

Biographical Sketch

Brenda Leong

Senior Counsel & Director of Strategy, Future of Privacy Forum
1400 Eye Street NW, Suite 450, Washington, DC 20005

Professional Preparation

Baylor University	Waco, TX	Information Systems & Management	BBA	1987
Troy State University	Troy, AL	International Relations	MS	1990
George Mason University Law School	Arlington, VA	Law	JD	2014

Appointments

Current Appointment

2015 – Present, Senior Counsel & Director of Strategy, Future of Privacy Forum

Oversees strategic planning of organizational goals, as well as managing the FPF portfolio on biometrics, particularly facial recognition, along with the ethics and privacy issues associated with artificial intelligence. She works on industry standards and collaboration on privacy concerns, by partnering with stakeholders and advocates to reach practical solutions to the privacy challenges for consumer and commercial data uses.

Previous Appointments

2014-2015, Policy Fellow, Future of Privacy Forum

2011-2014, Student, George Mason Law School

2008-2011, Staff Research Director, Lauren Williams Research, Reston VA

2005-2008, Lieutenant Colonel, US Air Force; Assistant Director, Accession Policy, Personnel & Readiness; Department of Defense

1987-2005, Officer (various ranks), US Air Force, various positions, worldwide

Publications

FPF Publications (lead author)

Brenda Leong, 2018, “The Privacy Expert’s Guide to AI and Machine Learning,” Future of Privacy Forum, https://fpf.org/wp-content/uploads/2018/10/FPF_Artificial-Intelligence_Digital.pdf

Brenda Leong, 2018, “Privacy Principles for Facial Recognition Technology in Consumer Applications,” Future of Privacy Forum, <https://fpf.org/wp-content/uploads/2019/03/Final-Privacy-Principles-Edits-1.pdf> and accompanying Infographic, “Understanding Facial Detection, Characterization, and Recognition Technologies,” https://fpf.org/wp-content/uploads/2018/09/FPF_FaceRecognitionPoster_R5.pdf

Brenda Leong, 2016, “Beyond One Classroom: Parental Support for Technology and Data Use in Schools,” Future of Privacy Forum, <https://fpf.org/wp-content/uploads/2016/12/Beyond-One-Classroom.pdf>

Brenda Leong & Kerry Gallagher, 2016, “Educator’s Guide to Student Data,” Future of Privacy Forum and Connect Safely, <https://ferpasherpa.org/educators/educators-guide-to-student-privacy/>

Brenda Leong, 2015, “Beyond the Fear Factor: Parental Support for Technology and Data Use in Schools,” Future of Privacy Forum, https://fpf.org/wp-content/uploads/2015/11/Beyond-the-Fear-Factor_Sept2015.pdf

Brenda Leong & Larry Magid, 2015, “A Parent’s Guide to Student Data,” Future of Privacy Forum, Connect Safely, & National PTA, <https://ferpasherpa.org/parents/>

Papers

Brenda Leong & Evan Selinger, 2019, “Robot Eyes Wide Shut, Understanding Dishonest Anthropomorphism,” FAT* 2019 Conference Papers, <https://dl.acm.org/citation.cfm?id=3287591> or https://www.researchgate.net/publication/330265876_Robot_Eyes_Wide_Shut_Understanding_Dishonest_Anthropomorphism

Andrew Burt, Brenda Leong, Stuart Shirrell, & George Wang, 2018, “Beyond Explainability: A Practical Guide to Managing Risk in Machine Learning Models,” [Future of Privacy Forum](#) and [Immuta](#), <https://fpf.org/wp-content/uploads/2018/06/Beyond-Explainability.pdf>

Reg Leichty & Brenda Leong, 2015, “De-Identification & Student Data: Understanding Deidentification of Education Records and Related Requirements of FERPA,” Future of Privacy Forum, <https://fpf.org/wp-content/uploads/FPF-DeID-FINAL-7242015jp.pdf>

Digital Publications and Posts

Brenda Leong, 2019, “Facial Recognition and the Future of Privacy; I Always Feel Like...Somebody’s Watching Me,” Bulletin of the Atomic Scientists, DOI: 10.1080/00963402.2019.1604886, <https://www.tandfonline.com/doi/full/10.1080/00963402.2019.1604886>

Brenda Leong & Maria Nava, 2019, “Artificial Intelligence, Privacy Promise or Peril,” Future of Privacy Forum, <https://fpf.org/2019/02/20/artificial-intelligence-privacy-promise-or-peril/>

Brenda Leong & Amelia Vance, 2017, “inBloom – Analyzing the Past to Navigate the Future,” Medium Points, <https://points.datasociety.net/inbloom-analyzing-the-past-to-navigate-the-future-77e24634bc34>

Evan Selinger, Brenda Leong, Bill Fitzgerald, 2016, “Schools Fail to Recognize Privacy Consequences of Social Media,” Christian Science Monitor, Passcode, <https://www.csmonitor.com/World/Passcode/Passcode-Voices/2016/0120/Opinion-Schools-fail-to-recognize-privacy-consequences-of-social-media>

Brenda Leong, 2016, “Student Data Privacy: Moving From Fear to Responsible Use,” Brookings, Brown Center Chalkboard, <https://www.brookings.edu/blog/brown-center-chalkboard/2016/05/23/student-data-privacy-moving-from-fear-to-responsible-use/>

Jules Polonetsky & Brenda Leong, 2016, “We Must Support Parental Choice For Student Data,” The Hill, <https://thehill.com/blogs/pundits-blog/education/296923-we-must-support-parental-choice-for-student-data>; (Full paper, “Supporting Parental Choice for Student Data” available at https://fpf.org/wp-content/uploads/2016/09/Parental-Choice_Sept2016.pdf)

Brenda Leong & Jules Polonetsky, 2016, “Passing the Privacy Test as Student Data Laws Take Effect,” Future of Privacy Forum, <https://www.edsurge.com/news/2016-01-12-passing-the-privacy-test-as-student-data-laws-take-effect>

Brenda Leong, 2016, “Who Exactly Is a ‘School Official’ Anyway?,” Future of Privacy Forum, <https://fpf.org/2016/01/19/who-exactly-is-a-school-official-anyway/>

Evan Selinger & Brenda Leong, 2015, “The Case for Safeguarding Students’ Digital Privacy,” Christian Science Monitor, Passcode, <https://www.csmonitor.com/World/Passcode/Passcode-Voices/2015/0917/Opinion-The-case-for-safeguarding-students-digital-privacy>

Brenda Leong & Jules Polonetsky, 2014, “Getting Privacy Policies Right... The First Time,” EdSurge, <https://www.edsurge.com/news/2014-12-01-getting-privacy-policies-right-the-first-time>

Podcasts/Webinars

Brenda Leong, 2018, “Identity and Privacy: Past, Present & Digital,” SSIMeetup, Self-Sovereign Identity, Webinar 12, <https://ssimeetup.org/identity-privacy-past-present-digital-brenda-k-leong-webinar-12/>

Brenda Leong, 2018, “Artificial Intelligence Powered Facial Recognition Technology,” Risk Group, Risk Roundup Podcast Series, <https://www.riskgroupllc.com/artificial-intelligence-powered-facial-recognition-technology/>

Brenda Leong, Moderator, 2015, “Protecting Student Medical Privacy – Analyzing the Landscape,” IAPP Student Privacy Resources, https://my.iapp.org/nc_event?id=a011a000000SKAoAAO (members only restricted site)