

2021

ANNUAL REPORT



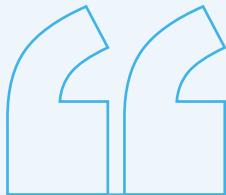


# Contents

About FPF	2
Leadership Letter	4
Expanding Globally	5
Bringing Diverse Stakeholders Together	7
Educating Key Privacy Stakeholders Across Sectors	8
Protecting Data Privacy of Youth at Home and School	14
Board of Directors	16
Advisory Board	16
Supporters	20
Financials	Inside Back Cover

# About FPF

Future of Privacy Forum is a global non-profit organization that brings together academics, civil society, government officials, and industry leaders to evaluate the societal, policy, and legal implications of data uses, identify the risks and develop appropriate protections for the public.



FPF's mission is to serve as catalysts for privacy leadership and scholarship, advancing principled data practices in support of emerging technologies. We are optimists who believe technology and data can benefit society and improve lives if the right laws, policies, and rules are in place.

**Jules Polonetsky**  
CEO, FPF





# FPF's Workstreams

Ad Tech

AI & Machine Learning

Federal & State Legislation

De-Identification

Ethics

Open Banking

Immersive Tech

Global

Europe

Health

Mobility & Location

Research

Digital Identity

Smart Communities

Youth & Education

# Leadership Letter

DEAR FRIENDS,

It is a great pleasure to present the Future of Privacy Forum's 2021 Annual Report. We are celebrating over a dozen years of bringing together academics, advocates, government officials, and industry leaders to evaluate the utility of data uses, the effectiveness of safeguards, and strategies to mitigate risks.

Since our founding, we have been a centrist, independent organization that creates a space for thoughtful discourse among diverse stakeholders. We are optimists who believe technology and data can benefit society and improve lives if the right policies, protections, and rules are in place.

In 2021, FPF grew its global presence, adding the FPF Asia-Pacific office to act as a trusted communication between Asia-Pacific and other regions of the world and to support regional multi-stakeholder cooperation.

FPF continued to serve as a forum for a diverse range of views and voices in 2021,

providing ongoing and thorough analyses of various state and federal privacy legislation and adding notable privacy experts, including Amie Stepanovich, to the U.S. Policy team. For the second year, FPF educated policymakers and helped privacy leaders learn from peers and other experts through the second iteration of the Award for Research Data Stewardship and the 11th Annual Privacy Papers for Policymakers event. Through insightful reports and engaging workshops, FPF has continued to provide valuable analysis on complex tech and legal issues domestically and internationally.

We remain confident in the power of collaboration to integrate privacy protections with responsible data use that will improve people's lives. We could not do this work without the committed stakeholders on our board of directors, advisory board, and corporate and foundation supporters. Thank you for your continued partnership and support.



**Jules Polonetsky**  
Chief Executive Officer



**Christopher Wolf**  
Board Chair

# Expanding Globally

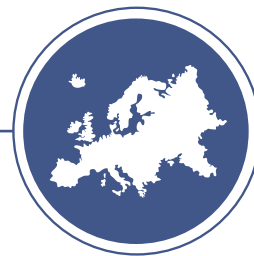
**FPF is unique in its global scope and expertise.** Holding a position at the intersection of where data privacy and protection meet across many countries, FPF supports key stakeholders in understanding the global impact of data on their mission and their business. FPF's international growth will continue into the future as the nature of data privacy and protection becomes more complex in an environment where laws and regulations are being developed and vary internationally. FPF's stakeholders require our guidance to understand and respond to the evolving landscape. To lead this work, in 2021, FPF promoted Dr. Gabriela Zafir-Fortuna to Vice President for Global Privacy and expanded the team with new experts focused on Europe and Asia.



## FPF ASIA-PACIFIC

FPF launched its Asia-Pacific office in August 2021. FPF Asia-Pacific provides expertise in digital data flows and discusses emerging data protection issues in a useful way for regulators, policymakers, and data protection professionals.

