Reputation Management Developments

Background information

- Kathy English, The Longtail of News: To Unpublish or Not to Unpublish, October 2009, APME Online Journalism Credibility Projects
  - “Moving Forward in Your Newsroom: Questions to Consider”
  - “Discussing ‘Unpublishing’ with public: a suggested script”
  - Information about the study: http://www.apme.com/?Unpublishing
- Google Web Removal Policies
- “Mugged by a Mug Shot Online,” NY Times, October 5, 2013 – describes mug shot websites and attempts to combat them
- New England First Amendment Center, The ‘Mugshot Racket’: Paying to Keep Public Records Less Public
- Digital Media Law Project, The ‘Mugshot Racket’ II: A Commercial Purpose Exemption?
- “Erasing the Digital Past,” NY Times, April 1, 2011 – describes reputation management companies
- Michael Fertig and David Thompson, Wild West 2.0: How to protect and restore your online reputation on the untamed social frontier (Amacon 2010)

Recent Court Cases

- Mosley v. Google – German court ruled in January 2014 that Google must remove images of Mosby sex orgy. Computerworld article -- Max Mosley vs. Google over pictures with prostitutes -- Streisand in full effect

Laws or proposed laws to allow deletion of online content

- California S.B. 568 – becomes effective January, 2015; allows minors to remove information they have posted. Summary from California AG website:

  SB 568 (Steinberg) Digital Privacy Rights for Minors As of January 1, 2015. this law will prohibit an operator of a Web site or online service directed to minors (California resident under 18) from marketing or advertising to minors specified products or services that minors are legally prohibited
from buying. The law will prohibit an operator with actual knowledge that a minor is using it from marketing or advertising such products based on information specific to that minor and knowingly using, disclosing, compiling, or allowing a third party to do so, the personal information of a minor for the purpose of marketing or advertising such products or services. The law will apply this prohibition to an advertising service that is notified by an operator that the site or service is directed to a minor. The law will also require the operator to permit a minor, who is a registered user of the operator’s site or service, to request and obtain removal of content or information posted on the operator’s site or service by the minor, with exceptions. Business and Professions Code §§ 22580-22582

- Colorado bill to require takedown of mug shots if defendant was innocent – Denver Post Article, Bill would require removal of mug shots online
- Georgia – HB 150 would require mug shots to be copyrighted, giving sheriff the right to prohibit other uses – Pickens County Progress Article, Bill Seeks to Limit Public Mug Shots
- Minnesota – bills to regulate mugshot websites, including requiring takedown of mugshots of persons who are not convicted – Star-Tribune Article, Two bills would handcuff ‘extortionist’ mug shot websites
- New Jersey – NJ.com article -- Mugshot got you down? Bill would ban public release in N.J. before conviction
- Florida – Neiman Journalism Lab article – A proposed Florida law targets mugshot sites, but hits journalists’ First Amendment rights

Attempts to take down content


Voluntary editorial decisions

- Poynter Jan. 9, 2014 article – College papers dropping arrestee names from crime blotters (referring to U of Conn; Miami U).

Journalism Codes of Ethics

- Society of Professional Journalists
- Radio and Television News Directors Association
- National Press Photographers Association
Other resistance

- Pinellas County, Florida sheriff takes down online websites to prevent or discourage use by mug shot websites – Jan. 9, 2014 article: Fox Tampa Bay article -- [Pinellas Sheriff’s Office says goodbye to mugshots on website](http://www.newrepublic.com/article/113045/free-speech-internet-silicon-valley-making-rules)

- Utah sheriff claims copyright to avoid releasing mugshots, TechDirt article -- [Utah Sheriff Claims Copyright On Mugshot Photos To Avoid Releasing Them](http://www.newrepublic.com/article/113045/free-speech-internet-silicon-valley-making-rules)

Action by technology companies


- Gigacom, “When it comes to free speech, Twitter is caught between a rock and a very hard place,” July 30, 2013