

# IPSOS

**Project: PRIVACY**

**Group: 01**

**Date:** 11/03/2004  
**Scheduled for:** 19h30  
**Start:** 19h37  
**Finish:** 22h10  
**City:** São Paulo

**Group profile:** Mixed, Workers and Travelers

**Moderator:** Octávio  
**Estenotipista:** Wellington  
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Participants:

1. Yolanda
2. Nilton
3. Marly
4. André
5. Telma
6. Roberto
7. Elisandra
8. Guilherme
9. Rogério
10. Marly Aldeia

*Initial Introduction*

YOLANDA:>Yolanda, I'm a geography, pedagogy teacher, so I teach many subjects, currently geography.

M:> You're teaching. On the weekends what do you do?

YOLANDA:> On the weekends I've been separated for many years now, on the weekends I like going to Guarujá.

M:>Beach?

YOLANDA:>I always go to Guarujá.

M:> Ok, for now.

NILTON:>Nilton, I'm graduated in business management, I work in a loudspeaker company, on the weekends I like going to the beach, walk with the family.

M:>Married, single?

NILTON:>Single.

M:>Are you studying?

NILTON:> My major is business management, I work in a loudspeaker company, actually in the administrative area.

MARLY:>Marly, I'm a widow, I work in a kids products store, I'm the store manager, it's been 2 years and on the weekends I spend time with the children.

M:>Go out?

MARLY:>A little.

M:>Do you like watching TV?

MARLY:>That too. Commerce, we work hard.

M:> Welcome, thanks for coming.

ANDRÉ:>André, married, I have one son, I'm a pathologist, pathology technician, but I don't work much.

M:>Work with what?

ANDRÉ:> I work in a lab, but I don't work in my field.

M:>More in the administrative area?

ANDRÉ:> More in the administrative area.

M:>Weekends?

ANDRÉ:> Weekends, Pedro takes care of me, it's my son, he's five.

M:> Gelol father... does he ask to play ball?

ANDRÉ:>Play ball, truck, movies, everything he can't he asks for.

M:>A lot of video?

ANDRÉ:>Yes.

M:>All those movies we watch fifteen times...

ANDRÉ:>I've watched a lot Finding Nemo, I've watched some thirty times. It's cool when you can still hold them on your arms, then there's no way.

M:> Thanks for coming.

TELMA:>Telma, I work in an auditing company for 25 years, I'm married, I have two married daughters, I have two grandchildren.

M:>Wowo...surprise. How is your weekends?

TELMA:>I like to travel, but when I don't travel I spend the day with my grandchildren.

M:>More beach or more countryside?

TELMA:>I like the beach. But it's balanced.

M:>Ok. Welcome.

ROBERTO:>Roberto, I'm an engineer, I have two daughters, I have a small company in the real estate evaluation area, forensics. And on the weekends I go to the countryside, at my parent's house, I go to the beach or I stay home working in the office, and I play the guitar. Since I'm independent worker it only depends on me. I work on the weekends, but not always.

M:>There are times when there's lots of work and then it calms down?

ROBERTO:> Exactly. In the last three months it was slow. In the beginning of the month was good, then...I think it's like...

ELISANDRA:>Elisandra, I'm a surgery instrumentalist, I have a boyfriend, I like traveling to the countryside, to my mother's house, movies. I work with plastic surgery and other too, so when it comes up we can't say no.

M:>Do you like to dance?

ELISANDRA:>A lot.

M:> Nobody said.

ELISANDRA:> I like dancing, I like a party, having friends at home, this is very good. I don't have children. It's still too early, I'm going to give it a little time.

M:> For now it's good.

GUILHERME:>Guilherme, I study computer science, I work in a company that sells golf carts.

M:>What team do you root for?

GUILHERME:>Corinthians. I live with my mother and my sisters, single, no children, because it's too early. I like going to the beach, working, studying.

M:>When you go to the beach, where do you mostly go to?

GUILHERME:>Riviera, north shore.

M:> Thanks for coming.

ROGÉRIO:>Rogério, I work in telecommunications, I don't study anymore, I've finished. I date. On the weekends I go out with my girlfriend, travel, beach, whatever it comes up, depends on the season.

M:>Mountain too?

ROGÉRIO:>Depends, during winter we go to the countryside, otherwise we go to the beach. And currently I'm on vacation.

MARLY ALDEIA:>Marly two, with y, also a widow.

M:>Marly? Last name?

ROGÉRIO:>Aldeia.

M:>I'm not going to call you two, nor am I going to call her one. Talk a little.

MARLY ALDEIA:>I'm a widow, I have two daughters, one granddaughter. I graduated in physics and biology, currently I coordinate a school in Guarujá, I go once a week.

M:>Are you living here?

MARLY ALDEIA:>Here.

M:> What we're going to be talking about today, this research, this study is being conducted by this university of Canada, it's a city, Kingston, it's a research about privacy. Our subject today is this: privacy. The first thing that I'm going to ask is that I'm going to give each one a piece of paper and a pen, and then I'm going to ask, before we start talking...people when you hear the word privacy, what's the first thing that comes to mind? I'm going to ask you to write this first thing that comes to mind when you hear the word privacy. And when you hear the word safety, what is the first thing that comes to mind?

*(Answering questions)*

M:>What did you write? One by one.

ROBERTO:>Freedom.

M:>Thinking about privacy, thinking what about privacy? First, let's think about privacy. Thinking about privacy, you wrote freedom?

ROBERTO:>Yes.

NILTON:>I wrote behavior.

ANDRÉ:>Respect.

ELISANDRA:>Individuality.

GUILHERME:>Personal life.

ROGÉRIO:>Secrecy.

MARLY ALDEIA:>Secret.

YOLANDA:>Only my life.

TELMA:>Intimacy. Particularity too.

M:>Why did this word privacy reminded you of these things?

ROGÉRIO:> I put secrecy because when you go somewhere you want privacy, you don't want anybody to know something, a secret, a secrecy.

GUILHERME:>I put personal life, because it came personality and personal life, but for privacy the things we do to us.

M:>What came to mind?

ELISANDRA:>Because in my privacy I'm an individual, I'm unique, my privacy, I don't need someone else, I have to be peaceful, I don't want anyone butting in.

M:>What did Roberto write?

ROBERTO:>Freedom. Without privacy I feel trapped. I think that in a communist system where people didn't have any privacy, nobody had freedom, it's my opinion.

M:>What counts is the opinion.

TELMA:>I put intimacy, particularity. I thought about my life, my intimacy would be myself...

M:>What did you think when you wrote?

ANDRÉ:> I put respect. Because privacy, when someone wants to be quiet you try to respect. When you want to be left alone you want people to respect too, because at that moment you feel like being quiet, left alone.

M:>What did Marly put?

MARLY:>I put bedroom, because my bedroom is my privacy.

M:>Ad Nilton put?

NILTON:>Behavior.

M:>Explain.

NILTON:>Related to family, let's say, because I live in a condo, one apartment close to the other, if you talk louder in one you hear on the other, so I put behavior regarding this.

M:> Yolanda?

YOLANDA:>Just me, it's the thing that's only mine, only my life, only that thing that belongs to me.

M:>And now, safety, what did you write? Let me hear...

MARLY ALDEIA:>I put comfort. We are more comfortable when we're safe. Individuality. It's a well being sensation.

M:>Safety?

ROGÉRIO:>I put police, mother...

M:>You mixed two things there...

ROGÉRIO:>Yes...

GUILHERME:>Because mother communicates safety to the son. But i put police too, not that the police communicates safety to us, but the first thing that came to mind was police.

YOLANDA:>Should it?

M:>Ideally?

GUILHERME:>Yes.

ELISANDRA:>Family is the only institution that you can trust, father, mother, brother, that's what gives you safety, gives you base.

TELMA:>I put family too.

M:>In what sense?

TELMA:>I think that safety in all senses is the family.

ROBERTO:>I put well being. Because when I feel safe, the bandit, health, I don't feel well, I'm in a place where I feel threatened, well being is linked to safety.

YOLANDA:>I put policing, because I feel safe, for example, on my street there is the private policing, so when he comes by, I say: "good, he's here, looking out for us". It's a policing we have, private, so we feel sort of good to know that someone is watching your house at night.

M:>And Nilton?

NILTON:>I put freedom, being able to do things you like, walking on the beach, which is currently violent. So, safety is freedom to do things without worrying about safety.

M:>Do we have this freedom today in your opinion?

NILTON:>No way. On the beach as well as on the city, on the countryside, I don't know, it's causing something that we're only safe inside our house. Because I live in a condo, my family only feels safe inside the house. And when we go out, everyone...it's complicated.

M:> Marly?

MARLY:>Protection.

M:>Protection?

MARLY:>Safety for me is protection.

