Personalized Privacy Assistants: Understanding Impact on Privacy Decision Making

http://www.privacyassistant.org/

**m commerce lab**

Challenge:

- Users have to manage too many privacy settings.
- Need for a **scalable paradigm** to **automate** some of these privacy settings.

Solution:

- Collect users' privacy preferences for different context (e.g., mobile app).
- Use machine learning techniques to model users' privacy preferences.
- Use dialogue-based technologies to recommend privacy settings.
- **Key Question: How do these technologies impact privacy decision making and user behavior?**
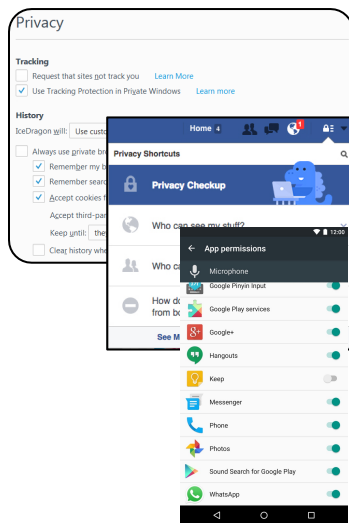
Too many privacy settings to manage!
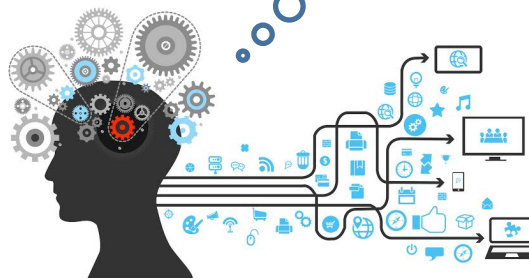
Scientific Impact:

- Learn different users' privacy preference profiles.
- Support new technology to semi-automatically configure users' privacy settings.
- Understand Privacy Decision Making

Broader Impact:

- Mobile App released on the Google Play store
- Significant interest from industry, the press and regulators
- 2016 SOUPS IAPP privacy award

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