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## Issues of Privacy and security in Social Network Sites

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### Abstract

The study aimed to identify the issues of privacy and security in the social networking sites, and the various challenges facing users to protect their privacy in these virtual spaces that became a glass world. The researcher used the analytical descriptive method, which depends on describing the phenomena and events accurately as they actually exist and works to find Relationship between variables. **This study reached the following:** Social networking networks should be subject to the user's personal data for legal and technical controls to ensure that the privacy of these data is protected. The policy of social networking networks does not provide the necessary protection for the privacy of user data about the use of such data for advertising purposes. Used in digital forgetfulness, especially as the social networking site policy does not allow the total removal of user data.

**Keywords:** Issues of Privacy, security, Social Network Sites.



### المستخلص:

هدفت الدراسة إلي التعرف علي قضايا الخصوصية والأمان في مواقع الشبكات الاجتماعية، ومختلف التحديات التي تواجه المستخدمين لحماية خصوصياتهم في هذه الفضاءات الافتراضية التي أصبحت عالم زجاجي، واستخدمت الباحثة المنهج الوصفي التحليلي الذي يعتمد علي وصف الظواهر والأحداث وصفاً دقيقاً كما هي موجودة في الواقع ويعمل علي إيجاد العلاقة بين المتغيرات.

توصلت هذه الدراسة إلي الآتي:

ضرورة خضوع شبكات مواقع التواصل الاجتماعي في معالجتها للبيانات ذات الطابع الشخصي للمستخدم لضوابط قانونية وفنية تضمن حماية خصوصية هذه البيانات. لا توفر سياسة شبكات مواقع التواصل الاجتماعي الحماية اللازمة لخصوصية بيانات المستخدم حول- استخدامها لهذه البيانات في الأغراض الإعلانية. ضرورة وضع الضوابط الفنية اللازمة لضمان حق المستخدم في النسيان الرقمي، خاصة وأن سياسة شبكات مواقع التواصل الاجتماعي لا تتيح الإزالة الكلية لبيانات المستخدم.

**كلمات مفتاحيه:** قضايا الخصوصية، الأمن، شبكات التواصل الاجتماعي.



## Introduction:

Social networking sites such as Facebook, Myspace and Friendster have seen rapid growth in the number of users and subscribers in recent years. These networks are an attractive way to interact and attract communication, and Alessandro Acquisti has become a distinctive feature of today's users in this digital age, In contrast, it has raised concerns about privacy and security because of the characteristics and advantages of digital technology that have contributed to the erosion of individual privacy, which is that what we write and publish on the platforms of these networks is no longer private property but has become public ownership and popular in light of the massive data flow and momentum Information in these virtual spaces that moved from private to public.

It has attracted millions of users since its inception and has become very popular. Many of them have made use of it in their daily lives. There have been many practices and uses and increased interest in this new form of communication, which has fostered greater interaction and sharing based on common denominators and unified trends. Peer groups of different young people.

The use of these applications has increased and its services have become remarkably diversified. They are characterized by targeted strategies, targeted policies, and desirable objectives in the short and long term, in accordance with the ideology of these



networks, which have exceeded the limits of exploration in the confines of this cyberspace. Etc. At the same time, these networks have raised the so-called privacy policy and introduced it to its users. The latter related to many of the applications and services that were put forward and related to feeding and updating these accounts and pages.

The organization of the social network is based on two elements of the control by the supplier: the structure of the network and its features and conditions, including the privacy policy. Over time, these two variables essentially develop with the initiatives of the service provider and user practices, while social networking sites have many advantages, Is not without risk and therefore users need to participate and join in a contractual framework, and technology is not always understood only by controlling the provisions, especially the aspect of personal data regulation Social links are essential. Indeed, this organization has a great influence not only in terms of technical advantages but also in controlling the privacy of all. It also leads to new social practices and a variety of groups (political activists, adolescents, bodies of various forms, etc.) Of the development of the use of these networks, giving them the meaning and strength in addition to the risks of using and their impact on the promotion or creation of forms each time different from previously new relationships with users.



