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Big Data

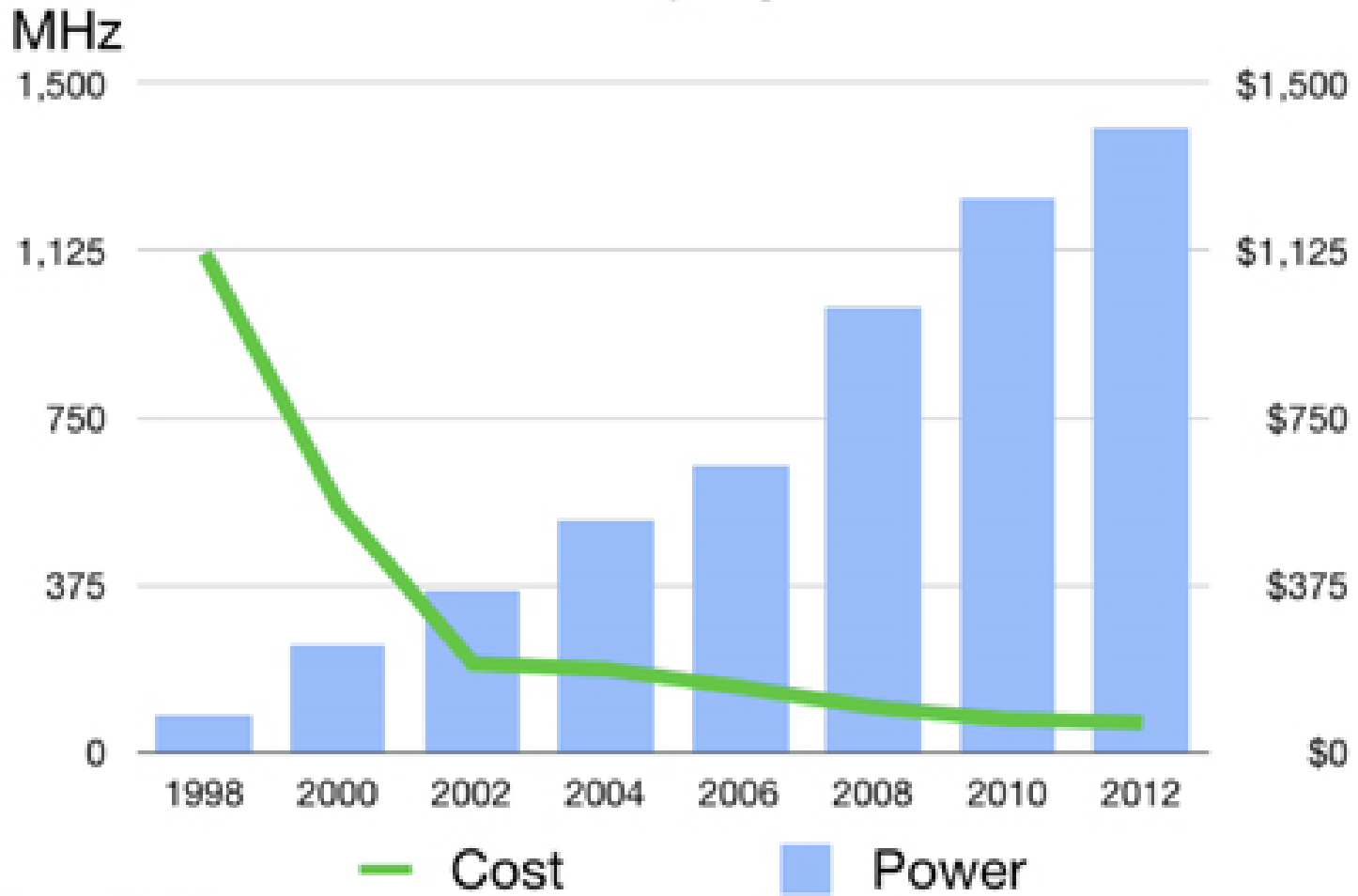
I'm Feeling Dangerous

NEW ALBUM OUT FEBRUARY 2014 FEATURING THE SINGLES
"DANGEROUS (FEAT. JOYWAVE)" & "THE BUSINESS OF EMOTION (FEAT. WHITE SEA)"