M:>It's sort of a synonymous, right?

MARLY:> I think that if we feel safe, protected to come and go, it end up on freedom.

M:> André?

ANDRÉ:>Money.

*(Laughs)*

ANDRÉ:>Doesn't money give you safety?

ROBERTO:>I'm not saying money...

GUILHERME:>But it brings safety in another sense.

ANDRÉ:>Of being slave of the money, but you don't worry about this base, makes you safe to do something else.

M:>Did someone think about it, but didn't put?

TELMA:>No.

GUILHERME:>But after he said, I started thinking.

ANDRÉ:>Not safety, police, but it's a safety for you...

GUILHERME:>Even in this sense, because people who have more money have more condition to guarantee the safety.

ANDRÉ:>I didn't think safety in this, physical, I thought safety, is not worrying about the month that's coming, not worrying about the bill, I have this safety that's guaranteed. They're safe...

YOLANDA:>A bullet proof car.

ROBERTO:>Having money he buys.

M:>People often talk about privacy as a value, what is a value to you? What is a value? This word, what is a value?

GUILHERME:>It's something important.

ROBERTO:>In my opinion it's a matter of, almost everything, regarding the human being, from the moment you take your values, since there are killers out there, his life is over.

ELISANDRA:>Ethics.

M:> Ethics?

ELISANDRA:>Yes.

M:>Is freedom a value?

ELISANDRA:>Very important.

ANDRÉ:>Yes.



M:>What can we think, what can we say about privacy as a value? Is privacy a value too?

ELISANDRA:>If you're an ordinary person, you have. If you are an ordinary person you have a certain privacy.

M:>An ordinary person like what?

ELISANDRA:>Not celebrity. You see the celebrity today, it's banal for the human being, the amount of gossip magazines is higher than scientific magazines, for example.

ANDRÉ:>Celebrity is funny, guys do everything to appear, and then they do everything to disappear. Then they think it's bad.

ROBERTO:>That's why I watch Pânico.

M:>What were you going to say?

GUILHERME:>I was going to say that it's something important privacy in people's lives. It's what she said, if the person wants privacy she shouldn't be exposing, shouldn't want media. Someone who feels like exposing doesn't value her own privacy. People only give importance to things they've lost. Then they see what really happened.

ELISANDRA:>And this exposition takes you to ridicule.

ANDRÉ:>It's good to be alone, because then you find yourself, you see what you did wrong.

NILTON:>The more the person is a public figure more she is exposed. But at the same time, there are people behind this who always want to get something from the person, something made up, wanting to sell their image, something that it isn't. Then it's what we were saying, she tries to hide...

M:>And privacy is an important value, how could we compare? It's more important than that, but is it less important than that? What could we? Can we think like this?

ROBERTO:>Depends on the point of view. It's relative. There are people that really value privacy and there are people who like to be exposed. In my opinion, it's individual.

ELISANDRA:>The 'Darlenes'. And there're people who like, they make fool of themselves in order to appear, because they are only 15 minutes, they don't have talent and we see people in the media who don't know what goes on in their private lives, they don't expose themselves, they keep a dignified life. I think that privacy is as important as dignity.

M:>As important is dignity?

ROBERTO:>Went deep.

MARLY ALDEIA:>Privacy is also related to the moral part, because many times people don't have talent and they are exposed, she really devalues, the moral, there isn't an objective.

M:>Someone said, for example, I took the freedom example to say, I put a value that we are used to remembering, privacy is more important than freedom, freedom is more important than privacy? What does one thing have to do with the other thing?

NILTON:>They are related.

ROGÉRIO:>It's linked. If he has privacy he has a certain freedom. Now, if he doesn't have freedom it's because something in his privacy is not doing well.

GUILHERME:>People need freedom to have privacy. I think one thing depends on the other. People need to have privacy to feel free to do whatever they want, not having anybody butting in their lives, saying what to do, etc. and, on the contrary, the same thing, people need to be free in order to have privacy, because if they're not free they don't have privacy.

M:> How do you see that?

ROBERTO:>I think that privacy is an item of freedom. Freedom is made of many items.

MARLY ALDEIA:>Many times privacy conquers. Because many people have freedom and don't have privacy.

M:>In our study we frequently ask about privacy to people and we ask how do they feel, do they feel that they have less privacy than five years ago? How would you answer this question?

ELISANDRA:>I have much more privacy today than five years ago?

M:> More privacy?

ANDRÉ:>I don't think so. Let's say, here we have an environment that allows that, but we're walking on the street, you don't know.

M:>Are you pointing at the camera?

ANDRÉ:>Here is proportional. But you go in an elevator...

ROGÉRIO:>But they are messing with your privacy, they are guaranteeing your safety.

ANDRÉ:>There're people who are bothered by that. But, whether you want it or not, you said safety, you have to make a sacrifice. In order to have something you have to sacrifice another.

GUILHERME:>This thing of camera in the building, I'm in favor of that. Now, in the elevator I think it's weird. I think it sort of invades people's privacy, I live on the first floor, I only go up the stairs, but if I had to use the elevator it would be strange, I'd feel watched. Also because I see the doorman at my building looking at the camera there. "The girl from the third floor went up with her boyfriend, look at her boyfriend".

M:>Wait a minute.

ELISANDRA:>It's total privacy invasion..

M:> Privacy invasion?

ELISANDRA:> I believe that today you have two types of privacy, the one you have inside your house, it ends up being shared too, because I live alone, I go in, go out, do whatever I want, up to four years ago I lived with my father, my mother, so there was time to come home, I had to account for my life, and today I don't have that. And out of home, from the moment I set foot outside my house I have the neighbor who looks, the cameras, everything, so, it became a Big Brother, because you don't feel safe. You're afraid of turning the street corner and someone coming up with a gun. In eleven months I've been mugged three times. It was banal, by a kid, ten, eleven years old. The media does that, ad, a poor written soap opera...What do you watch in the eight o'clock soap opera?

GUILHERME:>Soap opera is a fixation in the "person's personal" life.

ELISANDRA:>Once I was watching Celebridade, there were six straight scenes with sex.

M:>What does it have to do with privacy?

ELISANDRA:>Moral, it ends with moral, and does that so people will be curious, and it becomes totally banal.

GUILHERME:>It's on TV, people don't care anymore about who watches it or not.

ELISANDRA:>He lives in a building, it's that really thin wall, the mother fights with the son, the neighbor wants to know why you're fighting, calls the super, mixes it all up...

ROGÉRIO:>But this always happened, in my parent's time there was also a neighbor who talked about the neighbor.

ELISANDRA:>But it wasn't as mean, I think.

M:> Was Telma going to say something?

TELMA:> I mentioned privacy invasion, for example, in my building now they put cameras in elevators, stairs, corridor, we had a freedom, there was privacy in the building, now you go in there, you forget, you're combing your hair...

GUILHERME:>You're embarrassed of touching in the elevator.

ANDRÉ:>You go to the doorman: "you forgot to comb your hair".

GUILHERME:>Camera in the doorman booth is a joy for the doormen. There's no television. Gossip...

TELMA:> You get out of your office, go to the corridor, in order to go to another department you see the cameras filming you. You have intranet, which is internal company, you can send e-mail to a colleague from another department bad-mouthing your boss, but inside my company we have a department where they check all the e-mails that are sent.

NILTON:>The type of information.

TELMA:>Then you: "I'm not going to put a name". So, it's privacy invasion.

M:>Let me listen to people over on the left side. Talking about we are talking, with the same question, do you think, do you feel you have less privacy in your life today than five years ago. This was the initial question I asked.

NILTON:>Privacy, from then to now, family has to be like this, family has to know everything you're doing. To me, I'm young, it's an open book, everything I do my parents know I'm doing, where I'm going...

ROGÉRIO:>Or not.

NILTON:>Sometimes we can stall them, I'm going to that place, I'm going out with that person, but there is more exposition today, let's say.

M:>Today you have less privacy or is it the same?

GUILHERME:>You manage to have more privacy if you want. Like he said, I don't care if the doorman watches what time I got home, my mother knows everything I do, if people are watching that I'm doing something it's because I don't owe anything to anyone. Now, at my house I have privacy, I go in my bedroom, nobody goes in my bedroom without knocking on the door, nobody butts in my life, nobody goes through my things. So, privacy is something that's more inside your personal life. Not the life you have exposed. From the moment you walk out on the streets, you're exposed. I think that someone said bedroom or house, I started to reflect about that. I work, go to college, I get home, have dinner, I hardly eat with my mother or sisters, I go in my bedroom, watch TV, study, go to sleep. So, I wake up, work. Privacy is more in your personal life, not as much on the streets, I don't worry if cameras are filming me...that Truman Show thing.