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### **The study Problem:**

Social media has become one of the largest industries in the world, as well as the media as an important social tool in human societies, bearing economic, political and ideological implications. It also carries many challenges and risks, which are the excesses offered by these techniques in privacy and safety issues in these sites. Violation of this privacy leads to confusion of private and public, and the study tries to answer the following main question:

**What are the issues of privacy and security in social networking sites?**

### **The importance and need of the study:**

The importance of research is based on trying to solve the knowledge gap in the rights of individuals to protect their private lives from any violation or infringement in light of the growing spread of social media and the possibility of technology allows for others to infringe the personal right. The research contributes to providing libraries with studies that benefit those who are responsible for the means of social communication, to address the coverage of types of violation of privacy and how to prevent them and demand the right of personal violators.



**The study objectives:**

The research aims to identify the issues of privacy and security in social **Research**

**Methodology:**

The researcher uses the analytical descriptive method, which depends on the description of phenomena and events, as accurately as they exist in reality and works to find the relationship between variables

**Theoretical framework:**

**The concept of social networks:**

The use of the Internet in recent years has created a kind of social communication between individuals in virtual cyberspace, near the distances between peoples and the abolition of borders and cross-cultural, called this type of communication between people (social networks), which is the most widespread on the Internet, why It has characteristics that distinguish it from other websites and what it plays as a means of transmitting news and political events. This has encouraged Internet surfers from all over the world to become increasingly popular.

The concept of social communication networks, like other sociconcepts has caused great controversy among academics because of the multiplicity and overlap of the approaches and approaches of its study. In terms of terminology in English, it is called



"social media" or "social net-work" We find it more precise in terms of description, since the term "social networking sites" is not controversial in its meaning to the extent that it is problematic in its definition, and many have endeavored to provide a comprehensive definition of it including.<sup>(1)</sup>

Zaher Rady defines social networks as a system of electronic networks that allows the subscriber to create their own site, and then connect it through an electronic social system with other members who have the same interests and hobbies. <sup>(2)</sup>

Al-Mansour" defines it as social networks that allow users to communicate at any time they wish and anywhere in the world. They have appeared on the Internet for a few years and have changed the concept of communication and rapprochement among peoples. The most important social networks are Facebook, Twitter and YouTube. The most important is the Facebook network, which is less than six years old and has more than 800 million subscribers from all over the world. <sup>(3)</sup> "Al-Mansour" defines it as social networks that allow users to communicate at any time they wish and anywhere in the world. They have appeared on the Internet for a few years and have changed the concept of communication and rapprochement among peoples. The most important social networks are Facebook, Twitter and YouTube. The most important is the



Facebook network, which is less than six years old and has more than 800 million subscribers from all over the world <sup>(4)</sup>

While M. Boyd and Sun B. Ellison defined it as Web-based sites that allow individuals to give a glimpse into their public life, access to the list of registrars, and express the views of individuals or groups through the communication process. <sup>(5)</sup>

The Global Free Encyclopedia defines it as a Web site that offers a range of services to users such as instant messaging, private messaging, email, video, blogging, file sharing and other services. It has dramatically changed how people, communities and information exchange communicate and collect millions of users in a timely manner. These networks are divided by purpose, there are networks that bring together friends of study and other friends of work, as well as small blogging networks. <sup>(6)</sup>

Social networking is a set of sites created and programmed by major companies to bring together the largest number of users and friends and share activities and interests in a virtual community structure. These services provide features such as instant messaging, public and private messaging, multimedia sharing of voice, these services have attracted millions of users from around the world.





Social networks share basic characteristics while differentiating from each other with characteristics imposed by the nature of the network and its users, which can be summarized as follows:

1. **Personal pages:** through profiles you can identify the name of the person and know the basic information about him such as: gender, date of birth, country, interests, personal image and other information
2. **Friends / Relationships:** They are people who are identified by a person for a specific purpose, called a "friend" and added to the list of friends while some social networking sites for professionals are called "contact".
3. **Sending messages:** This feature allows you to send a direct message to a person, whether in your friends list or not
4. **Photo albums:** Social networks allow users to create an endless number of albums, upload hundreds of photos, and share them with friends for viewing and commenting.
5. **Groups:** Many social networking sites allow you to create a group of interest. You can create a group with a specific name and specific goals. The social networking site provides the group owner and attendees with a space similar to a mini-discussion forum and thumbnail album. B. Events or events and invite members of that group to him and know the number of attendees from the number of non-attendees.



