

**"Internet Privacy after CCPA"**  
**Eleanor Birrell, Pomona**

**Abstract:**

The California Consumer Privacy Act (CCPA), which went into effect in 2020, was designed to enhance Internet privacy by giving consumers more control of their personal information. In this talk, I will describe work my group has done to measure how companies comply with CCPA—in particular, how they implement the right to opt-out of sale—and to evaluate how common implementation choices impact consumer privacy. I will also discuss steps that computer scientists might take to enhance Internet privacy after CCPA.

**Bio:**

Eleanor Birrell is an Assistant Professor of Computer Science at Pomona College, and she is currently a Visiting Professor in CyLab for the 2021-2022 academic year. Her current research focuses primarily on usable security and privacy, with an emphasis on understanding and enhancing security and privacy informed by interdisciplinary connections to behavioral economics, law, and philosophy. Prior to joining Pomona, Professor Birrell received a Ph.D. in Computer Science from Cornell University and a B.A. in Computer Science and Mathematics from Harvard University.