Policy Overview

Last Year

- Increased engagement in EU, Israel, U.S. West Coast

- Increased focus on privacy legislation

- Policymaker education

Next Year

- Continued focus on privacy legislation

- Increased opportunities for peer-to-peer engagement

FUTURE OF PRIVACY FORUM

Connected Cars
Accomplishments

- **Hosted Events:**
  - ***Data and the Future of Mobility Roundtable*** *in Tel Aviv, Israel (June 2018)*
  - ***Data and Privacy for Autonomous Vehicles*** *in Detroit, Michigan (Sept 2018)*
  - ***Time to Speed Ahead or Pump the Brakes? A Conversation on Data & the Connected Car*** *in Washington, DC (April 2019)*

- **High Impact Speaking:** MIT Media Lab Symposium on Trust & Ethics of Autonomous Vehicles, Auto-ISAC 2018 Summit, LA Auto Show, DC Auto Show, Ecolane Keynote, Transportation Research Board, +8

- **High Impact Media:** CBS Morning News, Axios,
- ABC News, CNBC, Associated Press, +

Time to Speed Ahead or Pump the Brakes? A Conversation on Data and the Connected Car

Join us at the kickoff to the Washington DC Auto Show for a dialogue on connected car privacy with industry & policy leaders, followed by a curated Tech Tour of the show floor

Thursday, April 4, 2019 – 3:30-5:00 p.m.
D.C. Convention Center

SBD   FUTURE OF PRIVACY FORUM   MOBILITY TALKS INTERNATIONAL
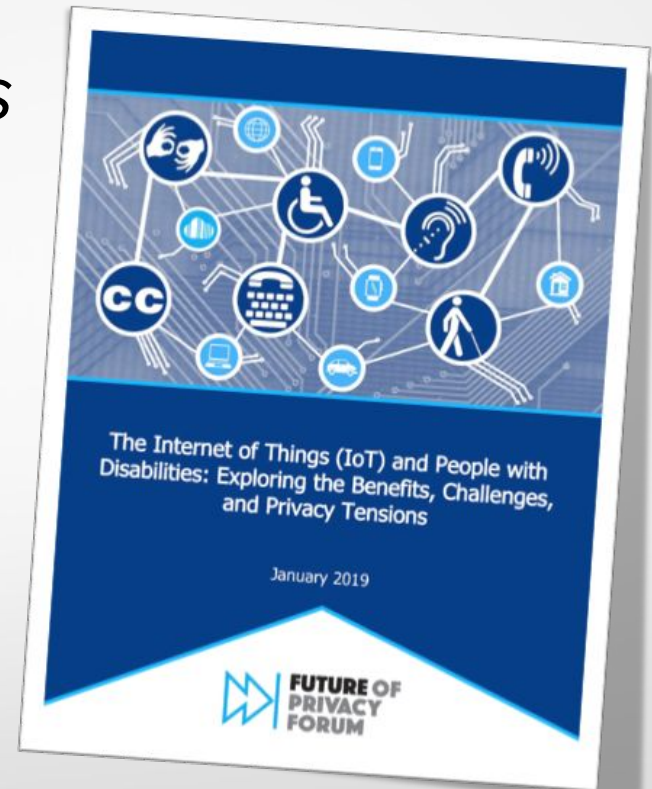
Connected Cars
Priorities Moving Forward

- **Video analytics**: analysis and best practices

- **Mobility and location data** best practices

- Privacy in **autonomous vehicles**

- Growing **mobility data ecosystem**

- Mobility technologies **beyond automotive**

- **Defining PII** in mobility context

- Continued engagement with federal, state & local r**egulatory processes**

Disability
Accomplishments

- Published report, ***The Internet of Things and Persons with Disabilities: Exploring the Unique Benefits, Challenges, and Privacy Tensions***

- Launched at event with Comcast Jan 31, 2019

- Hosted several convenings with disability community

- Speaking events + media

- Next steps: Foster conversations within the community, help amplify unique perspectives in privacy conversation

The Internet of Things (IoT) and People with Disabilities: Exploring the Benefits, Challenges, and Privacy Tensions

January 2019

FUTURE OF PRIVACY FORUM

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Bringing Academic Privacy Research to Practice

