Vision

We believe that ...
technological innovation and new uses of data can help solve big societal problems and improve lives.

We believe that ...
technological innovation must be accompanied by fresh privacy thinking.

We believe that ...
it is possible to build a world where technological innovation and privacy can coexist.

We believe that ...
it is possible to reach consensus on ethical norms, policies and business practices to address new privacy challenges.
Our Mission

The Future of Privacy Forum (FPF) is a non-profit organization that serves as a catalyst for privacy leadership and scholarship, advancing principled data practices in support of emerging technologies.

Who We Are

FPF brings together industry, academics, consumer advocates, and other thought leaders to explore the challenges posed by technological innovation and develop privacy protections, ethical norms and workable business practices.
Projects & Priorities

Big Data
FPF has pursued a combination of practical strategies and high-level thought leadership to address new opportunities and privacy risks presented by novel uses of personal information.

Consumer Business Dialogue and Capital-Area Academic Network
FPF’s Consumer Business Dialogue convenes regular meetings to discuss the launch of a new product or service, to talk through privacy implications of existing technologies, and to answer questions from consumer advocates. The Capital-Area Academic Network serves to build academic relationships and connect scholars with privacy professionals.

De-Identification
FPF has proposed a practical framework for applying privacy protections based on the nature of data that is collected, the risks of re-identification, and the legal and administrative protections that may be applied.

Ethics
FPF has calling for new frameworks and standards to promote valuable research and to ensure the ethical use of data for research.
**Connected Cars**
FPF advances privacy practices and understanding of new in-car technologies. We help ensure responsible practices are in place so the benefits of technologies will be well-received by consumers.

**Education**
FPF’s student privacy program produces policy guidance and scholarship about finding the balance between protecting student privacy and allowing for the important use of data and technology in education. FPF examines both the K-12 and Higher Education landscape to find best practices and create practical tools to advance the responsible use of data.

**Location and Ad Practices**
FPF analyzes new location based technologies and educates companies and regulators about their use. FPF similarly explores evolving advertising technologies and identifies potential privacy issues and appropriate consumer controls.

**Smart Cities**
FPF promotes the value of technologies that inform and streamline municipal services while respecting individuals’ privacy.
More About FPF

Brussels Privacy Symposium
FPF and the Vrije Universiteit Brussel have established the Brussels Privacy Symposium (BPS) to develop and promote research, scholarship and best practices to support beneficial uses of data while respecting individuals’ fundamental rights. The BPS draws on the expertise of leading EU and US academics, industry practitioners, and policy makers to produce an annual workshop highlighting innovative research on emerging privacy issues. Learn more: fpf.org/brussels-privacy-symposium.

Mobile Location Analytics
Facilities such as airports, stores and hotels use Mobile Location Analytics technology to understand the traffic patterns of people in their venues. FPF created smart-places.org as a resource for consumers who wish to opt out.

Thought Leadership
FPF hosts monthly briefings and working group meetings for members. FPF publishes best practices, negotiates codes of conduct, and holds sessions focused on education and training.

Events Calendar
FPF provides a global calendar of privacy events. You can view events and submit one to be added by visiting: privacycalendar.org.