



SPEAKER BIOS

Session 1: Privacy Policies, Disclosures, and Permissions

Yan Shvartzshnaider is an Assistant Professor/Faculty Fellow in the Courant Institute of Mathematical Sciences at New York University, where he is affiliated with Analysis of Computer Systems and Open Networks and Big Data Lab group. He is also a Visiting Associate Research Scholar at the Center for Information Technology Policy at Princeton University. His research interests are focused on people-centered privacy design, which calls for the adoption of a socially meaningful conception of privacy, namely, one that meets people's expectations of privacy. The research presented was funded by the Princeton IoT Consortium: Amazon, Microsoft, Comcast, CableLabs, and Cisco; the National Science Foundation; and the National Security Agency.

Kassem Fawaz is an Assistant Professor in the Electrical & Computer Engineering department at the University of Wisconsin - Madison. His research interests include the security and privacy of the interactions between users and connected systems. His work on privacy has been featured in several media outlets, such as *Wired*, the *Wall Street Journal*, the *New Scientist*, and *ComputerWorld*. He earned his Ph.D. in Computer Science and Engineering from the University of Michigan. The research presented was funded by the Wisconsin Alumni Research Foundation and the National Science Foundation.

Justin Brookman is the Director of Privacy and Technology Policy at Consumer Reports (CR), helping to shape the digital marketplace in a way that empowers consumers and puts their data privacy and security needs first. Prior to joining CR, he was Policy Director of the Federal Trade Commission's Office of Technology Research and Investigation. He also previously served as Director of Consumer Privacy at the Center for Democracy & Technology (CDT) and as an Assistant Attorney General and, later, Chief of the Internet Bureau in the New York Attorney General's office. The research presented was funded by the Ford Foundation, the Alfred P. Sloan Foundation, and Craig Newmark Philanthropies. Craig Newmark is a former board member of Consumer Reports.

Christine Utz is a Ph.D. student at the Chair for Systems Security, Ruhr University Bochum, Germany. In her work, she explores the influence of privacy regulations on real-world systems, especially web tracking. Currently, she focuses on the consent notices many websites have implemented in the wake

of recent privacy legislation in the European Union - their prevalence, implementations, and how users interact with them. Christine received her B.S. degree in IT security / information technology from Ruhr University Bochum and a law degree from the University of Bayreuth. The research presented was funded by MKW-NRW Research Training Groups SecHuman and NERD.NRW, and the National Science Foundation.

Jonathan Schubauer is pursuing a master's degree in Cybersecurity Risk Management at Indiana University, Bloomington (IU). His research areas include international privacy and data protection law, malicious domain detection techniques, and mobile application security. His current research focuses on mobile permission modeling in the Android application environment. In addition to his research with the IU Center for Security and Privacy, he is also an active affiliate scholar of the Ostrom Workshop in the Data Management and Information Governance discipline, where he studies consent & disclosure modeling for mobile applications. The research presented was funded by the National Science Foundation, Cisco Research Support, and the Comcast Innovation Fund.

Jamie Hine (moderator) is a Senior Attorney in the Division of Privacy and Identity Protection at the FTC. He investigates and prosecutes violations of consumer privacy and information security under Section 5 of the FTC Act, the FCRA, the FTC's Health Breach Notification Rule, and the GLB Act. His recent enforcement actions include *DealerBuilt*, *ClixSense*, and *Turn*. He is also active in bankruptcy matters, notably *In re RadioShack Corporation et al.* Between 2008 and 2010, he served as an Attorney Advisor to Commissioner Pamela Jones Harbour. He received his B.A. from the University of Pennsylvania and his J.D., M.S.I., and M.P.P. from the University of Michigan.

Mark Eichorn (moderator) is an Assistant Director in the FTC's Division of Privacy and Identity Protection (DPIP), where he supervises privacy and data security matters. He joined DPIP in 2009 from FTC Chairman Jon Leibowitz's office, where he served as an attorney advisor for Chairman (and previously Commissioner) Leibowitz on consumer protection issues. Upon joining the Commission in 1998, he worked for many years as an attorney in the Division of Advertising Practices and served a six-month stint in 2003 as an attorney advisor to FTC Commissioner Thomas Leary.

Session 2: Consumer Preferences, Expectations, and Behaviors

Katie McInnis is Policy Counsel at Consumer Reports (CR). Her work focuses on technology and the consumer's right to privacy, security, control, and transparency. Before joining CR in 2016, she served as a Privacy & Technology Fellow at the Center for Democracy & Technology and the Enforcement Bureau of the Federal Communications Commission. She studied History and Sociology at Bard College and earned her law degree from the Georgetown University Law Center. The research presented was funded by the Ford Foundation, the Alfred P. Sloan Foundation, and Craig Newmark Philanthropies. Craig Newmark is a former board member of Consumer Reports.

