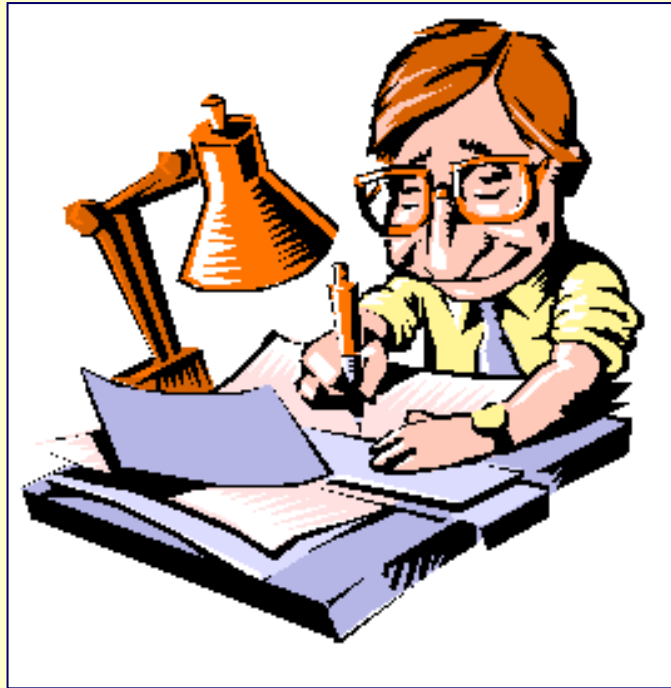


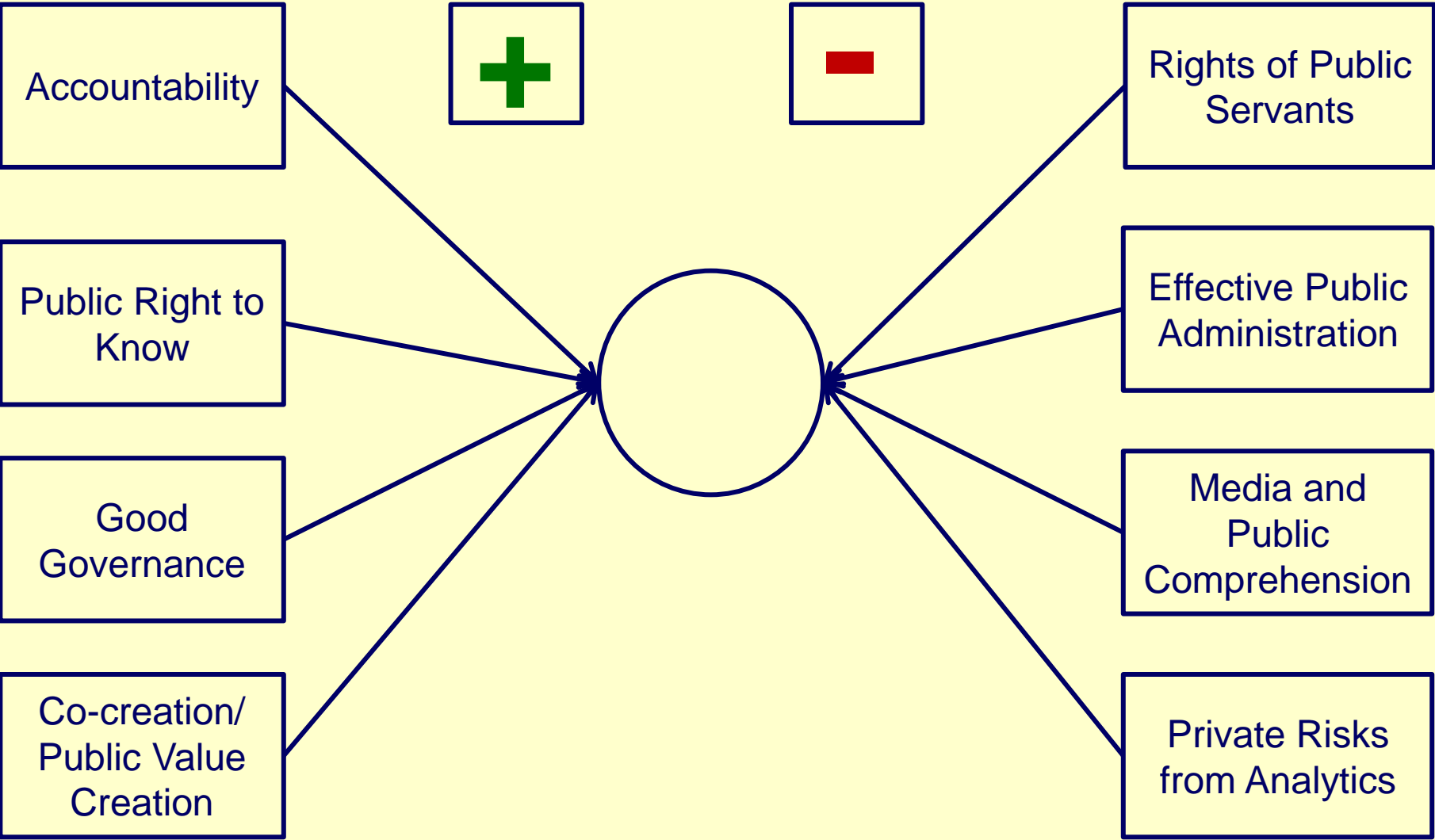
# Transparency: Some Inconvenient Truths



