



**FUTURE OF
PRIVACY
FORUM**

2016 Advisory Board Meeting

**Reviewing Last Year's Work—
and Looking Forward**



FPF

The Organization



By the Numbers:

- 120 Corporate Supporters
 - 27 New Since 4/2015
- 35 Academics
- 10 Advocates
- 11 Full-Time; 5 Sr. Fellows; 2 Jr. Fellows; 2 Part-Time
 - 4/2015: 4 Full-Time; 3 Sr. Fellows; 2 Jr. Fellows; 2 PT
- 85% Corporate Funding
- 15% Foundation Grants

Structure:

- FPF – 501(c)4 Board:
 - President: Christopher Wolf
 - Vice President: Mary Culnan
 - Secretary: Sandra Hughes
 - Treasurer: Debra Berlyn
- FPF-EIF 501(c)3 Board:
 - President: Mary Culnan
 - Secretary: Christopher Wolf
 - Treasurer: Debra Berlyn

New Members and Grants

Since April 2015

Gates Foundation
(Renewed)

Robert Wood Johnson

Alfred P. Sloan
Foundation

National Science
Foundation

ADT

AARP

Catalina
Marketing

CISCO

Citigroup

Criteo

DJI

ESOMAR

Fiat Chrysler

GoGuardian

HID Global

Hobsons

Hyundai

Inflection

Khan

Academy

Marketo

Network

Advertising
Initiative

Noble Hour

Privoro

Radiolocus

Retail
Industry

Leaders Assn

Starbucks

Uber YEXT

Yodlee

Zebra

Zeotap

De-Identification

- Major policy paper and Infographic
- *Practical De-Identification* in DC (July 2015)
- *Amsterdam Privacy Conference* (Oct 2015)
- *De-Identification: Practice and Policy* in San Francisco (April 2016)



Ethics/Big Data

- *Beyond IRBs: Designing Ethical Review Processes for Big Data Research*
- Publications in W&L Law Review Online
- Roundtable on Ethics, Privacy and Research Reviews-June 14, 2016
- Research Coordination Network
- Data and Civil Rights



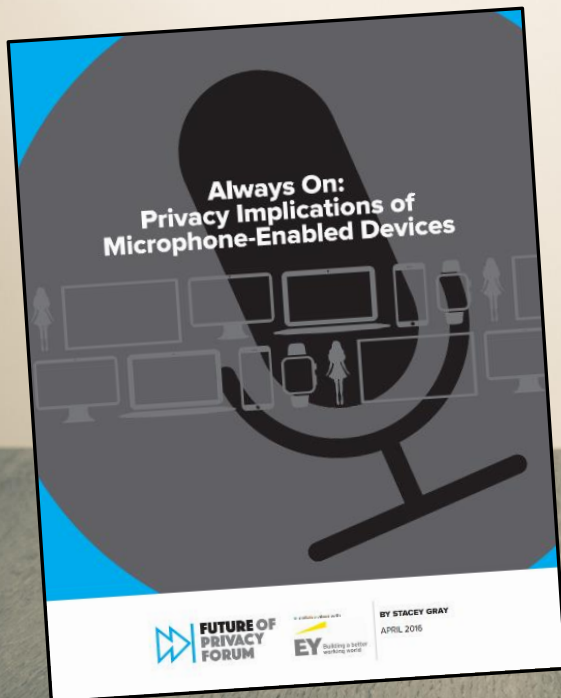
Location & Ad Practices

- Mobile Location Analytics Opt-Out at smart-places.org
- Fixing Ad Tech
- Best Practices for Outdoor Signage



Smart Home

- Published new White Paper on the privacy implications of “Always On” / “Always Aware” technologies



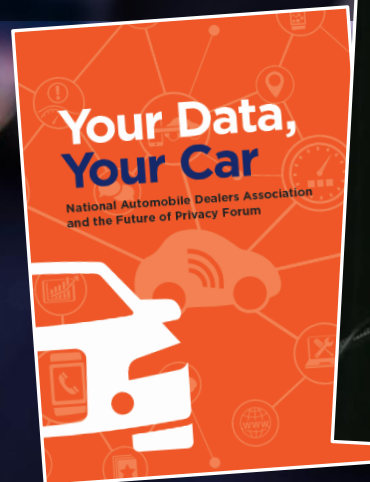
Wearables & Consumer Wellness

- Coordinated and concluded *Wearables & Consumer Wellness Working Group*
- Developed **Leading Practices for Consumer Wearables**