FPF announced a partnership with the Asian Business Law Institute (ABLI) to support the convergence of data protection regulations and best privacy practices in the Asia-Pacific region. FPF also welcomed Malavika Raghavan as the new Senior Fellow for India. Adding an expert in India further expanded FPF's reach in Asia to one of the key jurisdictions for the future of data protection and privacy law.



## FPF EUROPE

In June, FPF Europe hosted its very first **Dublin Privacy Symposium** in cooperation with the Dublin Chapter of Women in eDiscovery.

***Designing for Trust: Enhancing Transparency & Preventing User Manipulation*** focused on the elements and design principles that make user interfaces clear and transparent and those that do not—what is referred to as ‘manipulative design’ or ‘dark patterns.’

In November, FPF Europe partnered with the Brussels Privacy Hub of Vrije Universiteit Brussel (VUB) to host the fifth **Brussels Privacy Symposium—The Age of AI Regulation: Global Strategic Directions**. The event brought diverse participants together from the EU, United States, Brazil, and Singapore to discuss the trends in the governance of Artificial Intelligence (AI), with a focus on the risks posed by AI systems to fundamental rights, while fostering their responsible development and uptake.



The FPF EU team developed and distributed, ***“Insights into the Future of Data Protection: Regulatory Strategies of EU Data Protection Authorities for 2021-2022,”*** a report providing insight into the key enforcement areas targeted by regulators, and outlining complex or sensitive personal processing activities where data protection authorities plan to provide compliance guidelines or to shape public policy. The report shed light on the areas to which fifteen EU data protection agencies are likely to devote significant regulatory efforts and resources.

## TRACKING AND ANALYZING INTERNATIONAL DATA FLOWS

FPF provides thought leadership in international data flows as it is a high priority for stakeholders in data privacy and protection. In addition to keeping FPF stakeholders abreast of the evolving nature of data flows through emails, blogs, and working group meetings, the FPF global team created a series of informative infographics that explains the complexity of international data flows in the contexts of Retail and Education Services.



## ISRAEL TECH POLICY INSTITUTE

an affiliate of FPF

In January, FPF’s Israel Tech Policy Institute (ITPI) partnered with the **Organisation for Economic Co-operation and Development (OECD)** and the Israel Ministry of Health to host the virtual workshop, Supporting Health Innovation with Fair Information and Practice Principles. The workshop highlighted country-level insights to strengthen health data governance and provided a platform for shared learning across countries, as well as priorities for future collaborative efforts.

In May, ITPI partnered with Tel Aviv University and The Stewart & Judy Colton Law and Innovation Program to host an online event on the European Union’s (EU) Data Strategy and the Draft Data Governance Act (DGA). 2021 also saw the Israel team expand with the addition of Sivan Tamir, Policy Counsel and Senior Research Fellow, Senior Fellow Rivki Dvash, and Digital Marketing Manager & Executive Assistant Michal Sinai.



Learn more about the work of the Israel Tech Policy Institute at [techpolicy.org.il](https://techpolicy.org.il)

## Other Key FPF Global Collaborations

In addition to the Asia-Pacific and Europe, FPF led data protection thought leadership on a global scale through comprehensive reports and blog posts analyzing privacy legislation in Brazil, Japan, South Korea, and Russia, to name a few.

[Learn more at fpf.org/global](https://fpf.org/global)



# Bringing Diverse Stakeholders Together

## As technology and data underlie

nearly every sector, FPF provides a forum for a diverse range of views and voices to come together and discuss the complexity of the data-driven world in which we live. We work with senior leaders of companies and organizations, civil society, academics, and policymakers to ensure the appropriate safeguards and rules allow for data to benefit society.