ELISANDRA:>You're not afraid of being eliminated.

GUILHERME:>I'm not afraid of being eliminated from the Big Brother.

YOLANDA:>In my house privacy is a little about complicity, because my son is single, he always tells where he's going, I tell him where I'm going, he tells everything....

GUILHERME:>Or not.

YOLANDA:>The worse thing is that he says details.

M:>Modern mother is like that.

YOLANDA:>Modern mother knows everything. He says: "today I went with so and so to the motel", "ok". He tells it like that. It's a complicity that he has with me. Because it's just the two of us, so he sits on the bed and...

M:>And do you tell him everything?

YOLANDA:>I tell. I don't have much. He has more.

GUILHERME:>That's what I think too, because when I was younger, I was sort of like this: "I'm not going to tell my mother this"...

YOLANDA:>Now it's modern.

GUILHERME:>Today I sit with my mother, I talk to my mother, she's a psycho dramatist, I talk to her, I don't have problems. I only don't talk to my mother about money.

ELISANDRA:>Which son talks?

M:>Thinking overall, not just inside the house, on the street, at work, in all circumstances, we feel today that we have less privacy than five years, ten years ago, or is it the same thing, or is there more privacy?

ROBERTO:>Now you improved this space in time, I think that five years ago it was little. But ten years changed a lot.

M:>What do you mean?

ROBERTO:>I think that if you analyze, go back ten years ago, there is a good difference in privacy, the treatment between parents and children.

YOLANDA:>Exactly.

ROBERTO:>Because today the privacy in family diminished a little, because today the son relies on the parents, not in the old days. He got in into trouble, he got into drugs because he didn't have support from the parents. Now, if you go to individualism then it's the opposite.

M:> You're telling me that privacy is not...? You're putting the negative side of privacy, is that it?

ROBERTO:>Not always, it can be accepted this way. Has to have this privacy, it can be a little open. Now, if you take a person not in family, then it would be better. Is the contrary.

GUILHERME:>Five, ten years ago is relative, I had much less privacy, because I was 14 years old and I think that privacy is something that passes each day, the older you get, more privacy I have, because less people are out of my life, because I have many people inside me, I think that everybody has, the person I'm at work is completely different from the person I'm in college, than I'm now.

ROBERTO:>You are getting.

GUILHERME:>The older I get, less people influence in my life.

ELISANDRA:>and the family manner too, the family reactions. Ten years ago...

YOLANDA:>It's important.

ELISANDRA:>I got lucky because my parents talked openly about drugs at home, as a learning, why not to do, and not the straight, but I have friends my age...

M:>But it's almost a positive break in privacy.

ELISANDRA:>It's a positive break.

M:>So, you're saying that privacy not always is positive?

ROBERTO:>There are two sides.

ELISANDRA:>Ten years ago there wasn't talk.

ROBERTO:>It's a two-way street.

GUILHERME:>Then your parents start trusting you and start invading less your privacy. Because when you didn't talk...

ELISANDRA:>But then it's lack of trust.

MARLY ALDEIA:>You conquer.

M:>Privacy is conquered. Trust is conquered, the same manner the privacy is. In what areas do you have less privacy? It goes for everyone, but let me hear the left side first.

ANDRÉ:>Anyone.

M:>You have less privacy than some time ago.

NILTON:>To me, regarding work, everyday.

M:>What do you mean?

NILTON:>The more value I get inside the company, more my privacy is restricted, I get information that I have to share with managers, with people of other areas that are linked to my sector. At the same time that I know everything, I don't know anything. Everyone has to know the same thing as your experience, as you're growing inside the company. So, since it's a tam work in my sector, this information has to generate. and privacy is restricted to the work issue.

M:>Does it have to do with what Telma was saying, you want to send an e-mail but there's someone watching?

GUILHERME:>In the work issue, if you're not independent, when you have your own company, if you're an employee, you don't have any privacy. Because the independent worker, if you're employee everyone is watching, observing your performance, if you're independent or owns the company you also have less privacy at work, but less than the employees.

ROBERTO:>I have less of the financial part, for example, taxes, they are catching them.

ELISANDRA:>Commercially speaking too.

ROBERTO:>The financial part. Today, there's not anymore, in older days you could even omit something, today they're crossing information with social security, today your privacy, because there are things you don't want to say, you risk going to jail, of losing your assets, with this privacy invasion.

ROGÉRIO:>They guarantee secrecy.

ROBERTO:>We're talking about privacy.

ANDRÉ:>I saw in Santa Efigênia that you buy a CD...

ROBERTO:>Your name is there, the hacker will take your social security...

M:>You mean, with the technology thing?

ROBERTO:>The computer now is totally powerful, it's getting into people's privacy each time more.

ANDRÉ:>You talked about the financial area, people used to go to the church to confess, the priest yesterday is the bank manager today, you go to the bank, the manager knows everything about your life, if you want something, he has...

ROBERTO:>Then you lie to him, he goes there, take your IRS...

ANDRÉ:>Then you're screwed. There's nothing, they say there is, but there isn't.

ROBERTO:>The Government say they'll give privacy, but they don't, in my opinion.

M:>What do you think about Roberto's opinion? Is that the way to go?

ANDRÉ:>Financially, you don't have any privacy.

NILTON:>This part of privacy is linked to the person's value, the more value the person has in the sense of knowledge or the buying power, less privacy they have, because they're more exposed.

ANDRÉ:>Also what happens is that we always pay, always the fair ones pay for the sinner. A lot of problems happen today, like privacy invasion, it was a way to protect everyone, so because of a half a dozen that mess up too much, everyone...

M:>Besides the financial area, Government things, Government information?

ANDRÉ:>Information technology too, internet, there's nothing.

M:>Internet?

ANDRÉ:>It's too open.

M:>What do you think about it? Have you gotten used to it?

ELISANDRA:>Shop on the Internet, never.

ROBERTO:>I'd like to shop on the internet, because it's very practical. But I don't.

MARLY ALDEIA:>Not even bank register, I don't have anything.

GUILHERME:>My mother buys everything through the internet, she never had any problem. I don't have anything in my computer to hide, of course we type the password, there are social security numbers, but I always try to change my password, always having anti-virus, but I'm a professional in computer science, so everything that's protection for the server at home I have. I've never had any problem.

ANDRÉ:>Three months ago, I'm not going to say the name of the bank, because I'm not going to advertise it for free, I went to access the bank account, the guy was inside the bank site, not in my machine, was inside the bank site. And when I went to complain, the bank already knew, he wasn't in mine. It was the first and last time, I lost. Never more.

YOLANDA:>My daughter went to buy lenses that come from the US, they only have there, we didn't buy, because they first wanted us to give the money, then, when it was in the account they'd send the lenses in a week, we got scared. It's complicated, because what are you going to complain about? The card charges, international card, charges there...

ANDRÉ:>Then Bill Gates laughs..

YOLANDA:>We don't know if the lenses are coming or not.

ROBERTO:>It's a matter of culture.

ANDRÉ:>Brazil is the second in the world. The greatest hackers are Brazilian...

GUILHERME:>This internet issue, computer, it's more the user.

ROBERTO:>It's not a matter of system, it's a matter of the user.

YOLANDA:>Do you shop on the Internet?

GUILHERME:>I have, actually, I buy in the US from a supplier that I have a relationship with and they give me 45 days to pay, and when it's credit card, I confirmed, debit card and all, then you only pay when the bill comes.

ANDRÉ:>You know the guy, the guy knows you.

M:>Wait there...

GUILHERME:>I don't know what does the person look like, I've never gone to the company in person.



ROBERTO:>You risked.

M:>Let's talk about that in a while, the internet, work, but I wanted to follow the scheme. I mean, you talked about information technology area, privacy is not really this thing, at work you've worked, in the work everyday. Does the privacy issue concern you? Does your privacy concern or is it something you don't care much about?

GUILHERME:>I think that if you have you don't worry about.

MARLY:>I don't worry about.

GUILHERME:>When you have privacy, you don't worry.

M:>It's not a matter that's trendy?

TELMA:>I think it's important.

YOLANDA:>It's important.

TELMA:>In private life I think it's important privacy.

YOLANDA:>It bothers..

ROBERTO:>Everyday, you're being more exposed.

YOLANDA:>It bothers.

ROBERTO:>In all senses, not just the financial, information technology, because there's even satellite...

ELISANDRA:>I have at home these music software, for example, I download music from the internet, then it's like this, my photos, if I have a certain photo there, something that I don't want to remove? It gets to that point...

ANDRÉ:>Then it gets to where he talked about, 90% of breaking things is when we messed up.

ELISANDRA:>It's not everybody that has college to understand, most of the people started out of curiosity, up to four years ago I didn't use the computer, I didn't even know how to turn it on, so most of the people are like me, it was curiosity, I didn't take a course, you learn, then someone gives you a hint, teaches...

