INI Teaching Faculty Candidate Seminar: Data Privacy: Beyond Notice & Choice

Date: Tuesday, February 20, 2018
Pgh Time & Location: 12:00-1:00 p.m. ET, 5201 Scott Hall, Marquis Room
SV Time & Location: 9:00-10:00 a.m. PT, Building 23, Room 118,

SPEAKER

Aleecia M. McDonald
Privacy Researcher & Non-Resident Fellow
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SPEAKER BIOGRAPHY

Aleecia M. McDonald is a privacy researcher and non-resident Fellow at Stanford’s Center for Internet & Society. She focuses on the public policy issues of Internet privacy, including user expectations for Do Not Track, behavioral economics and mental models of privacy, and the efficacy of industry self regulation. She co-chaired the WC3’s Tracking Protection Working Group, an ongoing effort to establish international standards for a Do Not Track mechanism that users can enable to request enhanced privacy online. Aleecia’s decade of experience working in software startups adds a practical focus to her academic work, and she was a Senior Privacy Researcher for Mozilla prior to working as Director of Privacy at Stanford. Her findings have been featured in media outlets such as the Washington Post, Ars Technica, and NPR. She has presented findings in testimony to the California Assembly, and contributed to testimony before the United States Senate and the Federal Trade Commission. She holds a PhD in Engineering & Public Policy from Carnegie Mellon.

ABSTRACT

Self-determination in privacy decisions is supposed to be feasible for people from all walks of life. Yet in practice, many privacy decisions are either not obvious or not accessible. In the course of multiple studies spanning a decade of research, I examine how well the Fair Information Practice Principles work for people. Internet privacy is a multi-faceted topic drawing upon law, policy, ethics, social norms, economics, and technology. By using multiple methods with an interdisciplinary approach I am able to contribute to a more coherent picture of online privacy decision making. We will discuss research that contributes to privacy policy discussions in the US and Europe, as well as the implications for privacy decision making in mobile and Internet of Things applications.