CURRENT TOPICS IN PRIVACY SEMINAR

CarnegieBosch INSTITUTE

Carnegie Mellon University
privacy ENGINEERING

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(Google)

Title
Privacy at Scale: When Millions of Developers Shape the Experiences of Billions.

Abstract
To make a material impact, one needs to influence the masses and operate at scale. In the mobile app privacy space, this applies to the developers and users spaces alike. This talk shares learnings from implementing developer policies and introducing user features at an ecosystem level to preserve privacy on Android. Hope these considerations can be applied to your work whether it's proposing an industry regulation or building an enterprise solution.

Android and Google Play comprise a vibrant ecosystem with billions of users around the globe and millions of helpful apps. As a platform, we create an environment that balances user protection and app innovation. The talk is in 2 parts. First, examples from past implementations on how to shift the behavior of an ecosystem. Second, how to effectively communicate to users including learnings from the Data Safety Section.

Bio
May is a product manager at Google on the Android Privacy and Security team. The mission for the team is to build user trust in the OS. Her work focuses on privacy in mobile apps, particularly those published to the Play Store. Over the years, the team has introduced a series of policies to promote data minimization (by limiting permission access), increase transparency and prevent abuse of user data. In particular, the Data Safety Section in Play gave users a consistent and simple way to understand what data an app collects or shares and to showcase key privacy and security practices. It helps users make more informed choices when deciding which apps to install.

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