GUILHERME:>For 150 reais, I go there I install half a dozen programs, you're safe...

M:>People, is this subject a theme you talk to friends about or it's not in people's everyday?

MARLY ALDEIA:>I live in a building, so privacy, when you tell something to someone, there was a Chinese philosopher who said that the gossip gets started from ourselves, so you don't have to tell so nobody will know, so it starts with us.

ROGÉRIO:>You maintain your own privacy.

MARLY ALDEIA:>We maintain our privacy, people will get curious, but you won't tell.

M:>But is this privacy invaded once?

MARLY ALDEIA:>Sometimes, there're people who...

M:>But isn't this enough for us to discuss in the everyday, is it an everyday subject?

ANDRÉ:>No.

YOLANDA:>No.

M:>This theme of our research an everyday subject?

ROBERTO:>I'd never imagine. People start discussing the theme from the moment they're affected. Everyone, in the everyday, is invaded, but from the moment that it affects people...

ANDRÉ:>The human being is like this, if affected he liked, he doesn't say anything. If reacted negatively, he says that I-don't-know-what...

ROBERTO:>I think that it's a subject that should be more discussed. Now, where?

M:>It's not a trendy subject, not a subject you discuss in the everyday/

YOLANDA:>No.

M:>Now, I'm going to insist once again in the last five years, did your opinion about this subject, about privacy, change in the last five years, or did it not? If it changed, how?

NILTON:>It's something that will always exist. Ten years ago in my building we had time to play ball, run in the playground, and the parents that didn't have sons that age were always complaining, scheduled a meeting with the super to discuss all that. Today, their sons are in this same age and doing the same thing we did.

ROGÉRIO:>It goes to what he said.

NILTON:>Since you've passed this phase, is it you who's going to go in that point of complaining because they're making a noise when it's past ten, the barbecue that's loud.

TELMA:>Now they are invading?

NILTON:>Ten years ago I was the one who messed around, and the parents discussed in a meeting, let's go easy, let's see what we can do so we won't be running in the middle...now, conclusion...

ELISANDRA:> You want a huge privacy invasion from one year to now? It's cell phone with camera. It's something like this, I was watching an American show last week and the actress said something to do with it: "the cell phone with camera is the autograph book of the XXI century", so

you're walking on the street, you think someone's beautiful, you take a picture, the person doesn't even notice. Who said that they wanted him to take my picture?

NILTON:>You don't even know why he's going to use it .

M:> Is that privacy invasion?

ELISANDRA:>It's a very dangerous invasion, because you can take a picture of someone in an extremely embarrassing situation, put on the internet, it's done.

ROBERTO:>If you take in the last ten years, the same subject, but pending to the other side, the closed condo, private areas, today people are trying to isolate themselves more to have their privacy, even with others...

GUILHERME:>That's true.

ROBERTO:>So, in this aspect it improved.

M:>In this aspect improved?

ROBERTO:>The privacy issue was thought out. People have more privacy, go in his condo. Now, if you take to the other side...

NILTON:>This type of privacy is related to safety.

ROBERTO:>Which is a privacy. The things you said, safety and privacy, you've started with these two words, you see how they are together.

GUILHERME:>But it's relative, I was for five months in the US, and now they are much concerned about safety, not only external, from out of the country, but also with criminality, etc. but you don't see one house with a fence, with high walls. And I was driving with the car with American friends, and I sit on the guy's grass, "hey, that's private property, you can't go in", there's no wall, but the grass is the guy's property.

ROBERTO:>But is it the guy's condo?

GUILHERME:>It's not a condo. It's on the street, open.

ANDRÉ:>In Brazil...

ROBERTO:>Then it's a matter of culture.

GUILHERME:>Now, you go to Brooklin, which is a theoretically violent neighborhood, you see houses without fence. But you see that the person is going between the two houses, that's a suspect attitude, and you can even get fined for that.

ANDRÉ:>Here in Brazil you can't...

GUILHERME:>They respect people's privacy. If someone is in the backyard, the guy can kill the guy, because the guy has gun authorization.

M:>When was it September 11?

ANDRÉ:>2001. Three years already. Because Brazil has a fear industry here, even safety and privacy, an industry that the guys, you just have to look at this street, how many houses have electric fences?

GUILHERME:>If you go to a neighborhood that's chic, with million dollar houses, they all have walls...but streets like this, residential, there isn't...

NILTON:>Privacy is very much related to the safety issue, the more the guys build up walls, make fences, etc, etc...

M:>Since September 11, has anything changed? Here were there reflex in other countries or was it just in the US?

GUILHERME:>There was.

ELISANDRA:>Airport.

ANDRÉ:>Bush got reelected.

ROBERTO:>Bin Laden re-appeared...

ANDRÉ:>This was set up, the guys kept the tape...

M:>Let's leave this theme for later...

ROBERTO:>I think that it's a mark for humankind this September 11, the towers explosion, I think it'll stay.

M:>What is the relationship with privacy?

ANDRÉ:>Everyone lost their privacy because of that, you lose privacy in exchange for safety.

ELISANDRA:>Was it easy to go in the US?

GUILHERME:>It was ridiculous, the guy looked at the passport, looked at me, I don't know if it's because I had a work visa, I was going for a job there, it was easier. But I got in, the guy didn't hear my voice, only heard me saying "tanks"...

ELISANDRA:>Did you notice any difference around?

GUILHERME:>The only difference that I noticed was the digital finger printing, and now there's someone who speaks your language.

ANDRÉ:>You don't know if there was, there could be people watching you...

GUILHERME:>That, yes. People put you in line, someone speaks your language, if you have any doubt...

M:>You've reported some experiences regarding privacy invasion that you've had, did other people have experienced having their privacy seriously invaded?

MARLY:>No.

ROGÉRIO:>I think that privacy invasion, you even mentioned the financial area, when we made contact with the person who called us to come here, he asked a bunch of questions, including income. He asked how many vacuum cleaners we have, how many refrigerators, so they have a sense, there's no need to ask, I think that's invasion.

ANDRÉ:>That was a concession. To me, it wasn't an invasion.

ROBERTO:>Not to me, it wasn't either.

GUILHERME:>If you don't want to answer, you don't.

ELISANDRA:>It would be invasion if he made you.

TELMA:>You could answer if you wanted.

ROBERTO:>It's the same thing as in the wedding, either you say yes or no.

M:>Marriage is a privacy invasion?

ROBERTO:>Yes.

MARLY:>Then it's total.

ROBERTO:>It's the greatest of all.

ELISANDRA:>There is still contract for that...

M:>Official privacy invasion? Do you have something like that that you could tell me of having the privacy invaded? You talked about bank, you talked about the government, the manager knows more than the priest...

NILTON:>I even put in the beginning the safety issue, because we're on the beach and the young man asked for information by the gate and said he was robbing us, then he took us all in, put everything inside the bedroom and took everything he could take.

M:>This is a more serious case of privacy invasion.

NILTON:>The worst was when we managed to call the police, the bad guys were gone, and the police was that invasion to know everything about your life, who you are, what you d.

M:>You had an invasion by the bandits and a privacy invasion...?

NILTON:>For nothing.

ELISANDRA:>For as much as they are doing to protect the place, you arrive in a dance club and they search you, it think that's horrible. I've gone to places, went through that, it's embarrassing, it's ridiculous...ok, it's a woman? But she doesn't have the right to touch me.

ANDRÉ:>You fall into that, because of safety, you...

ELISANDRA:>I know they're doing their work, it's in the context there, but there should be another way less embarrassing to do that.

GUILHERME:>If she wants privacy...for example, if I didn't want the guy to search me I wouldn't go to certain dance clubs.

ELISANDRA:>So you go hibernate?

M:>Other examples of privacy invasion?

ELISANDRA:>Metal detector.

TELMA:>Going in the bank and having to strip all your clothes off....

ANDRÉ:>Then it's closed..

TELMA:>It's the death.

ANDRÉ:>You take two steps back, step on the yellow line...

TELMA:>I think that for a woman we have to open our purse and the guard looks at what's inside your purse, what you have in there, no point in asking what's that...

ANDRÉ:>Woman's purse is a mysterious thing.

ELISANDRA:>I went to a bank with my mother, then couldn't go through four times, in the fifth he said: "open your purse". I didn't even notice, when I opened the purse a pack of condom fell out, with my mother behind, the guard looking, I said: "great, wonderful"...

Eu fui ao banco com a minha mãe, aí não passava quatro vezes, na quinta vez, ele falou: "abre a sua

ANDRÉ:> "Mother put your things in my purse".

M:>Is it hers?

ELISANDRA:>You know, this happened to me, that was privacy invasion.

