

## **Advisory Board**

**Chris Clifton**, Professor of Computer Science, Purdue University

I have done considerable work in privacy-preserving data mining, and other techniques for data analysis without data disclosure (how do we analyze data without looking at it?) This includes cryptographic techniques, anonymization, differential privacy, and other methods. Recently, I have been working in methods to detect and prevent algorithmic bias, including interdisciplinary work in understanding the distinction between algorithmic bias and personalization.

I have two current research focuses with relevance to this workshop. The first is privacy technology, in particular techniques to support data analysis while minimizing privacy risk. One example is a project currently underway to apply differential privacy or related formal privacy definitions to Census-style data in ways that both ensure privacy and provide reasonable accuracy of results. This is an ongoing project, with a focus on automating the process of determining where to apply "privacy budget" to achieve accurate results where needed, and where to suppress or combine fields to avoid using privacy budget on results that cannot be protected without introducing substantial inaccuracy. A second example is machine learning on anonymized data. In this example, we have been able to show both theoretically and empirically that we can train machine learning models on anonymized data and achieve equivalent accuracy to training on the non-anonymized data.

**Lorrie Cranor**, FORE Systems Professor of Computer Science and Engineering & Public Policy, Carnegie Mellon University

Lorrie Faith Cranor is the FORE Systems Professor of Computer Science and of Engineering and Public Policy at Carnegie Mellon University where she is director of the CyLab Usable Privacy and Security Laboratory (CUPS). She is associate department head of the Engineering and Public Policy Department and co-director of the MSIT-Privacy Engineering master's program. In 2016 she served as Chief Technologist at the US Federal Trade Commission. She is also a co-founder of Wombat Security Technologies, Inc, a security awareness training company. She is a fellow of the ACM and IEEE and a member of the ACM CHI Academy. [lorrie.cranor.org](http://lorrie.cranor.org)

I have conducted research on ways to communicate clearly about privacy and provide usable and meaningful privacy notice and consent experiences. With students and colleagues, I have developed privacy "nutrition labels" user interfaces for specifying fine-grained location privacy preferences, and a design space for effective privacy notices. We have conducted studies to evaluate the usability of opt-out tools and various forms of privacy notices, and to explore privacy concerns and preferences in a variety of contexts, including online behavioral advertising, location tracking, and IoT. See <http://cups.cs.cmu.edu/privacy-decisions.html> and <https://www.usableprivacy.org>.

**Lauri Kanerva**, Facebook

Lauri is the Research Management Lead at Facebook. He serves as the in-house adviser to executives and researchers regarding research oversight. He manages the Research Review process and participates in research and policy advisory committees; coordinates Facebook's research activities, particularly those involving partnerships with external organizations; and monitors compliance with Facebook's internal policies. Before joining Facebook, Lauri spent 10 years running the non-medical IRB at Stanford University.

**Helen Nissenbaum**, Professor, Cornell Tech

Helen Nissenbaum is a Professor of Information Science, Cornell Tech. Her research focuses on ethical and political dimensions of digital technologies including issues surrounding privacy, accountability, bias in computer systems, security, and values in design. Her books include *Obfuscation: A User's Guide for Privacy and Protest*, with F. Brunton, *Values at Play in Digital Games*, with M. Flanagan, and *Privacy in Context: Technology, Policy, and the Integrity of Social Life*. Recipient of the 2014 Barwise Prize of the American Philosophical Association, Nissenbaum has contributed to privacy-enhancing software: TrackMeNot and AdNauseam, and has earned grants from the US National Science Foundation and Defense Advanced Research Projects Agency. She holds a Ph.D. in philosophy from Stanford University.

It is of great interest to explore the intersection of the theory of contextual integrity, on the one hand, and privacy technology, design, and regulation, on the other. We have taken preliminary steps in this direction but hoping this workshop will enable robust connections into industry practices to make even more progress. We hope to learn what works and what does not.

**Jules Polonetsky**, CEO, Future of Privacy Forum

Jules Polonetsky serves as CEO of the Future of Privacy Forum, a non-profit organization that serves as a catalyst for privacy leadership and scholarship, advancing principled data practices in support of emerging technologies. FPF is supported by the chief privacy officers of more than 130 leading companies, several foundations, as well as by an advisory board comprised of the country's leading academics and advocates. FPF's current projects focus on Big Data, Mobile, Location, Apps, the Internet of Things, Wearables, De-Identification, Connected Cars and Student Privacy.