Mahmood Sharif is a Ph.D. student in the Electrical and Computer Engineering Department and the CyLab Security and Privacy Institute at Carnegie Mellon University. His research interests are in the areas of computer security and privacy, machine learning, human factors, and online anonymity and censorship. He is a recipient of the CyLab Presidential Fellowship (twice) and the Symantec Research

Labs Fellowship. The research presented was funded by CyLab at Carnegie Mellon University; a CyLab Presidential Fellowship, which is funded by the National Science Foundation; a grant awarded to the University Corporation for Advanced Internet Development (Internet2), sponsored by the U.S. Department of Commerce, National Institute of Standards and Technology; and Google.

Noah Apthorpe is a computer science Ph.D. student at the Princeton University Center for Information Technology Policy. He is advised by Professor Nick Feamster. His research investigates privacy issues arising from consumer Internet of Things (IoT) devices, including “smart” home appliances, health monitors, and children’s toys. His interdisciplinary approach seeks to provide a broad view of IoT privacy concerns and help generate recommendations for device manufacturers, regulators, and consumer advocates. The research presented was funded by the Accenture Fund of the School of Engineering and Applied Science at Princeton University.

Kristen Walker, Ph.D., is a Professor of Marketing at California State University Northridge. Her research interests merge public policy, technology and marketing to include interactive marketing, social media, retail environments, brand preference, Big Data, music industry administration, and Internet privacy. Her research on how consumers surrender information online is at the forefront of concerns in the digital age. She received a grant from the Digital Trust Foundation (2015-16) for her work on privacy information educational campaigns, which is maintained on a website for parents/caregivers, teachers, and youth: YouthPrivacyProtection.org. The research presented was funded by Marquette University.

Yaxing Yao is a Ph.D. candidate in the School of Information Studies at Syracuse University. His research interest lies in the intersection of usable privacy, Human-Computer Interaction, and the Internet of Things. He is particularly interested in people’s privacy perceptions and concerns in emerging technologies, such as drones and Bluetooth beacons, and he designs and evaluates privacy-enhancing mechanisms to protect people’s privacy based on those concerns. His dissertation research is looking at users’ perceptions of privacy and their needs for privacy protection in smart homes through a mixed methods approach, e.g., interviews, design studies, and system building. His work has been published at top Human Computer Interaction and privacy conferences, e.g., CHI, CSCW, PETS. The research presented was funded by the National Science Foundation.

Andrea Arias (moderator) is a Senior Attorney in the FTC’s Division of Privacy and Identity Protection, where she focuses on consumer privacy and data security. At the FTC, she has participated in a variety of investigations—including, most recently, *ClixSense*, *Ashley Madison*, *Oracle* and *Wyndham*—and led a number of policy initiatives—including the FTC’s January 2016 Big Data and May 2014 Data Broker reports. She previously was an attorney at the U.S. Department of Justice’s Antitrust Division, and a law clerk for Judge Allyson Duncan in the Fourth Circuit Court of Appeals and Judge Cecilia Altonaga in the Southern District of Florida.

Yan Lau (moderator) is an Economist in the Division of Consumer Protection in the FTC’s Bureau of Economics, where he works on cases protecting American consumers from unfair and deceptive business practices. His research focuses on applied microeconomics, including labor economics, the economics of education, and public policy. He received his Ph.D. in economics from Princeton

University in 2013, and was an assistant professor of economics at Reed College before joining the FTC in 2017.

Session 3: Tracking and Online Advertising

Anupam Das is an Assistant Professor in the Department of Computer Science at North Carolina State University. His research interests lie in the domain of security and privacy with a special focus towards designing secure and privacy-preserving technologies. His work has looked at understanding and mitigating the security and privacy risks of sensors embedded in modern smart devices. Most recently, his research direction focuses on exploring the security and privacy challenges in the era of Internet of Things (IoT), where he is focusing on designing frameworks that can discover, inform, and control what information is shared with different data analytics. The research presented was funded by the National Science Foundation.

Alessandro Acquisti is a Professor of Information Technology and Public Policy and the PwC William W. Cooper Professor of Risk and Regulatory Innovation at the Heinz College, Carnegie Mellon University (CMU), and an Andrew Carnegie Fellow (inaugural class). He is also the director of the Peex (Privacy Economics Experiments) lab at CMU and the co-director of the CMU CBDR (Center for Behavioral and Decision Research). The research presented was funded by the Alfred P. Sloan Foundation.

Catherine Han is an undergraduate student in Computer Science at University of California, Berkeley, graduating in May 2020. She is a research assistant at the Berkeley Lab for Usable and Experimental Security (BLUES) and the Usable Security & Privacy group at the International Computer Science Institute (ICSI), focusing on the intersection of security, human-computer interaction, and privacy. She is also active in the undergraduate teaching community at Berkeley and has taught a variety of topics, from data structures to computer architecture. She will apply to Ph.D. programs in the fall to continue pursuing her interests in security and privacy research and computer science education. The research presented was funded by the U.S. National Security Agency's Science of Security program, the Department of Homeland Security, the National Science Foundation, the European Union's Horizon 2020 Innovation Action program, the Rose Foundation, the Data Transparency Lab, and the Center for Long-Term Cybersecurity at the University of California, Berkeley.