- Awarded NSF Grant

- Launched Advisory Board

- Launched call for applications

- Seven academics selected for IAPP participation & booth presentations

- Swati Gupta & Norman Sadeh Little Big Stage Presentation at IAPP

- Moving forward: planning post IAPP

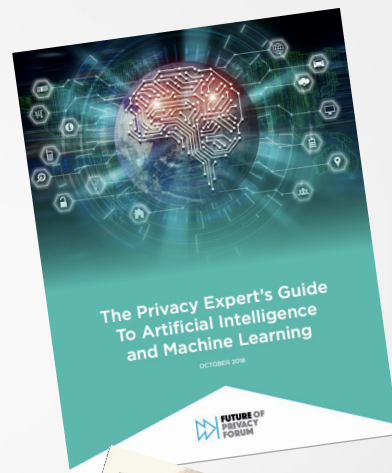**Little Big Stage** Thursday May 2 12:15pm

Profs Talk Privacy: Tools & Techniques to Safeguard Data

Swati Gupta, Georgia Institute of Technology
Norman Sadeh, Carnegie Mellon University

Stop by Booth #508 in the Exhibition Hall throughout #GPS19 to hear short presentations about innovative privacy research ready for real world application.

Artificial Intelligence
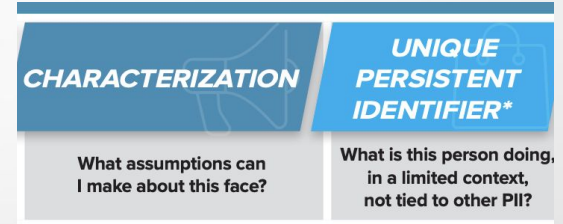## *Accomplishments*

- FPF AI Working Group; Website Resources
- Privacy Expert's Guide to AI and ML
- Beyond Explainability: Managing Risk in ML Models
- Partnership on AI project re AI FTA practices
- Privacy Principles for Facial Recognition in Commercial Applications

The Privacy Expert's Guide To Artificial Intelligence and Machine Learning

OCTOBER 2018

FUTURE OF PRIVACY FORUM

Privacy Principles for Facial Recognition Techology in Commercial Applications

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September 2018

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Artificial Intelligence
Priorities Moving Forward

- AI Governance Best Practices - in draft/review
- Privacy Expert's Guide to Biometrics
  - Website, Resources
- AlgoAware Project
- Beyond Explainability "2.0" - Strata Conference
- Legislative updates/engagement on AI/FR at state and federal levels

CHARACTERIZATION — What assumptions can I make about this face?

UNIQUE PERSISTENT IDENTIFIER* — What is this person doing, in a limited context, not tied to other PII?

Smart Communities
Accomplishments

**Awarded** nationally competitive NSF grant, *Smart Privacy for Smart Cities*

- Establish *Civic Data Privacy Leaders Network* (15+)

- PIA for Smart Cities & Communities

- Workshops and partnership with MetroLab Network

Advised and commented on development of privacy policies and practices for Seattle, Portland, Oakland, NYC, Columbus, DC, Philadelphia, and more

Published *Nothing to Hide: Tools for Talking (and Listening) About Data Privacy for Integrated Data Systems*
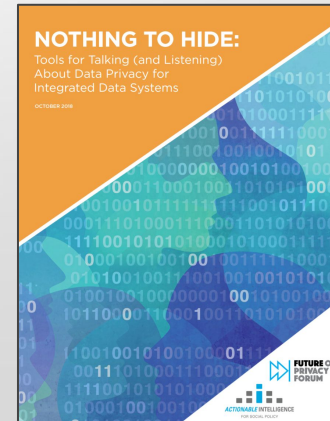
Smart Communities
Priorities Moving Forward

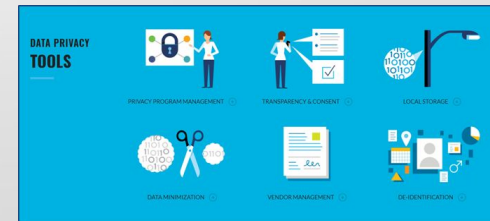Grow and mature the **Civic Data Privacy Leaders Network**

