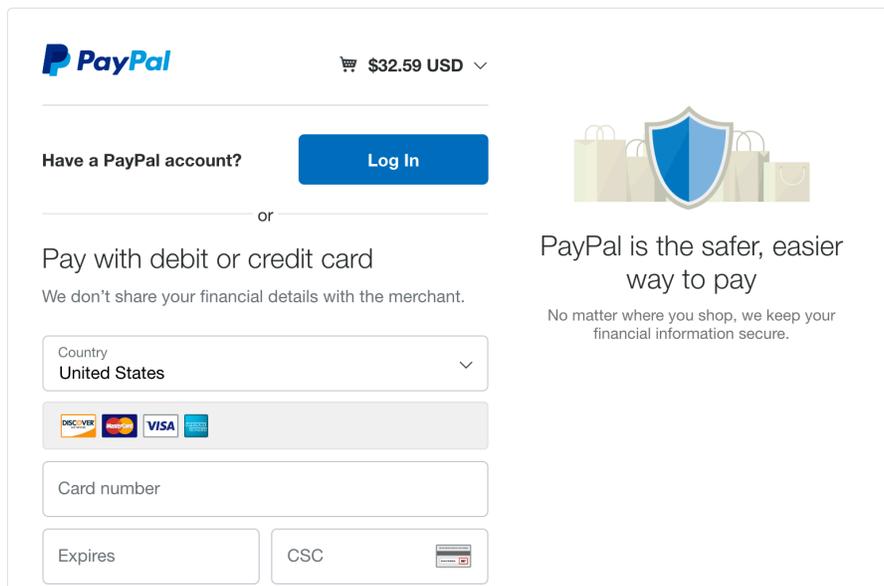


Kat Baumgartner  
Dr. Angel  
LIS 258  
Museum-Partner Observation Three

The Walt Whitman Birthplace Association (WWBA) does not currently have an app or online interactive features for users to partake in, so there are not many areas of concern for them as far as data security. They do, however, offer the option of online shopping from their gift store. As the 2016 NMC Horizon Report points out, it is important to be aware of malware attacks if you are going to sell items in an online shop (Freeman, Adams Becker, Cummins, McKelroy, Giesinger, & Yuhnke, 2016, p. 33). In order to avoid such attacks and keep customers protected, the WWBA processes all purchases through PayPal, which contains the small green lock before the URL. This indicates that a site is secure and all passwords and payment information entered are kept private.

```
PayPal, Inc. [US] https://www.paypal.com/checkoutnow?token=EC-8HS404296F177850W&useraction=commit#/checkout/signup
```

### Walt Whitman Birthplace Association



Similar measures are taken for the site's email subscription list. Visitors to the page are given the option of signing up to receive emails about events and other information regarding the Birthplace. The information people enter into the subscription form (full name and email address) could be used to identify a person and send them potentially harmful emails. To greatly reduce this possibility, the Birthplace uses SafeSubscribe to prevent others from accessing the data.

## SIGN UP FOR OUR NEWSLETTER

---

First Name\*

Last Name\*

Your Email Address\*

Privacy by  SafeSubscribe<sup>SM</sup>

Finally, the Birthplace protects its own information by including a copyright statement at the bottom of each page on the website. This mark indicates that all of the information and images used on the site belong to the Birthplace and may not be reused without express permission from someone within the Association.

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The article on privacy in the 2016 NMC Horizon Report (Freeman et al., 2016) makes many valid points, some of which will be covered in this paragraph. This piece points out that it can be difficult for people to participate in the technological era without also putting themselves at risk of having important information stolen, such as credit card numbers and security codes. However, technology and the input of user data are what give museums the ability to provide visitors with useful tools such as wayfinding, digital transactions, and media storage. Part of finding a balance between the good and the bad of personal data input online is giving users the ability to delete any and all records from an app, as well as making it extremely clear prior

to use of an app what data will be pulled from the user. This way, those who do not wish to share certain information have the ability to opt out of using the app. Policy statements must also be made available on a museum's website, informing visitors of potential cookies, the use of web beacons, and what information is being tracked (Freeman et al., 2016).

These are all ideas the WWBA should keep in mind as they look to incorporate more technology into their physical and virtual spaces. The resources from The Future of Privacy Forum Application Developer Responsible Data Use Project may also come in handy moving forward.

#### References

Freeman, A., Adams Becker, S., Cummins, M., McKelroy, E., Giesinger, C., Yuhnke, B. (2016). NMC Horizon Report: 2016 Museum Edition. Austin, Texas: The New Media Consortium.