ANDRÉ:>Then it falls on what you said, sorry people here, but when the guy goes to the pharmacy to buy that, he has to open his privacy, the cashier will look: "yeah"...if you're opening...

GUILHERME:>At least I use, so what? Pardon me, “At least I’m eating someone ad you’re behind the cash register”.

ANDRÉ:>Going back there, stopping at the bank is horrible.

TELMA:>You’re going, you remove your keys...

ANDRÉ:>The guy knows that you have nothing inside the purse.

TELMA:>Then you go in the bank, looks and sees the person going in with umbrella in hands...

M:>That’s privacy invasion by the companies...

GUILHERME:>Unibanco, on my street, they double the numbers of guards and removed the metal detector by the door.

M:>Another type of privacy invasion by the companies, do you know?

ANDRÉ:>By the company? You have a record in a company, so the company has your data, these companies sell your data to telemarketing, so they can bother you, you didn’t authorize, why does the company sell your record?

YOLANDA:>Why do they find our phone number?

MARLY ALDEIA:>Telemarketing companies.

M:>How do they know? Do we ask that?

YOLANDA:>I ask.

MARLY ALDEIA:>We know that in your house there is an Europa water purifier.

GUILHERME:>That’s guessing.

M:>Privacy invasion by the Government, what’s that?

ANDRÉ:>Will stay here until...

ELISANDRA:>This thing of registering social security every year...that’s invasion, every years is the same thing and if you don’t that you’re lost.

ANDRÉ:>They cross the data to know if you voted.

M:>The case Telma mentioned, privacy invasion at work?

GUILHERME:>It’s where it more exists.

NILTON:>It’s where you’re exposed.

GUILHERME:>You're all the time being watched, being evaluated. It doesn't even have to be your boss.

ELISANDRA:>And the gossip level.

GUILHERME:>That one arrived at 8:20 today...that one has money, had lunch in so and so place.

ELISANDRA:>When you work in a place with lost of people...

YOLANDA:>My son worked in a company, they said, in the meeting: "there's a guy there that stays the whole day seeing things he shouldn't on the internet, let's not say the name, but we know who it is".

GUILHERME:>They already cut the internet for two months, because the boss said: I found 18 viruses in the company's server, people had a meeting and I tell them not to do that, I know which machines are, but the thing is that it's not always you who use it...

YOLANDA:>Yes.

GUILHERME:>It wasn't nobody. But today you have the program, in my house there's the program called VNC in which you remotely administrate your computer, so from my house I know. I could work at home that I can run the anti-virus in all the machines...

M:>Privacy invasion in the everyday? Already mentioned camera in the elevator...

ANDRÉ:>Camera in the supermarket.

ROBERTO:>In a building, when you go in, they take your picture.

ANDRÉ:>Yes.

ROBERTO:>There's a building I didn't go in. "If you don't take your picture you're not going in".

GUILHERME:>The same thing, in the beginning there were all these photo fines, appeared the entire photo, and today they dim people's face, because it cause so much problem, I saw cases with problems, people I know, the guy was going out from a motel with another woman, then his wife went: "what were you doing with this woman?" it was the motel they went to also. Then the guy sued the government because it was privacy invasion.

M:>Who dims?

GUILHERME:>Because there are photos that are of the front, so you see who's inside the car...

M:>What type of photo?

GUILHERME:>A fining photo, from the radar, so today, in order to preserve the image of people in the car, they dim your face.



ELISANDRA:>Falls into image privacy, my image is mine, I only take pictures and only present wherever I want.

YOLANDA:>I didn't know about ID xerox...

MARLY ALDEIA:>ID. There's that camera, so focus on the person that's going in the building, they ask for ID, they Xerox or something...

M:> The identity?

MARLY ALDEIA:>The driver's licence, so you can go up.

YOLANDA:>I didn't know.

M:>People, does it exist? Let's think about other things that can compromise our privacy, there's this robbery of ID, credit card, for example, is it something you suffer about?

NILTON:>Check too.

ELISANDRA:>Fiction companies, you go there, take your résumé, "I need your résumé to have ID, social security, everything complete and a 3 x 4 photo". You just have to take it to 7 de abril. There's bunch there.

ROBERTO:>This last question, how is it?

M:>Examples of privacy invasion, privacy invasion compromise. If, for example, one of them is robbing identity, credit card information, they are all way of...

ROBERTO:>I've had my check cloned by employees of Banco do Brasil, and it was the right sequence, the number on the checkbook that I was going to take.

M:>Is there a group in society, some social class that's more susceptible to privacy invasion than others? What groups?

GUILHERME:>It's different in the sense of being celebrity, either people are public...

ROBERTO:>I think in all groups.

ELISANDRA:>I thin in all of them, from the most humble..

M:>Isn't there an ethnic group, a low income group, minority people?

ROBERTO:>I think low income people suffer more, because there's privacy.

GUILHERME:>I don't thin k so.

ELISANDRA:>He can't protect himself..

GUILHERME:>I think they have more privacy, in the sense of having less people interested in his life.

ANDRÉ:>Doesn't draw the attention.

GUILHERME:>I put my father's name on the internet, I think about ten pages. You put the name of someone you don't...put the name of someone from the upper class, Antonio Ermirio de Morais, you'll have a bunch of things, you even put someone who is not as famous, find out the name of the Morumbi owner...now, you put the name of the security company that does the security on the street, the guy has privacy, nobody knows about this life.

ROBERTO:>Go see where he lives, does he have privacy with his neighbor?

ANDRÉ:>Lower social class has something that's called social invisibility, the guy is sweeping the streets, doing his job, you don't even notice that the guy is there. He's imperceptible. There are people who think that it's inferior. You don't pay attention. The guy did a test one day, the guy was a college professor, dressed up as a maid, he walked in the middle of the courtyard at break time and nobody paid attention to the guy.

M:>So, I feel that you don't identify any social group or a specific group that suffers more with this problem of privacy invasion?

ROBERTO:>I think everyone is exposed the same way.

NILTON:>And the tendency is to diminish the privacy issue.

M:>Improve or get worse?

NILTON:>For better. This will be relatively together, some people will be benefited, and others...

M:>Do you think that people will have less privacy or more?

NILTON:>In in the privacy issue involving information technology, computer, these things, people will have less privacy from now on. I see it like this, in social life they'll have more privacy in their own house, I think that the family issue, I think it'll involve that. Now, her external world will be exposed to everyone...

M:>Are we going to have less privacy or more privacy?

ROBERTO:>Normal people?

M:>Us.

ROBERTO:>We'll have less.

MARLY ALDEIA:>I even saw an interview, someone implemented a chip under the skin, appeared in the computer all the people's data, including health problems, diabetes...

NILTON:>Yes.

MARLY ALDEIA:> What is the medicine you take, if you feel sick on the street, all that, so we have less privacy...

ANDRÉ:>That's a good invasion.

ROBERTO:>Take this chip, put the device, knows what you have.

GUILHERME:>It has reading.

ROBERTO:>It has all the things in your organism.

ELISANDRA:>You'll only put it if you want to.

ROBERTO:>Depends.

ELISANDRA:>I see, that's very good, why? What happens? My mother-in-law is sick, she went to the doctor this weekend because she fell, they gave a bunch of medication for her and she couldn't take them, she had allergy reaction and almost died, what if she had this, never this would've happened.

GUILHERME:>I think that this type of thing brings, the advantage is a benefit, brings more privacy, because that's the idea, this is highly used in veterinary for identification, etc., it's something that in the future you won't have problem if you lose the ID.

M:>It's not always negative?

GUILHERME:>It was you who put, and it's only who you wanted to know.

M:>Privacy invasion is usually when we don't consent?

ROBERTO:>Like politics hour on TV.

M:>Politician hour?

ROBERTO:>That thing is an absurd, you don't have what to do...did you know that beginning next year they'll put on cable TV too? Cable TV will have politics hour.

ELISANDRA:>Military service, I think that's privacy invasion, for you, because it's not all men that want...

GUILHERME:>It's not privacy invasion.

ELISANDRA:>Aren't you obliged to do it?

MARLY ALDEIA:>It's like voting.

GUILHERME:>I had to go, went to the last selection, I went eleven times.

NILTON:> I agree with her, this part of the army is terrible, people who have flat feet cannot do, feet too high neither, and those who have surgery, he went up to me and said: “you go to the second room on the right, unfit room”...

GUILHERME:>You get naked in front of the guy.

ANDRÉ:>In the room with everyone the guy asks: “who is gay?”

ROBERTO:>Nobody answers.

ANDRÉ:>There are some, in my group there were two who answered, because they wanted to leave, but they stamp it on the document that he is.

GUILHERME:>The guy...

M:>Then they ask the question.

