

## Getting Good Privacy Outcomes: A reflection on being a Privacy Engineer

### **Abstract:**

Most of Google's revenue comes from advertising. Regulators and consumers are weary of online advertising and the associated privacy risks. This talk is **not** about online advertising infrastructure and Google's privacy controls. Rather, this talk is a reflection on the process of getting good privacy outcomes during my time as the privacy consulting lead for the most profitable part of Google.

How does one go about reviewing products that are business critical and have many relevant stakeholders? How does one evaluate privacy tradeoffs in relation to other factors, like legal and security? How does a privacy engineer form partnerships with product managers and teams to help guide those teams to a privacy-by-design framework, instead of a reactive mindset toward privacy? It turns out most of my job as a privacy engineer isn't dealing with code, but rather negotiating with teams, explaining how privacy-by-design makes their products better for our users, and why aspects like data minimization and purpose specification matter for both internal and external use cases.

### **Bio:**

Javed Ramjohn is a privacy engineer at Google. He leads the Search Ads Privacy Working Group and contributes to the Anonymization Privacy Working Group. Javed conducts privacy impact assessments for products and processes across search ads, hotel ads, Google Shopping, and ads security. He also engages in proactive consults and projects to ensure Google is minimizing privacy risk wherever possible. In his anonymization work, Javed helps to show teams the impact of anonymization on their data and get teams to adopt strong anonymization practices, like differential privacy. Javed graduated CMU in 2017 with a Bachelor's in Information Systems, with an additional major in policy and management. He also graduated in 2018 from CMU's MSIT-Privacy Engineering program.