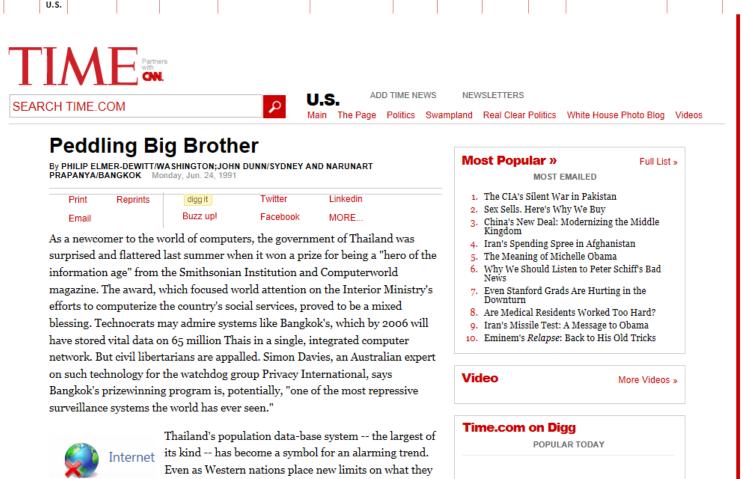
nline privacy in Thailand: public/stre

Evolution of national ID cards in Thailand (1913-2005)



















- Constitutional guarantee in the section on protection of rights and liberties of citizens
- No comprehensive national law
- Existing laws contain no direct stipulations about violation of "privacy" per se as abuses have typically been framed in terms of trespass, defamation, or breach of trust or confidence instead.
- A section in the freedom of official information law (passed in 1997) addressed protection of personal data kept in government files

- III. Research results
 - Privacy and online privacy in Thai law
 - Constitution 2007
 - Section on personal data in Freedom of Official Information Act (FOI law) 1997
 - Other laws related to online data and communication
 - Electronic Commerce Act 2001
 - Computer Related Offences Act 2007
 - Draft Personal Data Protection Act

Constitution 200	
Physical Privacy	Information Privacy
Article 32: the right and liberty in life and person	Article 56: the right to get access to public information in
Article 33: the liberty of dwellings	possession of a State agency
Article 34: the liberty of travelling and making choice of residence	
Article 35: A person's family rights, dignity, reputation, or the right of privacy. The right to be protected from illegal exploitation of personal	

information

Communication Privacy Article 36: the liberty of communication without censorship, detention or disclosure of communication between persons Article 45: the liberty to express opinion, speeches, write, print, publicize and make expression by other

means



Official Information Act 1997

Physical Privacy

Information Privacy

Chapter 2 Information Not Subject to Disclosure

Chapter 2 Information Not Subject to Disclosure

Article 14: Official information which may jeopardize the Royal Institution shall not be disclosed

Article 15 (4): the disclosure thereof will endanger the life or safety of any person

Article 15(5): a medical report or personal information the disclosure of which will unreasonably encroach upon the right of privacy

Article 16: measures to protect official information

Article 17: in the case where a State official is of the opinion that the disclosure of any official information may affect the interests of a person, the State official shall notify such person to present an objection within the specified period



nline privacy in Thailand: public/strategic awareness (Year 1)

Information Privacy (cont.)

Chapter 3 Personal Information

Article 23: procedure of State agency to process personal information e.g. providing for a personal information system only insofar as it is relevant to and necessary

Article 24: A State agency shall not disclose personal information in its control to other State agencies or other persons without prior or immediate consent given in writing by the person who is the subject

Article 25: a person shall have the right to get access to personal information relating to him.

Protection of personal information online

- 1) Electronic Commerce Act 2001
- 2) Computer Related Offences Act 2007
- 3) Draft Personal data Protection Act



Recent development of draft protection legislation in Thailand

- In August 2006, the Cabinet agreed in principle to enact the data protection law and forwarded the law to parliament for a reading. Unfortunately, this process was abruptly halted after the 19 September 2006 coup.
- On 6 October 2009, during the Democrat-led administration of prime minister Abhisit Vejjajiva, the Cabinet agreed in principle to forward both draft laws for House reading. The next step will be to appoint commissioners for the reading of the draft law. With other legislative priorities and constant political crisis in the past few years, the draft law was still kept in the waiting list and has not yet made it to the House Commission's reading within this administration.