NILTON:>There's an excess of 60 people.

M:>Let's talk about privacy and not prejudice.

GUILHERME:>I think it's authoritarian.

M:>It's because we can't.

MARLY ALDEIA:>Even doing a medical exam, people's privacy are invaded, I believe.

M:>People, do you think that this threat of a privacy invasion will be higher or lower in ten years?

NILTON:>Lower.

M:>These threats to privacy, do you think it'll be lower?

YOLANDA:>Higher.

NILTON:> Higher.

MARLY:>The tendency is to increase.

ROBERTO:>The tendency is to increase and have a device that will protect that.

ANDRÉ:>You get used to it too.

ROBERTO:>You go in, there's the spy, there didn't exist anti-spy, today you don't leave, he doesn't let the spy go in your computer. In the future there will be some device, I don't know...

ANDRÉ:>They have to have one against the neighbor.

ELISANDRA:>Either we'll get used to it or we're going back to the caves. It's very simple.

M:>I mean, so I didn't understand your overall opinion, do you think that in ten years, five or ten years, the threat to our privacy will be higher?

GUILHERME:>In large urban centers. Because if you go, if you have means, of course not everyone has, you have to have a financial support for that, but you can isolate. My father lived 50 kilometers from São Paulo, peaceful, the neighbor lived 100 meters far...

M:>Why do you think that the threat to our personal privacy will be higher in five, ten years?

MARLY:>Technology advance, the more technology, the more...

ANDRÉ:>Fighting fraud, fighting crime, a lot of barriers will have to be broken. A lot of privacy will be broken in order to protect...it's a paradox.

M:>Due to safety?

ANDRÉ:>Yes.

ELISANDRA:>We've become the Jetsons cartoon.

ROBERTO:>The chip she mentioned. You catch the thief, you already know that he is or isn't, it's implemented all the sentencing he has, on the of the factors...

M:>I'm not thinking about 100 years, I'm thinking in five, ten years. Do you think that in the future it won't be as private as today? It won't be as private as today?

ROBERTO:>The sex.

M:>The sex?

MARLY ALDEIA:>Like in Sweden. In Sweden it's in the garden, anywhere.

ROGÉRIO:>Really?

YOLANDA:>Are you going there?

ROGÉRIO:>Don't tell my mother.

ROBERTO:>If you take television from ten years ago and today, my God.

ELISANDRA:>Television ten years ago, you took a soap opera, take a soap opera today, there's no...

ROGÉRIO:>Invades your home.

M:>Invades your home?

ELISANDRA:>If you want to change the channel? Yes. But how many can have, for example, a cable TV, where you have more options, how many people have this possibility? It's not everybody. What's conventional? Porn, Faustão, Gugu, things like that...

M:>If I asked you to mention only one threat, which would be the greatest threat to privacy in the future?

NILTON:>Violence, related even to criminality, related to drug, these things, in five years, if it doesn't change...

M:>Threat to privacy, not threat to you, threat to your privacy?

GUILHERME:>What he said, violence, because violence makes you create a protection mechanism that they're really invading your privacy, the cameras, etc...

NILTON:>It's net.

GUILHERME:>Yes.

NILTON:>You can't run from that.

M:>The more violence, the less safety, more privacy invasion?

MARLY:>Yes.

YOLANDA:> Yes.

NILTON:>A lot more.

GUILHERME:>They invade your computer because you don't have safety, they invade your house because you don't have safety...

ELISANDRA:>Your image too. I go back to the photo, the digital photo you can take anywhere, your privacy as image, as person...

ANDRÉ:>Then you fall into that, if the guy can make some money, the guy is quiet, convenient sometimes. If the guy took my picture, put there in Caras, great, I won...now, put there in [www.uglupeople...then](http://www.uglupeople...then) I'm going to get mad.

GUILHERME:>I'm going in...

M:>Who here depends on electronic technology or technology based on computer in your daily life?

GUILHERME:>I don't.

M:>It's your own life?

ANDRÉ:>Everybody here. Go withdraw money from the ATM, go the market...

ELISANDRA:>Optic fiber.

ROBERTO:>To answer your question, it's the computer that's the greatest threat to our privacy. Imagine the world today without computer, from today to 24 hours, what happens?

GUILHERME:>If you take the computer away from the world today, I don't have a job.

M:>Do you feel well informed, do you think you have enough information to know how can technology affect your personal privacy? Or do you think you don't have enough information? Did you ever think about that, how does technology invade my privacy?

ROBERTO:>I thought about it in the IRS issue.

M:> Or are you thinking now?

GUILHERME:>I thought about that cell phone, even without camera, you're in a place and you don't want to be found, your cell phone rings. So, it's something that sometimes invades a lot.

ANDRÉ:>The cell phone, only the fact that it's quiet, in standby, people already know where you are. That's why, sometimes the guy is being kidnapped, people can trace.

ROGÉRIO:>I work in a phone company, sometimes the police comes and asks, "I want to listen to that number", you can be a witness to a case, not guilty for anything, he tapes everything...

ANDRÉ:>Then it wouldn't be invasion...the guy is committing a crime.

ROGÉRIO:>No.

ANDRÉ:>Are you obliged to follow him? Do you follow the procedure?

ROGÉRIO:>We tape.

ANDRÉ:>Do you have access too?

ROGÉRIO:>No.

M:>People who don't access the internet raise your hand.

*(They all do)*

ELISANDRA:>Hours.

MARLY ALDEIA:>I do.

M:>Who doesn't send or receive e-mail?

*(They all receive and send e-mail)*

M:> Everybody sends and receives e-mails. How can internet affect your privacy, the use of e-mail?

ELISANDRA:>Web-CAM, it's on without you knowing it.

ROGÉRIO:>It's like in her company, all our e-mails are monitored, and they read everything you're sending, because you might be sending some secret information about the company.

GUILHERME:>Very careful with the digital camera and computer, even if you erase, there are programs today that recover any data that has ever been saved. I had a digital camera card, the card stored 800 photos, I used it in this program that recovers any type of data, I recovered almost 20 thousand photos that were in the card before I bought it, because I bought an used camera, I saw all the photos the guy had before.

M:>Do you feel well informed about this issue of internet, e-mail, the relationship with our personal privacy or you've never thought about that?

ANDRÉ:>Until the first five minutes, we think.

ELISANDRA:>Speaking like this it's a tiring dynamic.

M:>I didn't understand.

ELISANDRA:>Because if we think from this, we'll have to travel at every step we take, we'll end our privacy...internet, here is our information technology friend, ten years ago there was a thing, today this overcame the pre-historical era, something that today is current, tomorrow becomes obsolete.

ROBERTO:>Web-CAM, there's a program that turns on, film, even when it's turned off...

M:>What?

GUILHERME:>Do you know what is Trojan? People access, Horse of Troy, he sends an e-mail to a bunch of people to leave the internet slower, the guy hacks in your computer, turns on the camera, prints something in your printer, sometimes you're even using it, you see your mouse...

M:>Except for Guilherme, don't say anything yet....do you know what you can do to protect your privacy while you surf the internet?

NILTON:>No.

MARLY:>No.

ANDRÉ:>What can be done to protect?

M:> What you can do to protect.

MARLY ALDEIA:>Antivirus.



ANDRÉ:>Spyware, For All...

ROBERTO:>Foruol, there are many mechanisms...

ANDRÉ:>Now, you use two antivirus together, you use a group of programs today to be Able to...

ROBERTO:>The tough thing is that they use...

M:>I use computer, but I'm a sort of technology illiterate, so I didn't know that, so I don't give out my card number, on the internet, don't buy on the internet, because I don't know, so I don't take the chance. How do you know, do you go on the internet?

YOLANDA:>No.

NILTON:>Look, this safety issue in e-mail is hard, because at the same time that it's comfortable, it removes your safety, you're exposed. Well...

M:>I don't know what to do to protect on the internet. Do you know?

NILTON:>WE have to keep updated, but it falls in the same thing she said, every day they invent something more, and the other part likes to go in with the virus, is always updating to overcome.

M:>Do you know?

MARLY:>No.

M:>What to do to protect your privacy?

ELISANDRA:>I have no idea, if I didn't have these things installed in my computer I'd be lost. My computer would've caught on fire.

TELMA:>I access at work, I don't have computer at home, I do, but it's turned off.

MARLY ALDEIA:>I believe that we have to protect ourselves. So, I'm not going to put your photos on the internet.

M:>Then you don't.

MARLY ALDEIA:>I don't access the bank through the Internet.

M:>Then you're like me, you don't use? But do you know how to protects yourself if you want to use?

MARLY ALDEIA:>No.

NILTON:>Her protection would be stop using.

ROGÉRIO:>Sort of, I know with the help of all the programs.

