

## **Privacy at The New York Times: Problems & (Some) Solutions**

**Presented by Robin Berjon, VP Data Governance**

### **Abstract:**

Online media has justifiably earned a bad reputation when it comes to privacy, often becoming the subject of criticism for its reliance on ad technology that many understandably consider invasive. This presentation will explain how this situation came to be, what The Times has been doing to forge a path away from it, and will outline some unsolved problems for which creative thinking from experts in privacy technology would be highly welcome.

### **Bio:**

Robin Berjon is VP Data Governance at The New York Times where he deals with issues of privacy and the broader data economy. Before that he worked developing technology at a variety of startups, advised multiple global companies on innovation and digital transformation, and was heavily involved in open source and open standards, notably within W3C where he edited the HTML5 standard.