Recent development of draft protection legislation in Thailand

- In August 2012, the Thai Cabinet under the Puea Thai-led administration of current Prime Minister Yingluck Shinawatra approved the draft Data Protection Act (Draft Act) in principle.
- The Draft Act would establish a Committee on Data Protection to regulate policies, standards, and guidelines regarding the protection of personal data. The Committee would further establish a Personal Data Inspection Board, which would specifically be responsible for examining and considering personal data disputes.

Applicability

Applicability

Applicability



Recent development of draft protection legislation in Thailand

• The Draft Act would apply only to individuals and the private sector. It would not have authority over government agencies, which are subject to the Official Information Act, entities using and/or disclosing personal data for the purposes of mass communications or for literary purposes, or any entities processing personal data for their own personal interests, so long as they do not disclose or share such personal data with others.

Thai draft law on data protection

- The draft law contains the following sections and topics.
- Section 1 Data Protection Commission
- Section 2 Data protection principles and guidelines which are divided into five sub-sections as follows:
 - General guidelines
 - Collection of personal data
 - Use and disclosure of personal data
 - Storage and correction of personal data
 - Controller of personal data for business and commercial purposes

Thai draft on data protection

- Section 3 Rights of data subjects (owner of personal data)
- Section 4 Complaints-handling, investigation, and appeals
- Section 5 Promotional measures of data protection
- Section 6 Penalty and legal sanctions

- IV. Research results
 - Dialogue with leaders of civil society related to online privacy
 - Foundation for Consumers
 - Institute of Consumer Protection in Telecommunications
 - Thai Netizen Network
 - Campaign for Popular Media Reform
 - Siam Intelligence Unit
 - Freedom against Censorship Thailand



nline privacy in Thailand: public/strategic awareness (Year 1)



Siam Intelligence Unit



Freedom Against Censorship Thailand



Campaign for Popular Media Reform



Institute for Consumer Protection in Telecommunications



Foundation for

Main topics of privacy concern expressed by leaders of civil society

- Lack of privacy law
- Lack of regulatory oversight and concern on privacyrelated issues
- Lack of consumer awareness to pressure private sector (service providers) to be more responsible for privacy protection
- Lack of public awareness on privacy-encroaching practices esp. during volatile emergency period
- Lack of NGO or civic entity advocating on privacy

Main topics of privacy concern expressed by leaders of civil society

- Dominance of political monitoring on online communication
- Technical default in online applications that disregards privacy e.g. social media and GPS (global positioning system)
- How convenience of information society overrides privacy
- Technicality of online privacy problem, making it oblivious when compared to other more pressing issues

Approach towards creating privacy awareness, according to civic leaders

- Begin with case studies (stories) of privacy violation to make it easier for social understanding
 - Focusing on damage and impacts
 - Making it relevant and comprehensible to lay persons
- Campaign for social awareness in privacy requires cooperation from all sides, incl. political will from government and policy-makers

Conclusion: way forward

- Overcoming the challenge in elevating privacy as public issue. The challenge is particularly considering that
 - Privacy is an inherent social value;
 - Thai society is undergoing a deep political divide and a "climate of fear" in which privacy is instrumental to curbing dissidence, yet oblivious as issue for social concern

Conclusion: way forward

- Tapping from real life high-impact stories of the privacyaffected in Thai society and drawing on the lessons from the overseas
- Training of the trainers civil society and academia as potential privacy advocates
- International support will be a major boost as budding ICTs-related government agencies, private sectors, and academia are trying to grapple with the issue of balancing privacy with other public interests in a long-standing surveillance state.

New development: Children ID Card

- The Identity Card Act of 2011 requires Thai people to have ID cards from the age of 7
- Previously, the minimum age of ID card holders was 15.
- Starting on 10/7/2011
- This law affects about 8 million Thai children aged from 7 to 14
- Main intent is to differentiate Thai children from those of illegal immigrants from neighboring countries of whom more than 4 million are residing as labor in different parts of Thailand.

Aims: the ID cards would distinguish Thais
from foreign children and they could be
presented to claim health services and used as
health security cards

 Validity: Children's ID cards will be valid for eight years and afterwards holders must seek another ID card when they reach their normal ID card age of 15



strict screening

Provincial authorities are taking steps to ensure the new ID cards for children are not issued to the offspring of foreign migrant workers.

Thank you for your attention