## FPF does this through:

- ▶ **Peer to Peer Meetings** convene leaders across sectors and geographic locations and offers customized briefings and data privacy salons on late-breaking topics. **FPF hosted over 40 Peer to Peer sessions in 2021.**
- ▶ **Working Group Meetings** that engage deeply on the nuts and bolts of privacy issues and facilitate working in-depth with peers on workstreams around topics such as Ad Tech, Artificial Intelligence, Health, Biometrics, Immersive Tech, to name a few. **FPF held 70 Working Group Meetings in 2021.**
- ▶ **Bringing stakeholders together virtually** through the FPF Portal, a virtual platform that offers Q&A, discussion, Resource Libraries, and more.
- ▶ **Developing new workstreams to meet needs** on critical issues such as Open Banking, Digital Identity, and Immersive Tech.

## FPF Program Spotlight

### Promoting Responsible Research Data Sharing: A Virtual Dinner Series

As academics continued to face challenges in 2021 in gaining access to corporate data for research, FPF stepped in to bring together leaders from corporate, research, and policy communities to pave a way forward on this critical issue.

With its history of helping shape best practices in research data sharing, FPF saw an opportunity to bring diverse leaders together for a conversation to pave a way forward on this critical issue. In late 2021, we held a series of four engaging dinner-time conversations to listen and learn from the myriad voices invested in research data sharing. We explored what it will take to create a low-friction, high-efficacy, trusted, safe, ethical, and accountable environment for research data sharing. A roadmap of best practices out of this series will be launched in 2022.

# Educating Key Privacy Stakeholders Across Sectors

## Whether about federal or state legislation in the United States,

artificial intelligence, or emerging technologies, FPF educates on developing and enhancing the responsible use of data today and in the future. FPF's positioning is unique—we help organizations and companies worldwide navigate the ever-changing nature of data privacy and protection while ensuring its ethical and legal use.



### Staying atop of Federal and State Data Privacy Legislation

With the 2021 expansion of its legislation team, FPF provides timely expert, independent analysis of privacy developments, regulations, and legislation at both the Federal and State level to help stakeholders stay informed of relevant changes and support them in being ahead of crucial developments.



### FPF Experts Testify before U.S. and EU government officials

In December 2021, FPF's Director of Legislative Research & Analysis, Stacey Gray,



testified in front of the U.S. Senate Finance Subcommittee on Fiscal Responsibility and Economic Growth on consumer privacy in the technology sector. Her testimony focused on “data brokers” and explained how third-party data processing is central to many concerns around privacy, fairness, accountability, and crafting

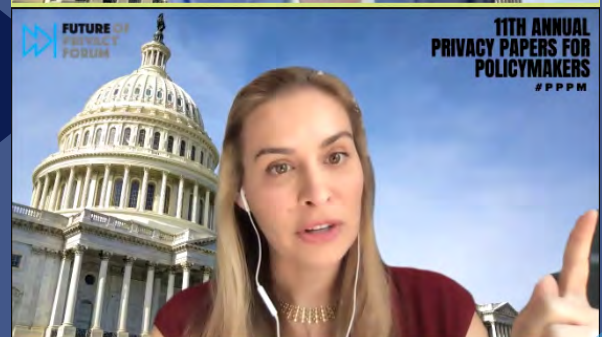
effective privacy regulation. FPF also testified on various data privacy issues in California, Maryland, Vermont, Washington, and the European Parliament.



### Privacy Papers for Policymakers

FPF held its 11th Annual Privacy Papers for Policymakers in 2021. This is a marquis FPF award event that allows researchers to inject ideas into the current policy discussion, bringing relevant privacy research to the attention of the U.S. Congress, federal regulators, and international data protection agencies.

The 2021 event featured a keynote speech by Acting FTC Chairwoman Rebecca Kelly Slaughter and facilitated discussions between the winning authors—Amy B. Cyphert, Clarisse Girot, Brittan Heller, Tiffany C. Li, Kenneth Propp, Peter Swire, and Lauren H. Scholz—and leaders from the academic, industry, and policy landscape, including Elana Zeide, Anupam Chander, Joan O'Hara, Jared Bomberg, Alex Joel, and Syd Terry.