M:>What laws are there to protect your privacy today?

ANDRÉ:>Here in Brazil?

ROBERTO:>I think that not even in Brazil neither anywhere else they were trying to put a protection law to internet, but it didn't work.

ANDRÉ:>}Overall privacy?

MARLY ALDEIA:>through the internet, there isn't.

ROBERTO:>Talk about copyright...

ANDRÉ:>Not on the internet.

GUILHERME:>Sometimes you do something that you don't want to be published.

ANDRÉ:>Moral damage, image damage.

M:>Copyright.

MARLY ALDEIA:>I write poems in the computer, then I print, but I send to register in the National Library of Rio de Janeiro, I mean, it's private, mine, it's registered there, I have 300 or so, but it's there. So, I have how to go after that.

ROGÉRIO:>Patent.

M:>A sort of patent. Did you know that there are federal laws about privacy that put serious restrictions in the way the Federal Government can use personal information?

ROBERTO:>No.

M:>Including restriction in sharing personal information, cannot spread, did you know that there were such laws?

ROBERTO:>I know that what they take of yours, they have their criteria to not announce. Now, if you go to someone else to audit, I wouldn't know.

GUILHERME:>Pass on to other government departments? It's divulging. If I put more information in the IRS can he pass on these information?

M:>What do you know about that?

YOLANDA:>Nothing.

MARLY:> Nothing.

MARLY ALDEIA:> Nothing.

ROBERTO:>I don't know and I'm getting worried.

M:>Worried?

GUILHERME:>I feel safer, because it's a law, if I'm going to do anything...

ELISANDRA:>But if you don't know that this law exists?

GUILHERME:>I feel better because now that I know, I'm going to know...

M:>It's not with me that you'll get information, I only want to know if you know these laws exist?

MARLY ALDEIA:>These laws are relative too, aren't they? Because there were many hackers recently who withdrew money from many accounts throughout Brazil, they were arrested, then the law...so, they have to go to the Senate to make the law.

ANDRÉ:>In the case of hackers, are they considered fraud, they managed to get them.

MARLY ALDEIA:>Through the internet no?

ANDRÉ:>If you look closely, through the internet only the means changed, the end is the same.

MARLY ALDEIA:>The objective is the same?

MARLY ALDEIA:>Ok.

M:>Do you think these laws that the Government have are effective, do they work?

NILTON:>It's outdated.

ELISANDRA:>Which Brazilian law works?

ROBERTO:>There are lots of laws.

NILTON:>I'm going to be sincere, the guy who has money today doesn't stay in jail, you buy everything.

ANDRÉ:>There are lots of judges that have been arrested...

NILTON:>I wanted to be arrested the way they are...

ANDRÉ:>Calm down people, five hundred years still.

M:>Do you know the laws that impose restriction on the way companies use personal information, including sharing personal information?

NILTON:>No.

M:>They know? Do they know or don't they know that this law exists?

GUILHERME:>I suppose there is, this thing of selling direct mail I know it's prohibited, I don't know up to what point it's legal, because they are distributing your information without your permission...I think that anything that exposes a person information is prohibited, can be sued, judged, you have support from the law to defend that. Always when they call there: how did you get my number? They hang up the phone.

M:>These Europa filters?

GUILHERME:>Credit card, newspaper sales...many call your cell phone.

YOLANDA:>Charity institution.

M:>Hold on.

GUILHERME:>From the moment you know you have to go after, talk to the lawyer, then the lawyer knows the law, he'll know how it works.

M:>You don't know about laws?

ROBERTO:>I don't.

M:>You don't even know if in fact there are these laws?

ROBERTO:>I think not even lawyer knows.

YOLANDA:>They call a lot, how did you get my number? Charity institution. The elderly home, children's home, how do they get our phones?

M:>Some of you mentioned some measures that focus on increasing safety, sometimes compromise the privacy measure, do you think that's currently the case? There are measures that compromise, increase safety, but do they compromise privacy?

YOLANDA:>Yes.

M:>Do you feel that?

NILTON:>Yes.

M:>What safety measures compromise our privacy?

ANDRÉ:>The camera itself.

ROBERTO:>Photos in a building.

ANDRÉ:>Search in dance clubs, in condo.

ELISANDRA:>Metal detector.

M:>Do these measures justify?

GUILHERME:>Some.

MARLY ALDEIA:>Most of the times, no.

M:>How?

MARLY ALDEIA:>They don't justify.

M:>When does it justify and when it doesn't?

MARLY ALDEIA:>When it's not necessary so much watching. For example, joining the army, all the boys take off their clothes. I have a daughter who is flight attendant, she went on a test to go in the company, all the young women "take off your clothes", a bunch of women, all naked...

ROGÉRIO:>Great.

MARLY ALDEIA:>Then they weigh, measure, you have to have the right measures. It's total privacy invasion. But for you to have the job...

ROBERTO:>The photo even in the building isn't justified.

YOLANDA:>Identity xerox.

ELISANDRA:>A lack of privacy, for example, in my profession you go to a hospital to fill out an application, do you have a tattoo? I don't have one. But you have to take off your clothes to prove that you don't.

ANDRÉ:>I can't then.

ELISANDRA:>This really happens, piercing, tattoo...

M:>In the future is the emphasis be more on privacy or more on personal safety?

ELISANDRA:>Safety.

ANDRÉ:>Personal safety.

YOLANDA:>Safety.

ANDRÉ:>Will sacrifice the personality, individuality because of safety.

ROBERTO:>It happens today already.

MARLY ALDEIA:>We're going to be like Japanese people, mute and quiet.

M:> Rogério and Telma mentioned specific cases of their companies that watch the employees' activities. Has anyone else had this experience?

NILTON:>Where I work there is.

M:>In your work too?

NILTON:>Outlook, the electronic mail that we have in the company to be able to communicate with someone else in the sector, this is monitored.

ANDRÉ:>Where I work, lab, if you want to invade you know what the guy has inside, if the guy has a disease, you know. I have access.

ELISANDRA:>I work with plastic surgery, people will operate an ear, you have to take pictures. So, there is a program they call Profile, we use inside the clinic, so each one has a complete file with all their personal data, then there's another part of the file, the photos, if you take a thousand photos of this person, they have to be stored there. If you don't have professional ethics, the person is gone.

GUILHERME:>I used to do bank system, I logged in with my password, I could do whatever I wanted to any account in Banespa.

M:> Now, what do people usually do in your company, they keep watching how long do the employees stay online, what do they do, do they have a list of sites that the employees visit, what do they do?

ROGÉRIO:>From what I know, they watch the e-mail by sample, because if they were to watch all of them at once they can't, and e-mails with attached file, and the number of times that you went in the same site. So, if you go in a- lot in the IRS site, they can check that.

ANDRÉ:>That's really easy to see.

GUILHERME:>He sees the server. When it's Hotmail, when it's personal e-mail, they look.

M:>Is that cool for you? Is it cool in the sense of law?

ROGÉRIO:>If I had a company I'd do the same thing.

ANDRÉ:>There it's workplace. Let's try at least during work hours.

M:>So it should be allowed?

GUILHERME:>In my profession, I have to check that, I'd do the same thing in my company, but I think that a lot of employees get upset with the company, decides to sue the company because of the guys: they always block me...

ROGÉRIO:>Wasn't it two months in your company? Why? Because they used it wrong.

ANDRÉ:>Because of one, everyone...

NILTON:>If the use is related to work, it's ok.

GUILHERME:>It's a matter is personal ethics. But I'd do different, I'd leave there, the person is not working I fire them. In the meeting I talked to the director, even Playboy site, it's lunch hour, personal site, you can look, there's right time for everything. It's an ethics issue.

ANDRÉ:>You opened one, you have to open to everyone.

GUILHERME:>What did I tell the director, to put in the meeting that everyone could do in their lunch hour, only don't go into sites that have virus, even because these sites have a more elevated privacy...in the computer you put the privacy levels. There are sites that really don't access.

M:>Overall the companies are right in doing that or are they wrong?

YOLANDA:>I think they're right.

ROBERTO:>I think they are right.

ANDRÉ:>Yes.

YOLANDA:>Yes, safety.

TELMA:>Otherwise the person spends the whole day playing.

ANDRÉ:>She'll try to protect..

M:>Can't do from noon to one o'clock?

ANDRÉ:>It depends on the good sense of employees. You can't, let's suppose, you take your level, let's give an example, take the production people, if you release an hour you know it won't work.

M:>They do that but they tell the employees or the employees don't know?

ROGÉRIO:>It's in the pirate radio, in my company there's an ethics code...

ANDRÉ:>Is mouth-to-mouth the pirate radio?

M:>You don't know what is the company? When you go in the company they don't tell you?