**6. Pages:** The idea of pages is to create a page where product, personal, or event information is placed and users then browse those pages by specific sections and then find interest in that page to add to their profile.<sup>(7)</sup>

The concept of social networks creates an unparalleled importance in the life of society. The analysis of the phenomenon is characterized by the interaction of five basic elements of the local community, namely: society, interaction, linkages, place, and time. Thus, the digital representation of the movement of social networks on the Internet and the Internet in particular has become the subject of various social phenomena in a comprehensive electronic manner, thus the whole social interaction at the level of individuals, groups and organizations, as well as cognitive and service products of all kinds and communication and structural models of virtual societies, all of which are represented in digital form only on the net. This site is subject to many criticisms, especially after many organizations interested in data protection and privacy revealed in a report that access to all the numbers recorded on the phone of the user without question or knowledge.

### **Privacy and Security:**

Privacy requirements for data vary according to these aspects. For example, friends of a user might like to know what this user bought recently (freshness of data), but, an



advertisement provider would be more interested in similar records collected over the past six months (behavioural profile or uninterpreted personal history). While the user might allow his shopping information to be visible to everyone, he might not want it to be stored as history. Therefore, he might not want to control data access but would like to control unauthorized storage and use of it.<sup>(8)</sup>

Another important point in this context is that many stakeholders want control over the same data for various interests. For example, third-party advertisement providers want access to user-data so that they can serve tailored advertisements to the users. SNS providers encourage users to post as much details about themselves as possible so that they can make more money by selling these data to the interested third-parties. But the user wants privacy and does not want to give control over his data to others. In this case, the interests of stakeholder's conflict and can pose a threat for the user. For example, posting too much information about the daily activities of the user can be good for the SNS provider but it can lead to the user being stalked. There are also other assets of the stakeholders in social networks. These assets can also be affected by threats to user data. For example, a user's physical safety can be threatened or an SNS provider can lose reputation and/or revenue because of data compromises. Therefore, data protection is important for the safety of all the assets of all the



stakeholders. However, in this paper we do not go into the detailed analysis of other assets. Instead, in the following sections we look at the threats to these assets and how these threats can be countered.

Privacy is a fraught concept, with no clear agreed-- upon definition. Philosophers and legal scholars have worked diligently to conceptually locate privacy and offer a framework for considering how and when it has been violated.<sup>(9)</sup> Yet, fundamentally, privacy is a social construct that reflects the values and norms of everyday people.

How people conceptualize privacy and locate it in their life varies wildly, highlighting that a universal notion of privacy remains enigmatic.<sup>(7)</sup> When we asked teens to define privacy for us, their cacophonous responses reveal the diverse approaches that can be taken to understand privacy.<sup>8</sup> While these discussions do not help to determine a precise definition of privacy, how teens attempt to explain privacy demonstrates its importance to them. <sup>(10)</sup>

Both legally and philosophically, privacy has been conceptualized as a dichotomy in which people are entitled to greater privacy protections in the domestic sphere due to its intimate and personal nature.<sup>9</sup> Although teens recognize the spatial.

Dimension of privacy, this dichotomy does not reflect the realities of young people's lives. For example, Jabari (17, TN) argues that privacy is *"having my own space and*



*not Necessarily not having people involved in my life, but having the opportunity to be alone or to use my space individually.” Jared (17, TN) also recognizes that privacy is usually understood in terms of space, but he believes that it is impossible to actually achieve physical privacy because everyone is always invading his space; he lives in a one---room apartment with his brother, his father, and his father’s down---on---his---luck friend. Given few opportunities to experience physical privacy, he focuses instead on what he has control over: his thoughts. “The only privacy we’ve got left in our lives is what we don’t say and what we don’t do, and that’s really what tells the most about people, is not just the thoughts but what do they not want people to know.” In this way, Jared settles for privacy in his head because of his inability to control his physical environment.*

### **User participation in managing privacy policy on social networks:**

#### **Instagram:**

Is a site specializing in the sharing of photos and short videos over the Internet, where the privacy policy of the site provides the right of the site to use or delete, modify or display images of users in public, and after the grumbling of many users the company apologized for this condition and deleted according to the statements of the Executive Director of the company. <sup>(10)</sup>



**Twitpic:**

It is a photo sharing site through Twitter where its privacy policy states its right to use images and sell them to a third party. In 2011 he signed a partnership with one of the news networks specialized in covering celebrity news to be able to use images on the site.

