

Technology

What Google's Privacy Changes Mean For Attorneys

Review Policies for Every Website or Service Where Client Data is Stored

BY DANIEL J. SIEGEL

Privacy. It seems almost anachronistic when it comes to the Internet. After all, there are “cookies,” computer crumbs that websites place onto your computer so that they can track your every move. Otherwise, services like Amazon’s 1-Click ordering wouldn’t even exist. Although online privacy seems to be a thing of the past, for lawyers, it can’t be. After all, if we store information online, we still have an obligation to our clients to protect their privacy, an obligation that appears to be more challenging every day.

Consider Google – the biggest of the big on the Internet. It seems that everyone uses Google. Some people use the search engine, others the maps, some its GoogleDocs, and others have taken to Google+, Google’s “answer” to Facebook. And every time you use Google, you are subject to its “Privacy Policy.” That’s why the recent announcement that Google is revamping its roughly 60 different privacy policies (yes, that should give you an idea of how many sites and services Google owns), which varied from one of its sites to another, and creating one policy that applies across the board, caused a massive reaction across the web, not all of it positive.

In the past, Google users were supposed to know that each Google site might use their data differently. As

of March 1, all of that changed, when Google’s new policies went into effect. For lawyers, these new policies mean that how they use Google might also change. As Google explained:

“The main change is for users with Google Accounts. Our new Privacy Policy makes clear that, if

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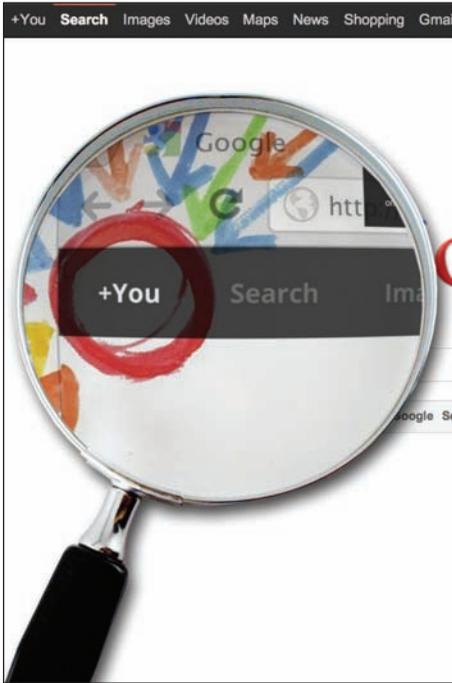
you’re signed in, we may combine information you’ve provided from one service with information from other services. In short, we’ll treat you as a single user across all our products, which will mean a simpler, more intuitive Google experience.”

But all changes are not necessarily good. For attorneys, this means that some information, such as client meetings (or that new job interview you didn’t want

your boss to know about) listed on your Google or Android calendar may be more “public.” As *PCWorld* explains:

“While some users may welcome the new changes and the potential added benefits they may provide, others, including privacy experts and regulators, are voicing concern over the changes. The biggest sticking point is that Google does not appear to have an opt-out option for the new way your data will be handled. Instead, if you have a Google account, your data will be combined to deliver these new services to you – whether you like it or not. . . . One example Google gives is that it could use your data to alert you if you’re likely to be late for a meeting. Google would do this comparing a scheduled meeting in your calendar with your location, based on information from your Android phone combined with local traffic data. The company said it could also use your information to give you better spelling suggestions in products such as Gmail and Docs. You could also have a more intuitive search experience that can parse whether you mean an animal (or a car) brand when you search for jaguar.”

Kevin Drum at *Mother Jones* explained that, as Google admits, one of the key purposes of the change is to permit it to “provide more relevant



ads;” of course, the only way to target better advertising is to know what users are searching for (for client research, for example) or saving in their calendars, documents and Android devices (which now account for approximately 48 percent of the smart phone market). Thus, Drum’s skepticism:

“If Google can change its privacy policy today, it can change it tomorrow. And it will. No company is an unstoppable juggernaut forever, and Google is already showing signs of becoming an ordinary corporation that has to scrap for profits just like everyone else. This is what’s motivating their policy change this week, and someday it’s likely to motivate them to sell my personal information after all.

It won’t be mandatory, of course. If I want to close my Google accounts, they’ll let me. But if I use an Android smartphone – and this is plainly one of the primary targets of Google’s new policy – that will be pretty hard. And after years of using Google products like Gmail and YouTube, it’s not as easy as it sounds to simply export all your data and move to a new platform. In reality, very few people will do this. Google is counting on the fact that they’ll grumble a bit, like I’m doing, and then get on with their lives.”

For lawyers, what does all this mean? It means that, to assure confidentiality, attorneys and law firms must review the

Tech BRIEFS

Solos, Small Firms Get Online Boost from ABA

The American Bar Association is offering assistance for the nation’s largest law practice demographic with its new online Solo and Small Firm Resource Center.

“Solo and small firm practitioners have unique needs because they don’t always have the same resources as large firms,” ABA President William T. Robinson III said. “We are therefore excited to launch the ABA Solo and Small Firm Resource Center for all lawyers, free of charge, to level the playing field with online information for lawyers in small practice settings.”

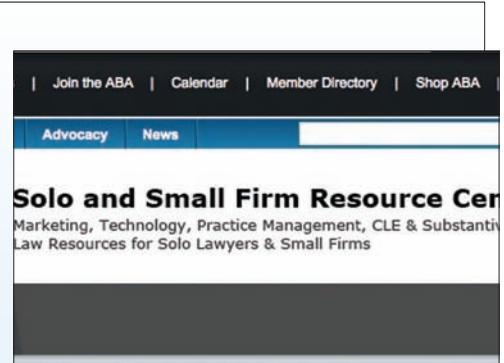
Of American lawyers in private practice, about 70 percent work in solo offices or law firms with 20 or fewer members. It is estimated that the United States has about 435,000 solo law practitioners (comprising about 48 percent of private-practice lawyers) and about 200,000 lawyers in firms of between two and 20 lawyers (about 22 percent of lawyers in private practice).