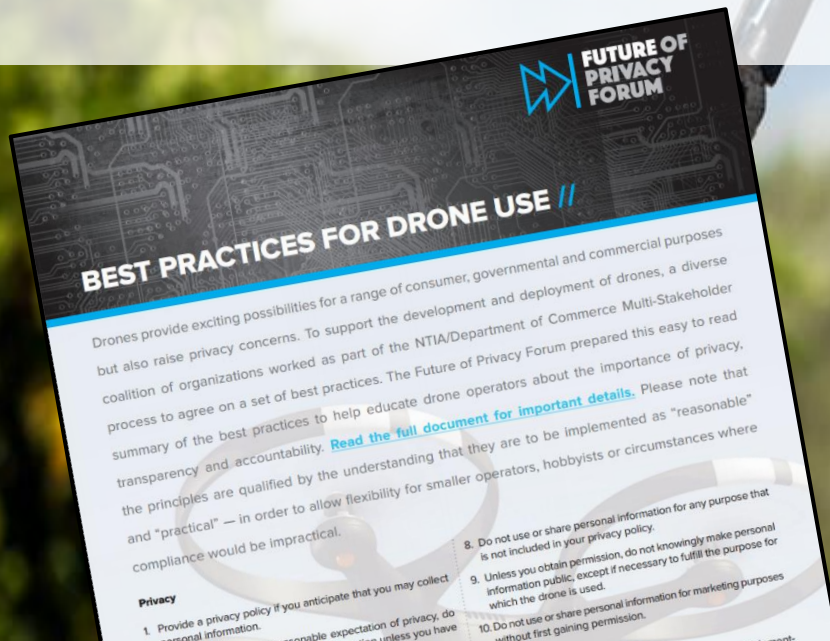
Connected Cars

- Coordinating *Connected Cars* Working Group
- *Privacy and the Connected Vehicle: A Global Event* in Detroit
- Submitted comments to NHTSA on their regulatory guidelines for autonomous vehicles
- FPF & Nat'l Auto Dealers Association (NADA) Consumer Guide
- DeID in Cars
- Data Mapping Exercise



Drones

- Best Practices in Multi-Stakeholder (NTIA)
- Developing paper for industry and regulators: *Drones and Privacy by Design*



Smart Cities

- Launched *Smart Cities Working Group*
- Published Privacy & Security Readiness Guide for regulators and privacy leaders
- Developing Visual Guide: “*Shedding Light on the Smart City*”

NOT JUST A STREET LIGHT

The city street light is so ubiquitous in every city that it often goes unnoticed. Today, it does more than just illuminate the street. Its capabilities make it a great example of how technology - and data - flow. Here's a look at how these capabilities are interconnected throughout the Smart City.



URBAN SECTORS

Sectors of the Smart City that benefit from technology and data:



INDIVIDUAL

Smart City citizens and visitors are afforded greater convenience in their daily activities, as well as improved personal safety, sustainability and efficiency. Data generated by individuals fuels the capabilities of broader city services and infrastructure.



SERVICE

Private business and public services are able to operate more effectively than ever. Powered by insights into real time city movements, and new, more direct ways to engage with individuals, service experiences and outcomes are able to improve.

INFRASTRUCTURE

Cities can now function in a more streamlined, sustainable way. Sensors provide transparency into infrastructure and resource allocation and demand forecasting.

NOT JUST A STREET LIGHT

The city street light is so ubiquitous in every city that it often goes unnoticed. Today, it does more than just illuminate the street. Its capabilities make it a great example of how technology - and data - flow. Here's a look at how these capabilities are interconnected throughout the Smart City.



URBAN SECTORS

Sectors of the Smart City that benefit from technology and data:



TRANSPORTATION



UTILITIES



TELECOM



GOVERNMENT SERVICES



ENVIRONMENTAL



INDIVIDUAL

Smart City citizens and visitors are afforded greater convenience in their daily activities, as well as improved personal safety, sustainability and efficiency. Data generated by individuals fuels the capabilities of broader city services and infrastructure.

SERVICE

Private business and public services are able to operate more effectively than ever. Powered by insights into real time city movements, and new, more direct ways to engage with individuals, service experiences and outcomes are able to improve.

INFRASTRUCTURE

Cities can now function in a more streamlined, sustainable way. Sensors provide transparency into infrastructure and network resource allocation and demand forecasting.