Collaborate on **mobility and location data** best practices

Advance **privacy-preserving disclosure** practices

- Help government agencies implement FPF's *Open Data Privacy Risk Assessment;* evaluate privacy exemptions in state FOI laws; advance disclosure controls and reviews

Produce **civic tech white papers** and educational materials

Support **evidence-based policy making** and **privacy-protective use/sharing of civic data** through IDS, ADRF, and other networks

CONNECTED TECHNOLOGIES ARE EVERYWHERE

It's not just your phone that's gotten smarter. Here's a smart city example: city streetlights are so ubiquitous they usually go unnoticed—but there's more to them than meets the eye. Today's lights can be fitted with multiple sensors and beacons, upgrading existing infrastructure into a hub for capabilities ranging from environmental to public safety to transportation. Click on the features below to learn more about smart city technologies, how they're used and what they mean for privacy.

- Location Beacon
- Automated License Plate Reader
- Light Sensor
- CCTV
- Pedestrian Traffic Sensor
- Environmental Sensor
- Gunshot Detector

DATA PRIVACY CONCERNS

SURVEILLANCE · DATA SPILLS · UNEXPECTED USES

OPEN DATA VS. PRIVACY · DISCRIMINATION · DATA QUALITY

DATA PRIVACY TOOLS

PRIVACY PROGRAM MANAGEMENT · TRANSPARENCY & CONSENT · LOCAL STORAGE

DATA MINIMIZATION · VENDOR MANAGEMENT · DE-IDENTIFICATION

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Ad Practices
Accomplishments

- Briefed various EU and US regulators on fundamentals of online advertising technology and the privacy landscape

- Convened Ad Tech Working Group and hosted webinars with leading experts on hot topics, including:

    - CNIL representatives speaking on Vectaury decision
    - CCPA impacts to online advertising
    - Data Subject Access Requests under GDPR
    - Data fingerprinting

- Co-hosted COPPA at 20: Protecting Children's Privacy in the New Digital Era

- Location & Ad Tech Newsletter continues to be a valuable resource to Working Group participants, driving non-FPF supporter engagement and sign-up requests

FUTURE OF PRIVACY FORUM

Location & Ad Practices
Priorities Moving Forward

- Continue to publish educational and policy guidance related to Location & Ad Tech

- Expand the reach and accessibility of regulatory briefings regarding Ad Tech and the privacy landscape

- Red Team

FUTURE OF PRIVACY FORUM

Education
Accomplishments

- Spoke at or hosted 43 student privacy events in 2018, including testifying before Congress and the Federal Commission on School Safety and presenting at the OECD-University of Zurich Expert Consultation on *Protection of Children in a Connected World*;

- Held a student privacy bootcamp for district superintendents in collaboration with AASA on July 9th; a bootcamp for SEA privacy staffers on July 24th and 25th; and two bootcamps for edtech vendors at SXSWedu and ISTE;

- Participated on the New York State Education Department Data Privacy Advisory Council to provide feedback on regulations implementing New York's 2014 student privacy law;

- Released several publications

Education
Priorities Moving Forward

- Several pending publications

- Continuing to and create student privacy training resources for educators, administrators, and edtech companies, including new video content

- School safety and student privacy

- Higher education student success initiative

- Parent focus groups

- Hosting bootcamps for edtech companies in late June and this fall, and bootcamps for district superintendents and state education privacy staffers in July

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EU
Accomplishments

Comparing privacy laws: GDPR v. CCPA

- **EU focused monthly calls** (with speakers from EDPB, EDPS, Council of Europe, leading law practices, leading universities etc.)
- **Initiated Policy Briefs series** distributed to the FPF European Council (Territorial application of the GDPR, One Stop Shop, Codes of Conduct)
- **Report: CCPA v. GDPR** detailed comparison,
- published together with Dataguidance (+ webinar)

- **Speaking engagements** (ICDPPC, IAPP, CPDP, Me Convention etc)
- **GDPR Training** (CyberWeek Tel Aviv 2018)
- **Peer to peer exchanges**