Academic scholarship is an essential resource for legislators and regulators worldwide who are grappling with the benefits and risks of data. 2021's topics for research included COVID-19, international data flows and global regulation, ed tech, and virtual reality—all subjects thoughtful policymakers will benefit from understanding.

# Lifting up and Promoting Best Practices in Support of Research Data Stewardship

Through the Award for Research Data Stewardship, a project supported by the Alfred P. Sloan Foundation, FPF recognizes and raises the profile of privacy-protective research collaborations between a company and researchers to advance the responsible sharing of data to support progress in medicine, public health, education, social sciences, computer science, and many other fields. In 2021, those awards went to:

### **Stanford Medicine, Stanford University's School of Medicine's Department of Genetics, and Empatica**

This award-winning project studied whether data collected by Empatica's researcher-friendly E4 device, which measures skin temperature, heart rate, and other biomarkers, could detect COVID-19 infections before the onset of symptoms.

### **Google for its work to produce, aggregate, anonymize, and share data on community movement during the pandemic through its Community Mobility Report and Aggregated Mobility Research Dataset projects**

Google's privacy-driven approach was illustrated by the company's collaboration with the Boston University School of Public Health's Department of Environmental Health, Brigham and Women's Hospital Department of Surgery, Harvard T.H. Chan School of Public Health's Department of Health Policy and Management, and Brown University's School of Public Health. This group of researchers used the shared data from Google to assess the impacts of specific state-level policies on mobility and subsequent COVID-19 case trajectories.



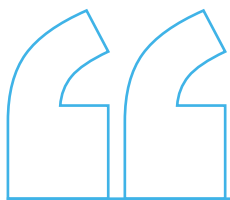
# Immersive Tech Takes Centerstage in 2021

FPF continues to stay ahead of the implications of data privacy and protection in immersive technologies through thought leadership and consultation in AR/VR and Brain-Computer Interface. FPF expects immersive tech to be a key priority into 2022 and beyond, particularly with the emergence of the Metaverse.

In August 2021, FPF released **Augmented Reality + Virtual Reality: Privacy & Autonomy Considerations in Emerging, Immersive Digital Worlds**, providing recommendations to address the privacy risks of augmented reality (AR) and virtual reality (VR) technologies. The vast amount of sensitive personal information collected by AR and VR technologies creates severe risks to consumers that could undermine the adoption of these platforms and limit their utility. The report considers current and future use cases for XR technology and provides recommendations for how platforms, manufacturers, developers, experience providers, researchers, and policymakers should implement XR responsibly.



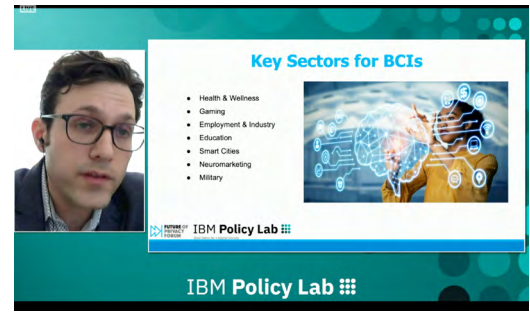
[fpf.org/issue/ai-ml/](https://fpf.org/issue/ai-ml/)



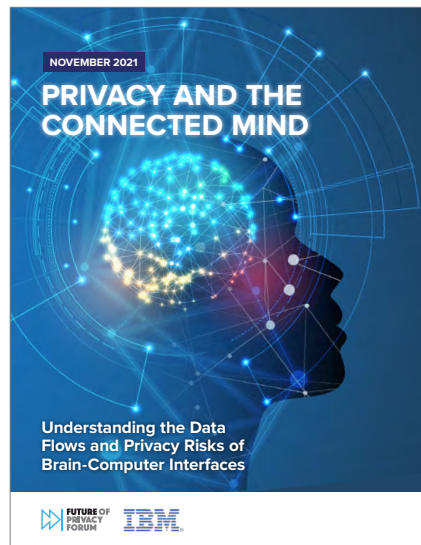
XR technologies are rapidly being adopted by consumers and increasingly being used for work and education. It's essential that guidelines ensure privacy and safety while business models are being established.