**Twitter:**

The Privacy Policy states the original reference to retain the deleted user image for up to five weeks.

**Skype:**

Text on the question and answer page of the user's eligibility to cancel his account from the site and application, but this does not prevent the company from keeping a copy of his personal data deleted.

**Feacbook:**

The social networking site Facebook has been criticized for its privacy policy, which allows users to violate the privacy of their users' personal data and exploit them to promote campaigns by selling them to advertising companies.



**Yahoo:**

By registering at this site, its policy states its right to change the privacy policy without prior notice to subscribers. The Canadian Privacy Commissioner conducted an investigation of privacy practices on Facebook between 2008 and 2009. The Commissioner's judgment against Facebook was for several reasons: <sup>(11)</sup>

- The Commissioner has acknowledged the lack of information on the applications of third parties.
- Provide a lot of personal information to other developers without being monitored by Facebook.
- Insufficient disclosure to users of the nature of the published information.
- Users do not control personal information.
- Disabling the account for a long period of time that requires the user not to enter without canceling the account.

**Tomei Fadila (2017)** <sup>(11)</sup> entitled: The Ideology of Social Networks and the Privacy of the User between Violation and Penetration, Journal of Human and Social Sciences, No. (30).



We chose to present this article to demonstrate the effects and risks of self-presentation on social networking sites and their privacy challenges in virtual space that becomes a world of glass.

It is also the Users of online social networking communities are disclosing large amounts of personal information, putting themselves at a variety of risks. Our ongoing research investigates mechanisms for socially appropriate privacy management. Today it is becoming increasingly commonplace to deliberately provide personal information and observe the lives of others on social networks. The generalization of self-exposure and interpersonal surveillance raises the question of the social and identity risks generated by online hyper visibility.

This article offers to concentrate on the effects of the de compartmentalization of the private and public spheres as well as on the stakes of the control of self exposure by users.

**Prachi Kumari** <sup>(12)</sup> (2012) Requirements Analysis for Privacy in Social Networks

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The rise and growth of social networks can be seen as empowering the user to change website's content by posting information using minimal technical knowledge. But, this





empowerment has resulted in loads of sensitive data being let out unprotected in the public domain.

To ensure user privacy, we need to understand privacy requirements relevant to social networks, per se. In this paper, we address this problem.

We identify all the major stakeholders and their assets. We also look into the various aspects of user data that these stakeholders can be interested in. We then show how interests of various stakeholders can conflict and become threats for them. To counter these threats, we present a set of system requirements mapped to the respective privacy requirements.

**Christopher F. Spinelli** <sup>(13)</sup> (2006) Social Media: No 'Friend' of Personal Privacy, Corporate Communications Elon University

This comment examines the lack of regulation of social media websites, such as Facebook and MySpace, and the effects this lack of regulations has had on the liberties guaranteed by the Fourth Amendment to the United States Constitution. This comment argues that by establishing privacy settings on social networking websites, users construct a reasonable expectation of privacy. Examples are provided to illustrate the detrimental nature and ineffectiveness of industry self-regulation. A relevant case study is explored to highlight the societal concerns that are being brought forth within the legal



system at an ever-increasing rate. Scholarly opinion is then analyzed in order to reinterpret privacy law so that it properly adapts to rapidly evolving social media networks within cyberspace.

**Conclusion:** It can be said that this study concluded that:

1. The need for social networking sites to deal with user-specific data for legal and technical controls to ensure the privacy of such data is protected.
2. The social networking site policy does not provide the necessary protection for the privacy of user data about the use of such data for advertising purposes.
3. The need to establish the technical controls necessary to ensure the user's right to digital forgetfulness, especially as the policy of social networking sites does not allow the total elimination of user data

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