

A User-Tailored Approach to Privacy Decision Support

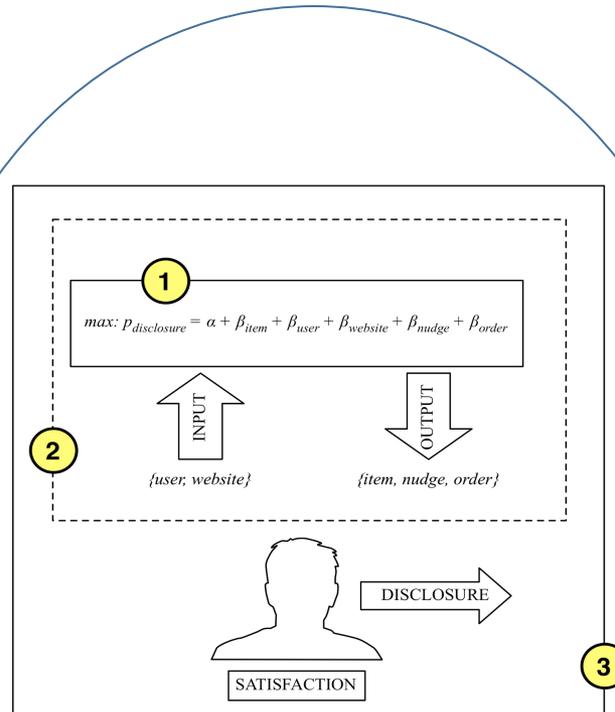
Challenge:

“Transparency and control” often do not help users in making good privacy decisions:

- Large number of decisions
- Irrationality
- Transparency may raise privacy fears

Solution:

- Predict privacy preferences, based on user studies and individual observations
- Use predictions as initial privacy defaults
- Let users override defaults



Scientific Impact:

- Salvages individual privacy control
- Considers people’s factual decision-making abilities and imperfections
- Makes privacy studies part of usability studies

Broader Impact:

- Implication for usability professionals and regulators
- Collaboration w/ Microsoft and Intel
- Education and Outreach