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EU

Priorities moving forward

- Open FPF Europe Office
- Further develop the FPF European Council
- Brussels Privacy Symposium (together with VUB)
- Contribute to shaping up global policies (Advisory Committee of ICDPPC 2019; PLSC Europe 2019; Law Track Chair of ACM-FAT Conference Europe 2020)
- Continue Policy Briefs, EU Updates emails, speaking engagements

Health
Accomplishments
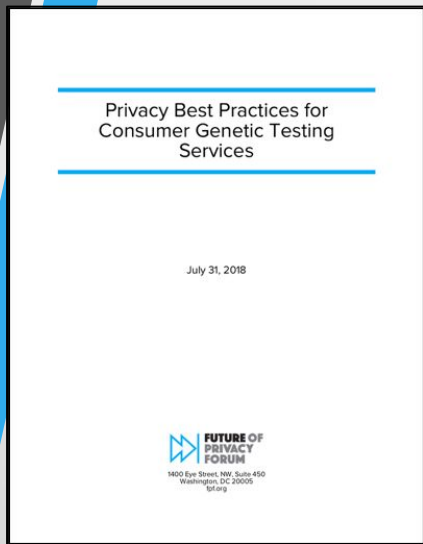
- **Publications:**
  - Privacy Best Practices for Consumer Genetic Testing Services
  - Comments to OCR on HIPAA Rules and California AG on CCPA
- **Hosted Events**:
  - ***Can GDPR work with Health Scientific Research?*** with CIPL & EFPIA in Brussels, BE (October 2018)
  - ***The HIPAA Privacy Rule 15 Years Later, What's Next?*** with Intel & Duke in DC in Washington, DC (December 2018)
- **Media:** BBC News, The Washington Post, The Atlantic, Axios, i24 NEWS, Mic, Gizmodo, St. Cloud Times, + more
- **Speaking Engagements:** European Commission SMART MAP Project, HHS, VA, American Society for Human Genetics (ASHG), National Society of Genetic Counselors (NSGC), Health Datapalooza, National HIPAA Summit + more

Health
Priorities Moving Forward

- **Pending Publications**
  - "Taxonomy of Definitions for the Health Data Ecosystem" - FPF & IAF
  - "A Practical Path Towards Genomic Privacy in the US" - FPF & Privacy Analytics
- **Tracking Health Data Privacy News** – FPF will continue to send out bi-monthly newsletters highlighting major articles, research, and updates in the health sector regarding privacy
- **Expanding Our Engagement** - FPF will continue to speak at events on cutting edge issues at the intersection of health, privacy, and technology

A Taxonomy of Definitions for the Health Data Ecosystem

May 2019

FUTURE OF PRIVACY FORUM
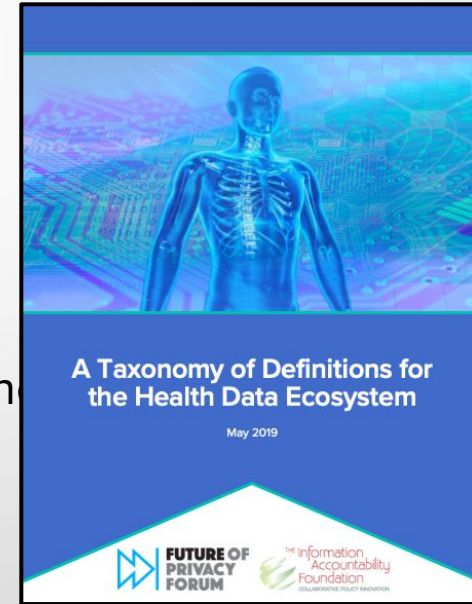
Additional Projects

- **Digital Data Flows Masterclass** - year-long course for regulators, policymakers, staff, and others

- **Research data** - Established the *Corporate Academic Data Stewardship Alliance* with support from the Sloan Foundation (led by Mike Hintze, FPF Senior Fellow)

- **Ethical reviews -** Recieved grant to support *Beyond IRBs: Establishing Scalable Independent Ethical Review for Corporate Data Research* (see afternoon breakout session)

- **Algorithmic fairness -** Drafted paper to accompany FPF 2017 report, *Unfairness By Algorithm: Distilling the Harms of Automated Decision-Making*

Thank You!

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