Garrett Johnson is an Assistant Professor of Marketing at the Questrom School of Business, Boston University. His research on Internet Marketing examines online display advertising: the medium's effectiveness and privacy issues. His ad effectiveness research uses large-scale experiments to measure how and how much ads work. His privacy research explores the impact of the EU's GDPR and considers the impact of policy and self-regulatory approaches to online behavioral ad targeting. He works with Internet companies—including Google and Yahoo!—to answer these questions with Internet-scale data. While the research presented was unfunded, co-author Samuel Goldberg was an employee at Adobe, Inc. during part of the research.

Cristobal Cheyre is a Postdoctoral Fellow at the Heinz College at Carnegie Mellon University (CMU). Previously, he obtained his Ph.D. in Engineering and Public Policy at CMU. His research focuses on understanding how data intensive innovations create economic and social benefits, and the factors

that influence the allocation of those gains across different stakeholders. The research presented was funded by the Alfred P. Sloan Foundation.

Jamie Hine (moderator) is a Senior Attorney in the Division of Privacy and Identity Protection at the FTC. He investigates and prosecutes violations of consumer privacy and information security under Section 5 of the FTC Act, the FCRA, the FTC's Health Breach Notification Rule, and the GLB Act. His recent enforcement actions include *DealerBuilt*, *ClixSense*, and *Turn*. He is also active in bankruptcy matters, notably *In re RadioShack Corporation et al.* Between 2008 and 2010, he served as an Attorney Advisor to Commissioner Pamela Jones Harbour. He received his B.A. from the University of Pennsylvania and his J.D., M.S.I., and M.P.P. from the University of Michigan.

James Thomas (moderator) is an Economist in the Division of Consumer Protection in the FTC's Bureau of Economics, where he works on cases protecting consumers from unfair and deceptive business practices. His research focuses on labor economics and the economics of education. He received his Ph.D. in economics from Duke University in 2016, and was a postdoctoral associate at Yale University before joining the FTC in 2018.

Session 4: Vulnerabilities, Leaks, and Breach Notifications

Sasha Romanosky, Ph.D., researches topics on the economics of security and privacy, national security, applied microeconomics, and law and economics. He is a Policy Researcher at the RAND Corporation, a faculty member of the Pardee RAND Graduate School, and an affiliated faculty member in the Program on Economics & Privacy at the Antonin Scalia Law School, George Mason University. He is also a former Cyber Policy Advisor in the Office of the Secretary of Defense for Policy (OSDP) at the Pentagon.

Elleen Pan earned her B.S. in computer science from Northeastern University in 2018, and is currently a software engineer at Square working on user authentication. Her undergraduate research focused on automatically identifying whether mobile apps unexpectedly record and share audio, video, or images from device microphones and cameras. This work was published in the *Proceedings on Privacy Enhancing Technologies* in July 2018, and the project attracted widespread media attention. The research presented was funded by the Department of Homeland Security, the National Science Foundation, Google, Comcast, and the Data Transparency Lab.

Serge Egelman is the Research Director of the Usable Security and Privacy group at the International Computer Science Institute (ICSI), which is an independent research institute affiliated with the University of California, Berkeley. He conducts research to help people make more informed online privacy and security decisions, and is generally interested in consumer protection. This has included improvements to web browser security warnings, authentication on social networking websites, and most recently, privacy on mobile devices. Seven of his research publications have received awards at the ACM CHI conference, which is the top venue for human-computer interaction research. He received his Ph.D. from Carnegie Mellon University. The research presented was funded by the U.S. National Security Agency's Science of Security program, the Department of Homeland Security, the National Science Foundation, the Rose Foundation, the Data Transparency Lab, and the Center for Long-Term Cybersecurity at the University of California, Berkeley.

Yixin Zou is a Ph.D. student at the University of Michigan School of Information. Her research focuses on usable privacy and security, particularly designing interventions that motivate users to take action in the face of privacy and security threats. She received a B.S. in advertising from the University of Illinois at Urbana-Champaign. The research presented was funded by the School of Information at the University of Michigan, and Mozilla Corporation.

Andrea Arias (moderator) is a Senior Attorney in the FTC’s Division of Privacy and Identity Protection, where she focuses on consumer privacy and data security. At the FTC, she has participated in a variety of investigations—including, most recently, *ClixSense*, *Ashley Madison*, *Oracle* and *Wyndham*—and led a number of policy initiatives—including the FTC’s January 2016 Big Data and May 2014 Data Broker reports. She previously was an attorney at the U.S. Department of Justice’s Antitrust Division, and a law clerk for Judge Allyson Duncan in the Fourth Circuit Court of Appeals and Judge Cecilia Altonaga in the Southern District of Florida.

Lerone Banks (moderator) is a Technologist at the FTC’s Division of Privacy and Identity Protection. He serves as a trusted resource for research and information on technology’s impact on consumers, supporting the FTC’s enforcement, policy, and education work. He received his B.S. in computer science from Norfolk State University, and his M.S. and Ph.D. in computer science from the University of California, Davis.