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***New Technologies, New Challenges to Privacy  
Is It Time for Privacy 2.0?***

This paper seeks to reflect upon the impact of new information and communication technologies (ICTs) on the private sphere. It explores the meaning and significance of the term privacy in the light of the intensive and sustained development of “network society”. In recent years, the emergence of modern communication networks on a global scale, the proliferation of human practices involving these networks, the development of new digital media that support a wide range of social relationships, the increasing use of new tools of self-publication available on the internet (like YouTube, MySpace, Wordpress, etc.) and the trend toward computerising and networking everyday objects have blurred the boundary between private life and public life. A vast range of new ICTs makes it possible to track users’ information flows and on-line behaviour and to collect even more kinds of data about people (e.g.: a list of all articles read, a detailed profile of personal music taste, the location of a person at all times, etc.), even when they are not directly aware that they are interacting with or being sensed by it. The lives of ordinary people are becoming increasingly transparent. These processes of data classification, gathering and recording are in rapid expansion. Control affects individuals both as consumers and as citizens, so much that the need to understand and protect personal privacy in sophisticated information systems is becoming even more critical.

As consequences, especially in the Western society, a new concept of privacy is increasingly assuming a greater importance: the right to exercise control over one’s own personal information, the right of “informational self-determination” instead of the classical “right to be left alone”, theorized by Samuel Brandeis and Louis Warren in the late 19 th century.

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