ROGÉRIO:>They give a book that's the ethics code, it's written there, everything you can or cannot do, then, like all companies today, it's a permanent signature that they say? This message does not represent the company's opinion, below in English and in Portuguese. M:>Como assim?

ROGÉRIO:>All the e-mails you send...

ANDRÉ:>The company redeems.

M:>But how about personal e-mails?

GUILHERME:>For all e-mails. If you're a salesperson and send a cost estimate, the company doesn't not hold themselves responsible. Even if the company knows that that's the price, because he could be promising something that the company cannot fulfill.

M:>When you go in the company, people warn you that you can't do this or that? Do they warn that they watch?

TELMA:>We know, there are specific departments that you know they're doing, all the employees know. For example, they warn something, they share the profit, so reading porn is discounted.

ANDRÉ:>Attacks the best possible place, the pocket.

TELMA:>There are people who know why they're not getting paid.

ROGÉRIO:>I invade the employees' privacy in my company because I'm responsible for all phone calls that are charged, each one has a telephone and I control that and send to the manager, and if the manager sees that the person talked for five hundred minutes and think it's high, he asks for details, so I can send him details, I know what time they called, whom did they call...

M:>You're the invader then?

ROGÉRIO:>Yes.

ANDRÉ:>I don't consider privacy invasion. Because from the moment you work in a company you sign a contract with a company, you accepted their terms.

ROBERTO:>It's invasion.

ANDRÉ:>The guy caused that.

ROBERTO:>Maybe he's wrong, but it's invasion.

ANDRÉ:>In corporative you have to know that you're going to...

M:>This should be for everyone or is there some type of employee that should be exempted from that?

ROBERTO:>Doesn't the director have some kind of privilege?

ROGÉRIO:>Everybody. But they usually ask.

M:>People, we're almost in the end, thinking about traveling, you started talking about that, people who travel a lot face privacy problems that people who don't travel don't face. Does that happen?

ROGÉRIO:>When you're at the customs you open your bag, you mess up everything, and for the woman, throws the panties to one side, the bra to the other.

M:>Is this a type of privacy invasion?



ROGÉRIO:>There was that ad, in which the girl...

GUILHERME:>Is this bikini yours? No, my niece's.

M:>What problems do people who travel to other countries regularly face?

GUILHERME:>Opening the bag.

ANDRÉ:>X-ray the bag.

GUILHERME:>They put a warn inside the bag: "your bag was inspected, any problem dial such number". In the US.

ROBERTO:>Didn't you have to leave your fingerprint when you went in?

GUILHERME:>Actually, I chose to go to the US, so I'm willing to go through that...

ROBERTO:>If the company sent you, for example, are you an employee?

GUILHERME:>You have to be willing. I believe in the law of reciprocity, they start doing that to us, so we do it to them too...

GUILHERME:>When I came back to Brazil, the line...

ANDRÉ:>If you think like that, here in Brazil is the only country that you get a polic record when you get your ID, you're not going there to get your fingers printed? Let's say, I'm going to see your file, I'm going to know who is your father, your mother.

M:>Is this considered normal?

ANDRÉ:>It's normal. But if you look closely it's an invasion. If my kid is 5 years old and I'm going to take his ID, he'll have a police record.

M:>This has always happened to everyone.

ROGÉRIO:>If you think about it, you take the ID number, you get the social security, then you get in the IRS...

ANDRÉ:>The driver's license, everything...

M:>In what measures should Brazil Government watch Brazilian's movement when they leave or come back to the country?

ANDRÉ:>In what sense? To protect or to pry?

M:>After the September 11, the US started to require anticipated information about passengers going to the US, that way Brazil Federal Government needs to fulfill this requirement, has to send these information before.

GUILHERME:>But it has always been like that. When I went to the US in 1997, I had to send the IRS...you have to go to the consulate in order to get a visa. So, it's not that simple.

ROBERTO:>But to issue the passport.

GUILHERME:>To issue the visa.

ROBERTO:>You have to show?

GUILHERME:>To issue the passport you need proof that it's all right with the election justice, ID, social security.

ROBERTO:>When do you show the IRS?

GUILHERME:>In the consulate. Do the guy knows that you have financial conditions and you're coming back to your country.

ANDRÉ:>You have to take cash.

GUILHERME:>Because if you don't prove that you have link, they'll say: "you want to stay in the country".

ROBERTO:>Starting when? Because in 89 I went to Germany...

GUILHERME:>There are countries that don't need visa.

ANDRÉ:>Depends on the country.

GUILHERME:>The US has always been like this.

M:>Is there a difference in this privacy issue from one country to another?

ANDRÉ:>Yes

ELISANDRA:>It's cultural.

GUILHERME:>I went to England, it was very easy to issue the visa. And when you are in Europe, you go anywhere.

ANDRÉ:>Brazil is more like brother, peaceful.

ELISANDRA:>You go to Germany, nobody cares about you, they don't want to know if you're Japanese, German...

GUILHERME:>I suffered something in Germany, the guys were thinking that I was selling passport.

ANDRÉ:>You look Arabian...

GUILHERME:>People have said that. Brazilian passport in Germany is really worth a lot of money in Germany.

M:>And this thing of traveling abroad, regarding privacy invasion, are people always asking for some more information, if it justifies, how do you see this?

ROBERTO:>It's what you said, because of the terrorism.

ANDRÉ:>The guys did that, they were clean, they went through peacefully.

ROBERTO:>It's what you said, those who are not to blame pay for it.

M:>It's something that worries you, having to give a lot of information?

ROBERTO:>I don't think so.

M:>The airlines?

ANDRÉ:>If the Government supports me, I'm in a foreign land, the Government gives me all the support, ok, I supply...

ELISANDRA:>If you don't owe you don't fear...

GUILHERME:>I don't put address behind the check, for example. I've given the wrong number., the wrong address...

ELISANDRA:>You're not going to...

M:>What did you say?

ROGÉRIO:>He gave Xuxa's address. Rua Saturnino de Brito.

M:>This is something perceived as normal? The airlines sending our information to the US before we get there, is that ok?

ROBERTO:>I don't have anything against it.

ANDRÉ:>If it were in that case, the Government supporting me there.

ELISANDRA:>Has to be reciprocal.

NILTON:>Brazil wanted to adopt other laws from the US here, the foreigners criticized.

GUILHERME:>Everyone here supported Brazil decision, even countries that don't need, because there are countries that don't need visa to the US, these people support Brazil decision to do the same thing, I think the only ones who didn't support that were the Americans, but they are split, because I told an American that I didn't know this existed, they said: "I think that's more than right". Because the election was tight there, so their opinions are split. In the old days: "Americans are stupid", I think there you find both extremes.

ANDRÉ:> For those who like, sorry, but I think Americans are sort of stupid. They are very good, improves everything, but I think that in order to improve, but not to create. Brazilian is more creative.

M:>It's heating up...the elections...to end this travel part, privacy for travelers, I felt that there isn't a strong restriction, we don't feel as privacy invasion this things of giving out information to the Government to send, is that ok?

ROGÉRIO:>It's a change, you know that you're going to have to give that information. Even so you want to continue?

MARLY ALDEIA:>It's their right and our right too?

M:>Their right to ask and ours to refuse?

MARLY ALDEIA:>And ask for the same thing too.

GUILHERME:>The same thing with security in dance clubs, you want to go in, you'll be searched, you don't want, you don't go in, it's your option.

M:>To finish, I'm going to ask you to do something, I'm going to give you each one a piece of paper, this is also part of the research...

ROGÉRIO:>Now we'll want the night additional. After ten o'clock...

M:>Let's read together: "Some specialists in the privacy subject talked about four different types of privacy, physical privacy, communication privacy, information privacy and territorial privacy. So, physical privacy, for example, being watched or monitored without your permission. Communication privacy, example, someone listen to your conversation or read your e-mails without you knowing or without your permission. Information privacy, control over the information about you. Territorial privacy, not being bothered at home, being able to be alone for as long as you want, away from anyone. So, these four types of privacy. So, I want to ask for each one, physical privacy, forget the rest. I'd like you to evaluate each one, physical first, you'll rate physical privacy from one to four, if you think that physical privacy is the most important area for you you'll rate closer to 01, 01 for more important, 02 if it's important, but not as important, 03 if it stops being important and 04 if this privacy area is not important for you...I mean, is it important to preserve privacy area in which measure, to what degree? That's what I want to know, but you think it's really important, rate closer to 01. It's opposite.

GUILHERME:>One is the first, then it's the second...

M:>It's the opposite.

NILTON:>It's a little confusing the question.

M:>First for physical privacy, from one to four. Then for communication privacy, from one to four. Information privacy, from one to four. Territorial privacy, from one to four.

*(Filling out the questionnaire)*

*Final Greetings 22h10*