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Moore's Law - Computing Cost vs. Power



Source: GSV

[Google.org home](#)

[Dengue Trends](#)

Flu Trends

[Home](#)

United States ▼

Washington ▼

[Download data](#)

[How does this work?](#)

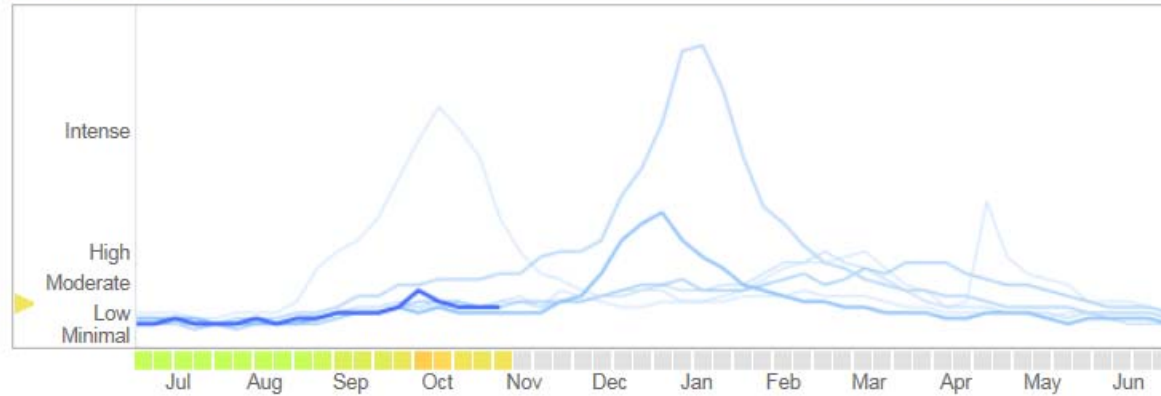
[FAQ](#)

Explore flu trends - United States

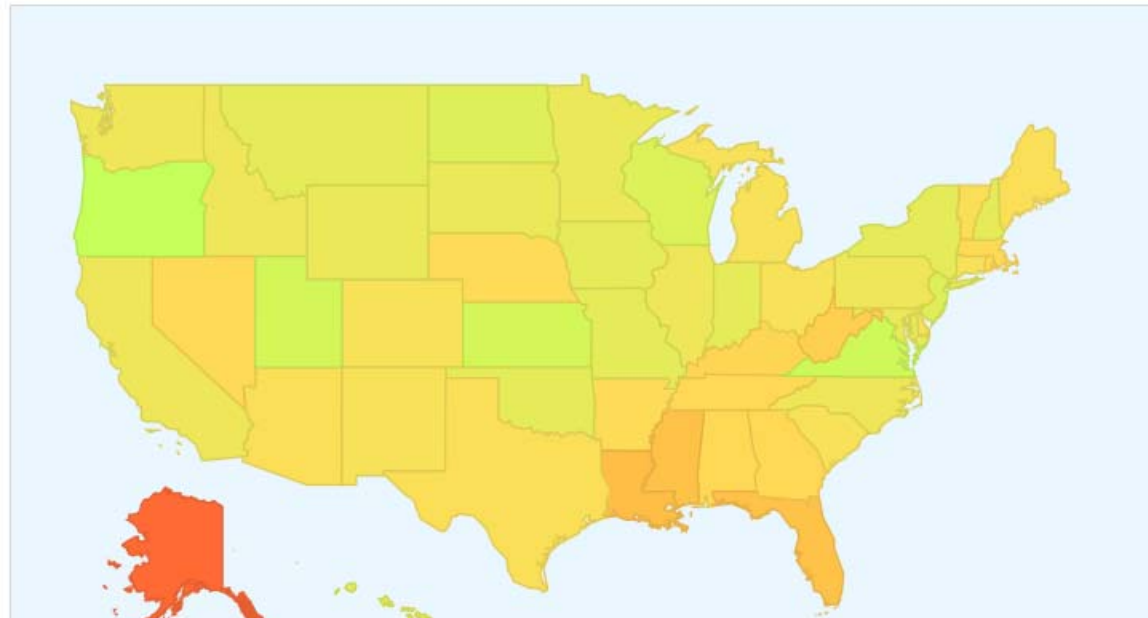
We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)

[United States](#) > Washington

● 2014-2015 ● Past years ▼



States | [Cities](#) (Experimental)





Insights, not data.
Delivered to you anywhere,
anytime.

