

Current Topics in Privacy Seminar

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HP

Title

Data Narratives and Population Health: Introducing Implicative Data

Abstract

This presentation explores how modern data practices increasingly shape population health through the creation of data narratives and the emergence of implicative data—information that, while not directly identifying individuals, can still influence decisions, outcomes, and risks. Using public health frameworks, real-world cases, and examples from AI driven systems, it illustrates how inequitable data collection, incomplete context, and advanced analytical techniques can generate misleading or harmful narratives that disproportionately affect vulnerable populations.

The talk introduces **implicative data** as a crucial but often overlooked category within contemporary governance, highlighting how indirect signals, metadata, inferences, and aggregated patterns can meaningfully impact individuals and groups. It argues for context aware, ethically aligned, and globally consistent privacy governance grounded in risk-based assessment, data minimization, and transparency.

Ultimately, the session underscores that emerging technologies both expand what we can learn from data and creates new obligations requiring organizations to adopt holistic, futureproof approaches to privacy, consent, and responsible innovation.

Bio

Emmi Bane, MPH, CIPP-US, is a data ethicist and privacy sociologist whose work explores the ethical, legal, and social dimensions of data ecosystems, emerging technologies, and Public Health. She serves as Principal for Data Ethics and Emerging Technologies at HP, where she leads privacy and ethics review for the company's AI/ML sandbox program, focusing on sensitive data, consent, and technology's social impacts. Emmi is also a Senior Fellow in Ethics and AI at the World Privacy Forum, where her research centers on consent frameworks, complex data ecosystems, and the implications of AI for health data and societal wellbeing. Her academic background includes a Master of Public Health in Public Health Genetics from the University of Washington and undergraduate degrees in Sociology, Psychology, and Micro-Molecular Biology from Portland State University.

Across her career, Emmi has contributed to state-level consumer privacy law development, Global AI and Privacy Standards, and architected and led privacy and compliance programs in the health and technology sectors. She speaks prolifically and internationally on science communication, data ethics, consent, and the human implications of technological innovation.