



privacy ~~(and trust)~~ for SNS





me ➔ many social networks (fragmented?)





diversity is good!





How do we manage our diversity? (identities)





Privacy is difficult. Tech? Legal?





**action:** collecting current practices





(many) Me, You, Us.





social network catastrophes







story: AOL IM archives **not** anonymous





action: Web privacy toolbox (user/dev)





my data ➡ sharing control and usage





robots.txt (too simple), .htaccess (too complex)





**action:** "managing granularity" specs





SNS are **made of people**, not consumers