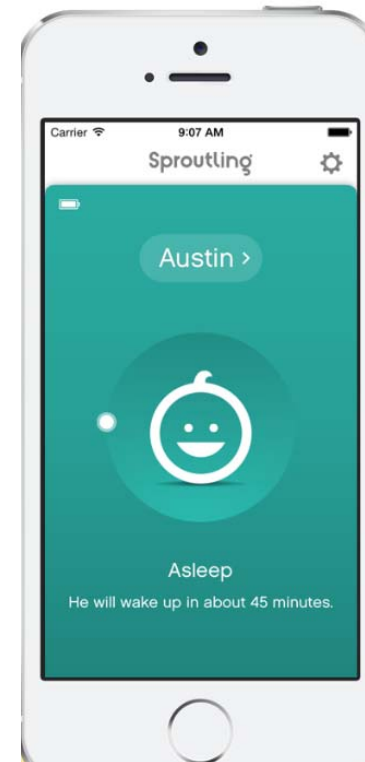
Meet Sproutling.
The smarter baby monitor.

SHIPS IN MARCH 74% sold 26% left PREORDER NOW

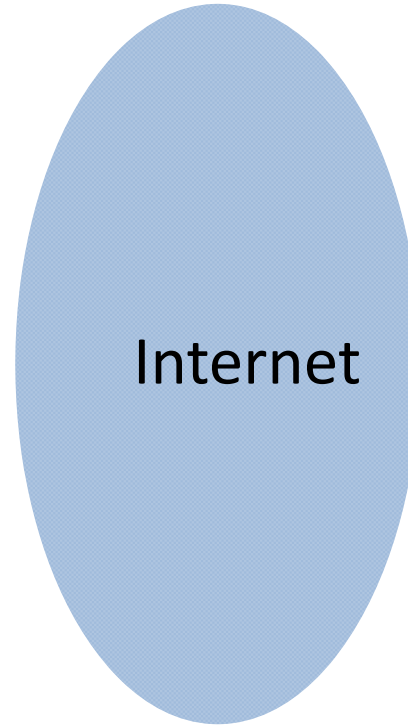
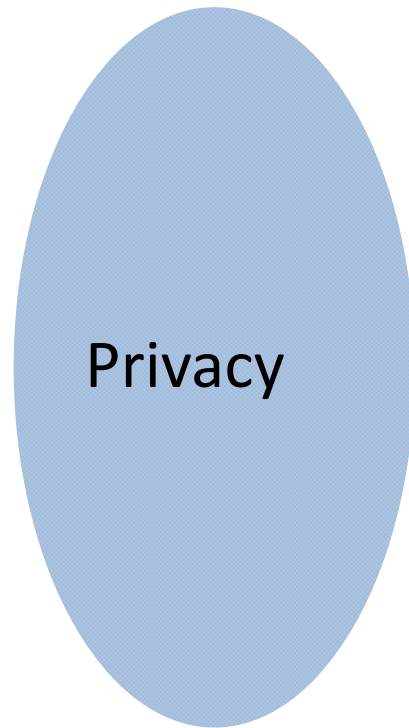
WATCH

“ This kind of data-driven monitor makes more sense than using a crippled walkie-talkie for someone who can neither walk nor talk, or a fuzzy video feed you have to watch constantly. ”
— Dan Tynan, Yahoo Tech

