Privacy in the Age of the Smartphones and the Internet of Things:
Why It Is Challenging & What We Can Do About It

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Abstract:
This presentation will review how smartphones and the Internet of Things are giving rise to increasingly diverse dataflows and how these dataflows in turn give rise to increasingly complex privacy challenges. We will discuss what this means for consumers, developers, regulators and other key stakeholders, and how novel AI technologies and infrastructures can help address some of these challenges. The presentation will draw on recent results from research at Carnegie Mellon University in the context of the Usable Privacy Policy Project (www.usableprivacy.org) and the Personalized Privacy Assistant Project (privacyassistant.org).

Short Bio:
Norman Sadeh is a Professor in the School of Computer Science at Carnegie Mellon University (CMU) and a member of the CyLab Institute for Security and Privacy. His work spans mobile and IoT, cybersecurity and privacy, human computer interaction, machine learning, artificial intelligence and intelligent assistants. Over the years, his research has been credited with influencing the development of products and services at a number of companies as well as activities at government organizations such as the Federal Trade Commission. He currently leads two of the largest domestic research projects in privacy (www.usableprivacy.org and privacyassistant.org). Norman is also co-founder and co-director of CMU's Master's Program in Privacy Engineering. Earlier he co-founded and for 10 years co-directed the School of Computer Science's PhD Program in Societal Computing.

In the late nineties, Dr. Sadeh served for two years as chief scientist of the European Commission's EUR 550M initiative in eCommerce, which at the time included all pan-European cybersecurity and privacy research as well as related policy initiatives. Norman is also a successful entrepreneur, having served as founding CEO and, until its acquisition, as chairman and chief scientist of Wombat Security Technologies, a company he co-founded to commercialize anti-phishing technologies he developed as part of research with several of his CMU colleagues. In March 2018, Wombat Security Technologies was acquired by Proofpoint (NASDAQ:PFPT) for $225M in cash.

Norman received his PhD in Computer Science at CMU with a major in Artificial Intelligence and a master's degree in Computer Science from the University of Southern California. He also holds a joint BS/MS degree in Electrical Engineering and Applied Physics from the Free University of Brussels. Dr. Sadeh is an IAPP Certified Information Privacy Technologist (CIPT).