DATA PRIVACY CONCERNS

Data is being gathered from public and private



Student Data Privacy

- 2015 National Student Privacy Symposium
- Published *Parents' Guide* and *Educator's Guide to Student Privacy*
- Published Data Analysis Paper with Elana Zeide
- Student Privacy Boot Camps in San Francisco and NYC
- Launched School Privacy Leaders Group
- Creating SOPIPA Guide
- Relaunched FERPA SHERPA
- Second annual Parent Survey

Lorem ipsum dolor sit amet
consectetur adipiscing elit. Maecenas id tunc
nec nisi feugiat euismod sed ut tellus sed

59%

73%

54%



B

Lorem ipsum

consectetur adipiscing elit. Maecenas id tunc
nec nisi feugiat euismod sed ut tellus sed



A Parents' Guide to
**Student
Data Privacy**

ConnectSafely
Smart Broadcasting. Smarter Kids.

FUTURE OF
PRIVACY
FORUM

PTA
everychild.america.org

Completed with support of
the Bill & Melinda Gates Foundation, Digital Trust Foundation, and Sheila L. Kaplan.

**19 Times Data Analysis
Empowered Students and Schools
Which Students Succeed and Why?**

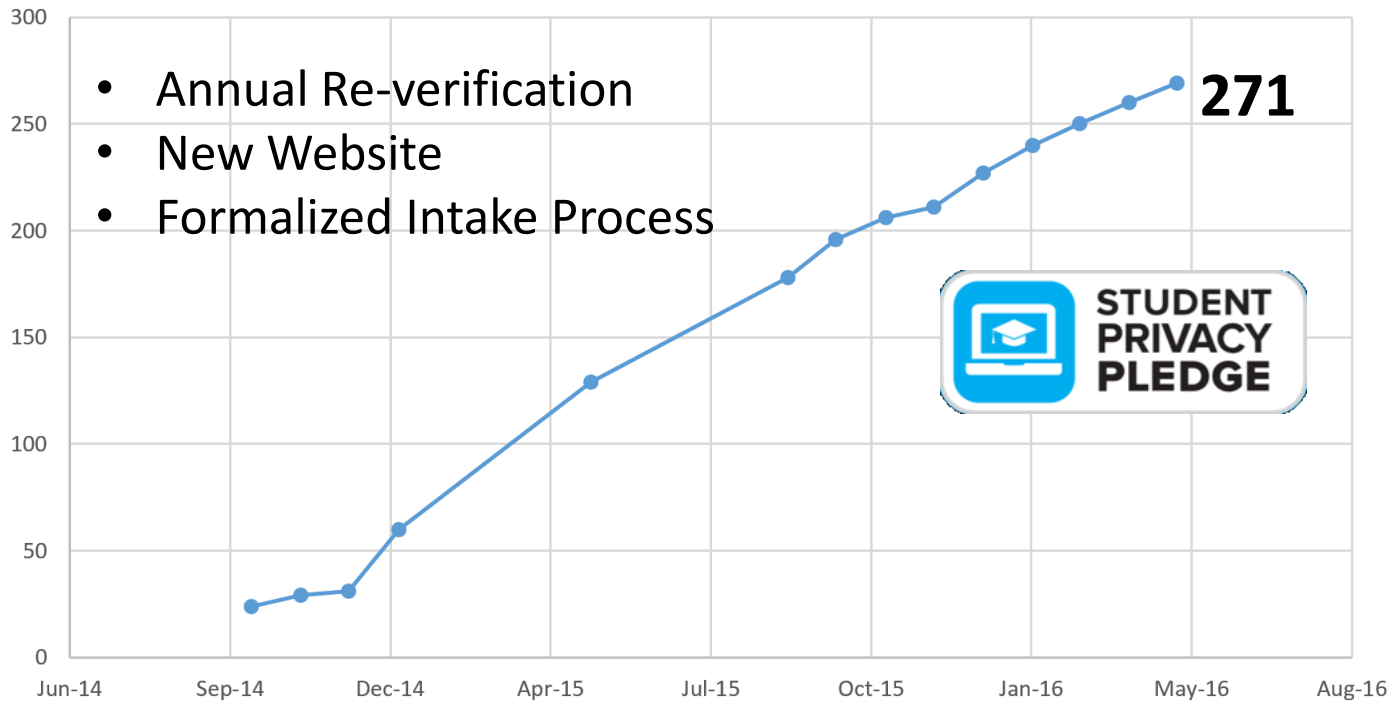


FUTURE OF
PRIVACY
FORUM

BY ELANA ZEIDE
MARCH 2016

Student Privacy Pledge

- Annual Re-verification
- New Website
- Formalized Intake Process



Peter Swire - Updates

- Mutual Legal Assistance Treaties (MLAT)
- Device Encryption
- Globalization
- U.S. Surveillance Law, Safe Harbor, and Reforms Since 2013





