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Big Data

NEW ALBUM OUT FEBRUARY 2014 FEATURING THE SINGLES
“DANGEROUS (FEAT. JOYWAVE)” & “THE BUSINESS OF EMOTION (FEAT. WHITE SEA)”
Moore's Law - Computing Cost vs. Power

- MHz
- Cost
- Power

Source: GSV
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

States | Cities (Experimental)
Insights, not data. Delivered to you anywhere, anytime.

Meet Sproutling. The smarter baby monitor.
The Pessimistic View
(or, Privacy is Dead)

Privacy

Internet
A More Realistic View

Privacy

Monetization

Convenience
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

https://www.owasp.org/index.php/OWASP_Top_10_Privacy_Risks_Project#tab=Main
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
- "Big Data: Seizing Opportunities, Preserving Values" (White House, 2014)
- "Data Brokers: A Call for Transparency and Accountability" (FTC, 2014)
- 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