**Amie Stepanovich**  
Vice President of U.S. Policy, FPF





FPF's XR Week was hosted between April 19-23, and explored key privacy and ethical questions surrounding AR, VR, and related technologies. The week featured several events, including an expert roundtable discussion and conversations presented in virtual reality. Participants included experts from Common Sense Media, Facebook Reality Labs, and Magic Leap to name a few.



In November 2021, in partnership with IBM, FPF released a report titled **Privacy and the Connected Mind**, with a live expert panel that explores questions about transparency, consent, security, and data accuracy in technologies such as Brain-Computer Interfaces. Recommendations in the report work to promote privacy and mitigate risks associated with neurotechnology, specifically with brain-computer interface (BCI), and developers and policymakers are given actionable ways this technology is implemented while protecting the privacy and rights of its users.



[fpf.org/issue/ai-ml/](https://fpf.org/issue/ai-ml/)

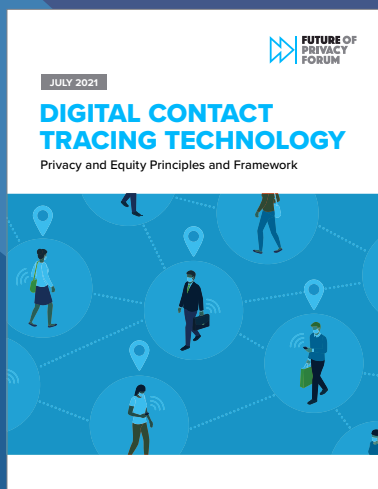
Emerging innovations like neurotechnology hold great promise to transform healthcare, education, transportation, and more, but they need the right guardrails in place to protect an individual's privacy. Working together with the Future of Privacy Forum, the IBM Policy Lab is pleased to release a new framework to help policymakers and businesses navigate the future of neurotechnology while safeguarding human rights.

**Christina Montgomery**  
Chief Privacy Officer, IBM





# Privacy and Pandemics: Digital Contact Tracing Technologies



With support from the Robert Wood Johnson Foundation, FPF worked with leaders within the privacy and equity communities to develop actionable guiding principles and a framework to help bolster the responsible implementation of digital contact tracing technologies (DCTT). As DCTT begins to play an essential role in public health, it is crucial to take necessary steps to ensure equity in access to DCTT and understand the societal risks and tradeoffs that might accompany its implementation today and in the future. Governance efforts that seek to understand these risks better will be better able to bolster public trust in DCTT technologies.



[fpf.org/dctt](https://fpf.org/dctt)



We learned early in our Privacy and Pandemics initiative that unresolved ethical, legal, social, and equity issues may challenge the responsible implementation of digital contact tracing technologies. So we engaged leaders within the civil rights, health equity, and privacy communities to create a set of actionable principles to help organizations implement digital contact tracing that respects individual rights.

**John Verdi**  
Senior Vice President  
of Policy, FPF



## Understanding Digital Data Flows Training Program

In 2021, FPF launched its ***Understanding Digital Data Flows*** training program for professionals with a role in developing data privacy policies to deepen their understanding of the ways technology and personal data are utilized in key sectors. Offered both publicly and as bespoke sessions in-house for corporations, the sessions uniquely focus on the underlying



technologies, data flows, and business practices that need to be grasped to better understand data protection issues.

***Understanding Digital Data Flows*** classes are presented by FPF staff and carefully selected invited technical experts. From biometrics to online advertising, participants learn the underlying technologies, data flows, and business practices to better understand legal, policy, and data protection issues.