The Solo and Small Firm Resource Center provides online articles, CLE programming, a discussion list for solo and small firm lawyers and other information from groups throughout the ABA, including the ABA General Practice, Solo and Small Firm Division and Law Practice Management Section. The website offers practice management advice, business development strategies, career guidance, advice for handling problem cases and clients, technology reviews, networking events and more.

The Solo and Small Firm Resource Center can be accessed at ambar.org/soloandsmallfirms.

Apple Products Popular in Small Law Firms, Survey Finds

Apple products are going strong and gaining ground with small firm lawyers at the expense of previously dominant legal technology players, according to the Apple in Law Firms Survey by Clio.



Widely used products in the survey included iPhones, used by 60.9 percent of respondents; Dropbox, used by 25 percent of respondents; iCloud, seeing high adoption at 15 percent; and Android phones with usage at 13 percent. Evernote, a note-taking app not included in last year’s survey, debuted at 14 percent usage. OpenOffice had gained 2 percentage points since last year, showing that open source technology is appealing to solo and small law firms. Clio showed a 22 percent adoption rate, more than double the 2010 adoption rate.

Why are lawyers continuing to “go Mac”? Nearly half (46.5 percent) of respondents said they chose Apple hardware over PC options because the technology was more reliable and secure. Usability was next on at 33.8 percent. Familiarity due to home use of Apple/Mac products was 9.8 percent, and surprisingly aesthetics and design came in fourth at only 3 percent.

More than 75 percent of law students said that when they graduate, they plan on choosing a Mac platform for their office. This statistic shows that Mac has a bright future in legal, since the new generation graduating is heavily Apple-oriented.

The survey aimed to determine to what extent lawyers and law students are now using Apple products, and whether there is clear evidence of an increasing trend of the legal industry “going Mac” in the future.

Clio said 763 people participated in the survey, 80 percent of which were practicing lawyers and 20 percent of which were law students or non-lawyers. Seventy-six percent of respondents were lawyers at firms with 10 attorneys or less. One-fourth of the survey respondents were relative Mac newcomers, having switched to Mac within the past year.



Google Privacy Policy, as well as similar policies for every other website or service where client data is stored, and determine whether the site is appropriate for storing the information. If they don't, and client data is revealed to the web, just go to Google News and figure out what happens next.

SO WHAT APPS ARE ON YOUR IPAD, IPHONE, SMARTPHONE OR TABLET?

That's the name of a new feature in *The Philadelphia Lawyer*, where you can send us an email (send it to tplmag@philabar.org) highlighting the app or apps you are using and why, so that other readers can get the most out of their devices. To start things off, here are a few of my favorites:

Amazon Apps (Appstore) (Android): This app is a great place to start. Run by Amazon, the app store offers a wide selection of free and paid apps for Android devices. But perhaps the best aspect of the app is that every day, you can obtain some terrific apps for free. Among the paid apps that have been offered gratis are Documents To Go (Full Version), OfficeSuite Pro 5 and QuickOffice Pro, each of which allows you to work with documents and other items created with Microsoft Office. In addition, you can download great apps like TuneIn Radio Pro and others. And of course, lots of games.

Zinio (all formats): Originally a downloadable program, Zinio has created apps for virtually every platform and device.

Creating a Zinio account is free, and the program allows you to read a wide range of newspapers, magazines and other publications, some for free, others by subscription or individual purchase.

Google Goggles (Android): Ever see a piece of art, a photograph or some other item you can't identify? Just scan the item with Google Goggles, and find out everything you would ever want to know about the object. It's simple, and it's free.

Verizon iD (For Verizon Mobile Devices): If you have ever heard a song, and didn't remember the name or the artist, you know how frustrating and distracting it can be until (or if) you figure it out. With Verizon iD, just let your phone listen to the music, and you'll have your answer in a few seconds; then you can go back to work, or whatever else you were doing.

So, what apps do you use? What app distracts you from client work (oops, that's not supposed to happen)? Or what app helps you deliver better client services? Whatever your

pleasure, let us know by emailing tplmag@philadelphiabar.org. We look forward to hearing from you. ■

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Tech UPDATE



Sony Tablet S



Apple New iPad

APPLE'S NEW iPad, introduced March 7, figures to continue the success of what many consider to be the best tablet computer available to consumers. Sony's highly regarded Tablet S runs on the Android system and boasts a 5-megapixel camera and stereo speakers.

FEATURES	SONY TABLET S	APPLE NEW iPad
DISPLAY	9.4 INCH TFT ACTIVE MATRIX	9.7 INCH RETINA DISPLAY
OPERATING SYSTEM	ANDROID 3.0 HONEYCOMB	OS 5.1
DIMENSIONS	9.5" X 0.3" X 6.8"	9.5" X 0.37" X 7.31"
WEIGHT	1.3 POUNDS	1.44 POUNDS
CAMERA	REAR-FACING 5 MEGAPIXELS	5 MEGAPIXEL iSIGHT
FLASH MEMORY	16GB (32GB MODEL ALSO AVAILABLE)	16GB (32GB AND 64GB MODELS ALSO AVAILABLE)
BATTERY LIFE	UP TO 31 HOURS	10 HOURS
WIRELESS CONNECTIVITY	BLUETOOTH 2.1 EDR, WI-FI	WI-FI, BLUETOOTH, 4G LTE
PROCESSOR	1 GHZ NVIDIA TEGRA 2	DUAL CORE APPLE A5X
PRICE	\$399.99	\$499