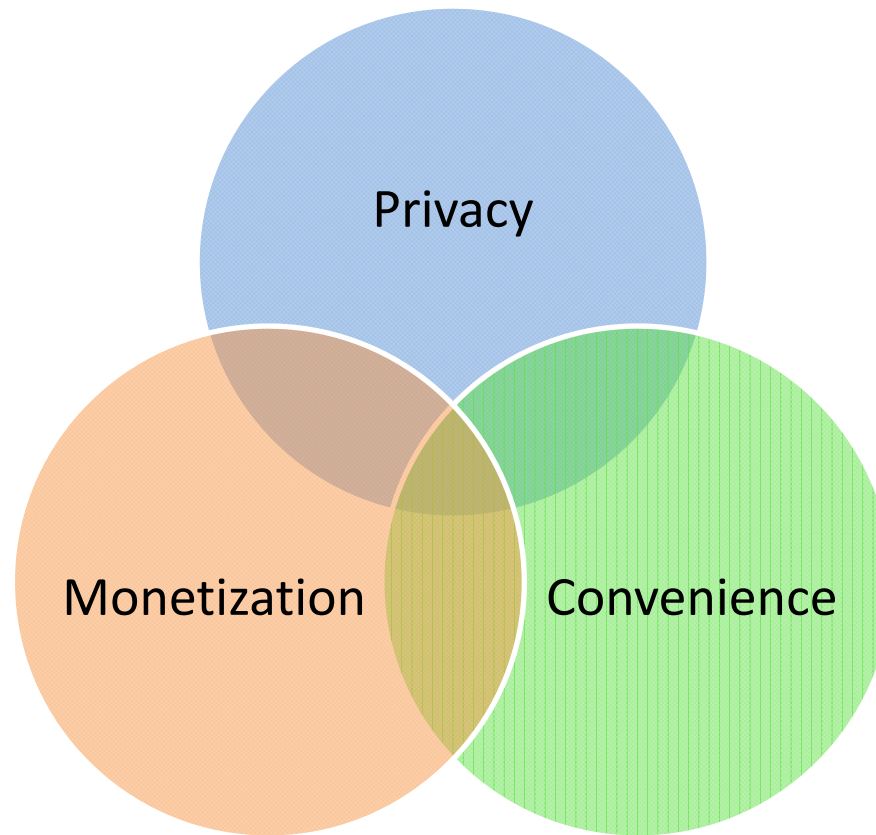
Logos: TC, engage, CNN, F5T@MPANY, WSJ, WIRED, USA TODAY, TIME, NBC



The Pessimistic View (or, Privacy is Dead)



A More Realistic View



Beginnings: Privacy Torts

- invasion of privacy
- false light
- public disclosure of private facts
- right to publicity
- intrusion upon seclusion
- appropriation of name or likeness



Top 5 Privacy Risks 2014

- 1 Web Application Vulnerabilities
- 2 Operator-sided Data Leakage
- 3 Insufficient Data Breach Response
- 4 Insufficient Deletion of personal data
- 5 Non-transparent Policies, Terms and Conditions

where do we go from here

where do we go from here: privacy promises

- consumer education, awareness → selling point
- <https://www.ghostery.com/en/>
- <http://www.youradchoices.com/>

Perceptions

- “self-regulation” v legislation
- *privacy by design v enforcement*

where do we go from here: children

- COPPA Children's Online Privacy Protection Act
- FERPA Family Education Right and Privacy Act
- SOPIPA Student Online Personal Information Protection Act (California)
- State contracting restrictions

where do we go from here: background checks

- *price discrimination v. dynamic pricing*
- Fair Credit Reporting Act
- Employment law
 - Washington SB 5211 (2013)
 - Oregon HB 2654 (2013)

for further study

- FTC: <http://www.onguardonline.gov/>
- California: <http://oag.ca.gov/privacyAboutthedata.com>
- Academics to watch: Dan Solove, Paul Ohm, Woody Hartzog
- Fordham <http://law.fordham.edu/center-on-law-and-information-policy/clip.htm>
- Stanford <http://cyberlaw.stanford.edu/focus-areas/privacy>
- *Consumer Data Privacy in a Networked World: A Framework for Protecting Privacy and Promoting Innovation in the Global Digital Economy* (White House, 2012)
- *Big Data: Seizing Opportunities, Preserving Values* (White House, 2014)
- *Data Brokers: A Call for Transparency and Accountability* (FTC, 2014)
- Security Breach Legislation 2014: <http://www.ncsl.org/research/telecommunications-and-information-technology/2014-security-breach-legislation.aspx>
- https://www.owasp.org/index.php/OWASP_Top_10_Privacy_Risks_Project#tab=Main
- Security blogger: <http://krebsonsecurity.com/>
- Electronic Frontier Foundation
- Privacy Rights Clearinghouse
- Common Sense Media