# Two Streams of Thought



# Balancing Forces



# Some Questions about Transparency

- **Rights of public servants:**
  - *What is an employer entitled to know?*
- **Effective public administration:**
  - *Formal rigidity and neutered thinking?*
- **Public comprehension:**
  - *The media and the gotcha culture?*
- **Private risk:**
  - *Analytics, mining and joining the dots?*



# Rights of Public Servants



# Effective Public Administration



# Private Risk



**Kashmir Hill**, Forbes Staff  
Welcome to The Not-So Private Parts where technology & privacy collide  
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## How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

[!](#) 309 comments, 167 called-out [+ Comment Now](#) [+ Follow Comments](#)

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. [Target](#), for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.

Charles Duhigg outlines in the [New York Times](#) how Target tries to hook parents-to-be at that crucial moment before they turn into

Target has got you in its aim



# Public Comprehension

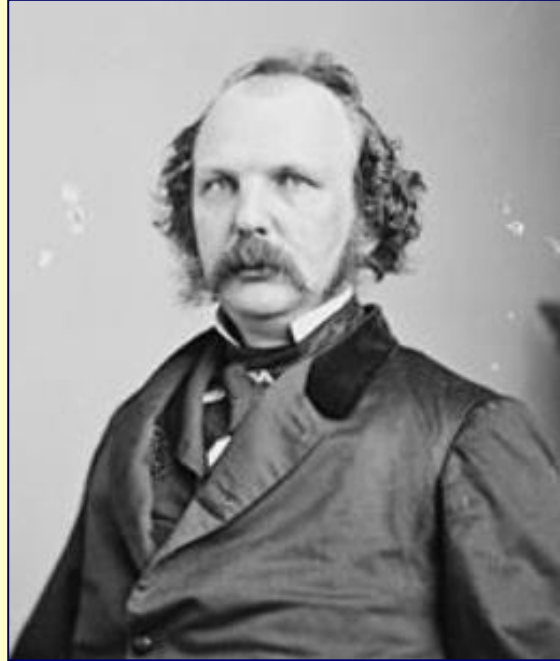


	Sort by GCSE	Sort by CVA	Sort by A/AS
	%	Score	Score
Putney High School (IND)	100	NA	988.4
Ibstock Place School (IND)	99	NA	807
Emanuel School (IND)	95	NA	778.8
Graveney School	82	1005.2	734.3
Balham Preparatory School (IND)	76	NA	NA
Hall School Wimbledon (IND)	71	NA	NA
Burntwood School	63	1002.4	653
Ashcroft Technology Academy	59	1017	689.1
Elliott School	44	987.4	607.2
Chestnut Grove School	40	1034.9	567.5
Ernest Bevin College	37	1002.9	553.6
Southfields Community College	37	1052.3	570.3
Salesian College	33	1013.5	NA
Battersea Technology College	33	1045	296.3
John Paul II School	20	982.8	NA





# A Final Thought



*“Laws, like sausages, cease to inspire respect in proportion as we know how they are made.”*

John Godfrey Saxe