CONSUMER BUSINESS DIALOGUE

- Bringing FPF members together with the consumer and privacy advocates to discuss emerging issues and products

- **Continuing to build academic relationships and to connect scholars with privacy professionals**



Lorrie Cranor, et al
Privacy Research Showcase



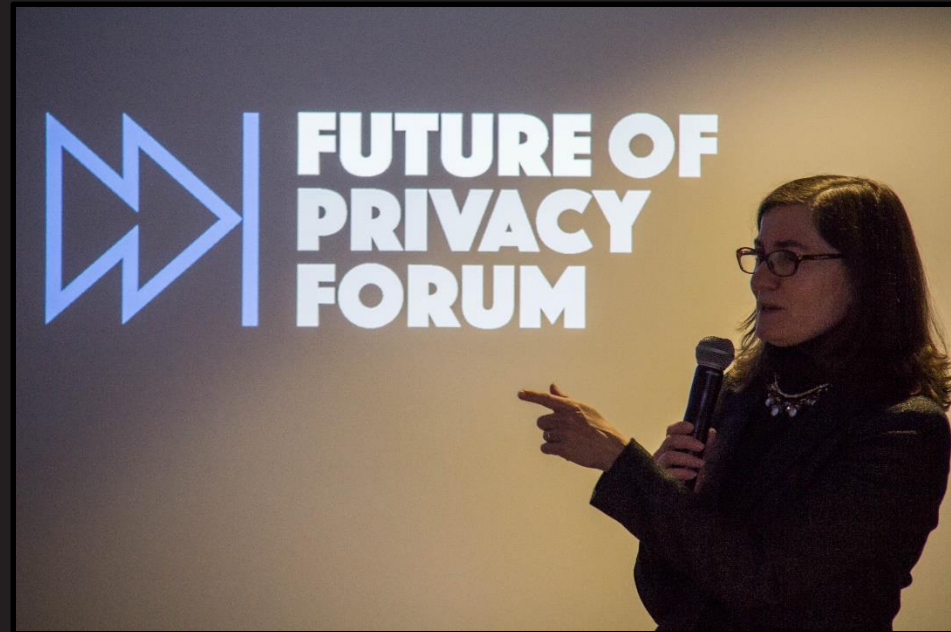
Kirsten Martin
Assist. Prof. of Strategic
Management & Public Policy George
Washington Univ. School of Business



Danielle Citron
Professor of Law, Univ. of Maryland
Carey School of Law

SIXTH ANNUAL PRIVACY PAPERS FOR POLICY MAKERS

A Presentation and Discussion of Leading Privacy Research





Looking Ahead...

- Higher Education
- EU Efforts
- Algorithmic Fairness
- Agenda for new Administration

Higher Education

- Higher Education Working Group
- PostSecondary Data
- Big Data Learning and Analytics



EU Efforts

- Brussels Symposium – Call for Papers
- June 28 – Paris Event with Criteo
- November 8 – Brussels Privacy Symposium Event



Vrije
Universiteit
Brussel



**FUTURE OF
PRIVACY
FORUM**

Algorithmic Fairness

- Taming the Golem: Challenges of Ethical Algorithmic Decision Making

Privacy Agenda for New Administration





Interested, But Not Committed

- Non-HIPAA Health
- Biometrics – Facial Recognition
- Drones
- FinTech
- Toys



Are these the right issues?

**Are these the key issues
on your agenda?**

**What is your issue that no
one is addressing well?**



Strategic Vision

FPF's Three Audiences:

1. Corporate Privacy Leaders
2. Academics
3. Advocates



Strategic
Vision

Privacy Professionals

What We Do

- Working Groups
- Monthly Privacy Landscape Calls

What Could We Do Better?

- How can we keep you better informed?
- How can we listen to your priorities?



Strategic Vision

Academic Community

What We Do

- *Privacy Papers for Policymakers*
- Dinner at Privacy Law Scholars Conference
- Senior Fellows / Academic Affiliates
- FPF-CAN (Capital Area Academic Network)
- Brussels Symposium
- Washington & Lee Partnership; Online Journal

What Could We Do Better?

- Public Promotion of Academic Accomplishments
- Opportunities to Publish, Speak at Public Events



Strategic
Vision

Advocacy Community

What We Do

- Consumer Business Dialogue
- NTIA Processes

What Could We Do Better?

- Communication



2016 Advisory Board Meeting

» What's next?

10:15-10:45 – Coffee and Snack Break

10:45-12:30 – Break-Out Sessions – Main Building
Terrace Entrance to All Rooms