# Protecting Data Privacy of Youth at Home and School

## FPF'S YOUTH AND EDUCATION WORK

*The Bill & Melinda Gates Foundation and The Chan Zuckerberg Initiative are supporters of FPF's Youth & Education privacy program.*



### Developed New Privacy Scenarios for Educators

FPF's **Student Data Privacy and Data Ethics Scenarios** are free, supplemental course materials



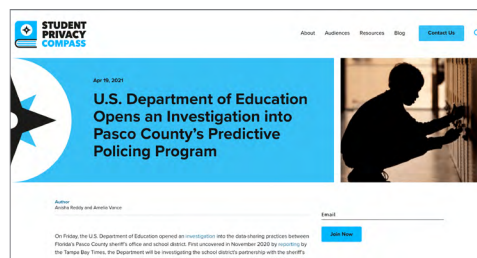
that aim to help educators understand privacy risks and ethical concerns that arise in school-based situations and provide expert guidance on how to mitigate risk and harm through discussions on the legal obligations and best practices for protecting student data privacy.



[studentprivacycompass.org/resource/scenarios-user-guide/](https://studentprivacycompass.org/resource/scenarios-user-guide/)



### Continued to Engage on Pasco County's Predictive Policing Program



FPF has been very concerned about Pasco County's release of sensitive student information to local law enforcement officials and has partnered with other stakeholders to express our fears about the consequences this arrangement could have on student learning and classroom safety.



[studentprivacycompass.org/pasco/](https://studentprivacycompass.org/pasco/)  
[studentprivacycompass.org/usedpasco/](https://studentprivacycompass.org/usedpasco/)

### Youth and Education's Train-the-Trainer

In 2020, FPF launched a year-long program to train strategically targeted K-12 institutional and organizational staff from across the country on the basics of student privacy. The program continued in 2021 and expanded to higher education. In the second year of the program, FPF engaged more than 150 participants, many of whom took the knowledge they gained through the program and created their own local privacy training, significantly scaling the program's impact.

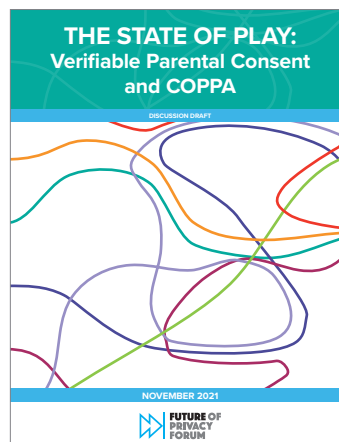


### Expanded Pledge 2020

In 2021, FPF joined SIIA in releasing a new, more stringent Student Data Privacy Pledge. Pledge 2020 continued to garner attention and new signatories this year and now has more than 220 company supporters.



### Announced a New Effort to Improve Verifiable Parental Consent



In November, FPF released a discussion draft whitepaper, "**The State of Play: Verifiable Parental Consent and COPPA**," and an accompanying infographic that highlights barriers to protecting children online and opportunities for improvement. This is an ongoing project that will result in another paper in Spring 2022.



[studentprivacypledge.org](https://studentprivacypledge.org)



[fpf.org/issue/education/](https://fpf.org/issue/education/)



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# Financials\*

## REVENUE

Membership & Contributions	Grants & Special Projects	Registrations & Sponsorships
\$7,250,945	\$2,544,855	\$153,693

**TOTAL: \$9,949,493**

## EXPENSES

Program Services	General & Administrative	Fundraising
\$6,520,698	\$2,040,969	\$756,317

**TOTAL: \$9,317,984**

## NET ASSETS

Beginning of Year	Change in Net Assets
\$8,003,717	\$631,509

**TOTAL END OF YEAR: \$8,635,226**

\* The figures presented here in the form of a Consolidated Statement of Activities are in draft format. They are subject to change pending the completion of the fiscal year 2021 audit.





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