Summary of Privacy Papers for Policymakers (PPPM)

2020

Six winning authors presented their work at a virtual PPPM awards event on February 10, 2021 with 286 attendees including industry privacy professionals, policymakers, and academics. Acting FTC Chair Rebecca Kelly Slaughter provided the keynote address and Senator Edward Markey and Congresswoman Diana DeGette, Co-Chairs of the Congressional Privacy Caucus, served as Honorary Co-Hosts. The six winners, all from academic and nonprofit settings, presented a variety of topical privacy issues before industry professionals and policymakers:

- Tinker-ing with Machine Learning: The Legality and Consequences of Online Surveillance of Students, by Amy B. Cyphert, West Virginia University College of Law. The paper explores what 1st and 4th Amendment legal challenges to third-party surveillance might look like and the likelihood of success of those arguments.
- Transferring Personal Data in Asia: A Path to Legal Certainty and Regional Convergence, by Clarisse Girot, Asian Business Law Institute. The paper sets out proposals for how Asian stakeholders may promote greater consistency between their respective laws and regulations on international transfers of personal data in the region.
- Reimagining Reality: Human Rights and Immersive Technology, by Brittan Heller, Carr Center for Human Rights, Harvard University. The paper discusses the human rights implications of technologies like virtual reality and augmented reality, as well as actions that the industry and lawmakers can take to preserve human rights.
- Privacy in Pandemic: Law, Technology, and Public Health in the COVID-19 Crisis, by Tiffany C. Li, Boston University School of Law. The paper provides a comprehensive account of the ways in which privacy impacted technological and public health responses to the COVID-19 crisis to expose the need for reforms in privacy law.
- After Schrems II: A Proposal to Meet the Individual Redress Challenge, by Kenneth Propp, Georgetown University Law Center and Atlantic Council, and Peter Swire, Georgia Tech Scheller College of Business, Alston & Bird LLP, and FPF. The article evaluates the recent Schrems II decision and proposes ways that U.S. surveillance law can be adapted to meet the standards of the European Court of Justice and establish a lasting foundation for data transfers in trans-Atlantic commerce.
- Fiduciary Boilerplate, by Lauren Henry Scholz, Florida State University College of Law. The paper urges the creation of fiduciary relationships between consumers and companies that would increase company liability for data protection failures.

FPF also selected two papers for Honorable Mention: Strengthening Legal Protection Against Discrimination by Algorithms and Artificial Intelligence, by Frederik J. Zuiderveen Borgesius, Radboud University, and Business Data Ethics: Governance Transformations for the Era of

Advanced Analytics and AI, by Dennis Hirsch, Timothy Bartley, Aravind Chandrasekaran, Srinivasan Parthasarathy, Piers Norris Turner, and Davon Norris, Ohio State University.

The PPPM includes a Student Paper category. This year's winning paper was:

- Personal Identifiability of User Tracking Data During Observation of 360-Degree VR Video, by Mark Roman Miller, Fernanda Herrera, Hanseul Jun, James A. Landay, and Jeremy N. Bailenson, Stanford University.

FPF gave the Student Paper Honorable Mention to

- Hana Habib, Sarah Pearman, Jiamin Wang, Yixin Zou, Alessandro Acquisti, Lorrie Faith Cranor, Norman Sadeh, and Florian Schaub of Carnegie Mellon University and University of Michigan for their paper, "It's a Scavenger Hunt": Usability of Websites' Opt-Out and Data Deletion Choices.

2019

FPF held its 10th annual Privacy Papers for Policymakers (PPPM) on February 6, 2020, which highlighted 2019's leading privacy research and analytical work relevant to policymakers in the U.S. Congress and U.S. federal agencies, industry participants, and others. Continuing the RCN-focused "Applied Privacy Showcase" theme initiated at the previous year's PPPM, FPF invited important academic researchers who analyzed current and emerging privacy issues and proposed achievable short-term solutions or new means of analysis that could lead to real-world policy solutions. Their papers were presented and distributed to a wide range of U.S. and international policymakers, industry practitioners, and others in FPF networks.

Academic speakers included:

- Ignacio N. Cofone, Assistant Professor, McGill University Faculty of Law
- Neil M. Richards, Koch Distinguished Professor in Law, Washington University in St. Louis School of Law
- Margot Kaminski, Associate Professor of Law, Colorado Law
- Gianclaudio Malgieri, Doctoral Researcher, Law, Science, Technology and Society center of Vrije Universiteit Brussels
- Arunesh Mathur, Graduate Student, Department of Computer Science and Center for Information Technology and Policy (CITP), Princeton University
- Paul Ohm, Professor of Law and Associate Dean for Academic Affairs, Georgetown University Law Center

Academic attendees included:

- Adam Aviv, Associate Professor of Computer Science, George Washington University
- Ulrich Mans, Innovation Attaché, Netherlands Ministry of Economic Affairs and Climate Policy
- Laura Moy, Associate Professor of Law, Georgetown University School of Law

- Irwin Reyes, Security and Privacy Researcher, Two Six Labs

The PPPM includes a Student Paper category. This year's winner was:
- "Dark Patterns at Scale: Findings from a Crawl of 11K Shopping Websites" presented by author Arunesh Mathur, Princeton University.

2018
FPF's 9th annual Privacy Papers for Policymakers (PPPM) highlighted 2018's leading privacy research and analytical work relevant to policymakers in the United States Congress, at United States federal agencies, and for data protection authorities internationally. Important academic research that analyzed current and emerging privacy issues and proposed achievable short-term solutions or new means of analysis that could lead to real-world policy solutions was presented and distributed to a wide range of United States and international policymakers. The PPPM event agenda can be found here: https://fpf.org/9th-annual-privacy-papers-for-policymakers/.

Academic speakers included:
- Danielle Keats Citron, Morton & Sophia Macht Professor of Law, University of Maryland Carey School of Law
- Lilian Edwards, Professor of Law, Innovation and Society, Newcastle Law School
- Ira Rubinstein, Senior Fellow, Information Law Institute of the New York University School of Law
- Ari Ezra Waldman, Professor of Law and Founding Director, Innovation Center for Law and Technology at New York Law School

Academic attendees included:
- Britta Voss, AAAS Science and Technology Policy Fellow, National Institute of Standards and Technology
- Amol Deshpande, Chief Scientist, Wirewheel Inc
- Heng Xu, Professor, Kogod School of Business, American University
- Nan Zhang, Professor, Kogod School of Business, American University

PPPM includes a Student Paper category. This year's winner was:
- *Diffusion of User Tracking Data in the Online Advertising Ecosystem*, by Muhammad Ahmad Bashir, PhD candidate, College of Computer and Information Science at Northeastern University; and Christo Wilson, Associate Professor, College of Computer and Information Science at Northeastern University