

CAREER: Usable, Data-Driven Transparency and Access for Consumer Privacy



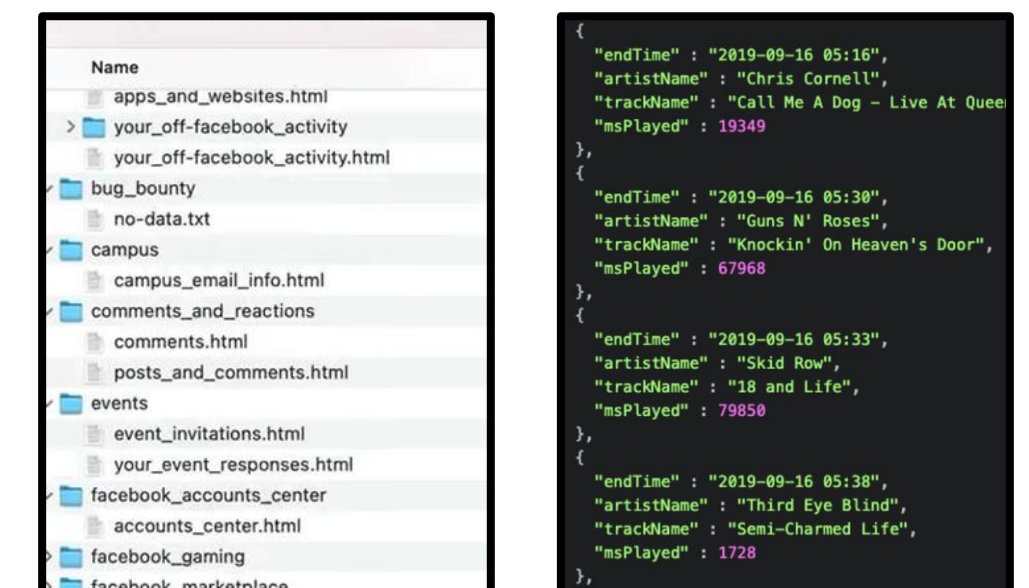
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<https://super.cs.uchicago.edu/career>



Context:

- Recent privacy laws strengthen data subjects' *right of access*
- Data downloads (provided upon demand) are opaque to consumers
- Online tracking is also opaque to consumers; often no right of access
- Consumers left unaware of privacy implications of data collection

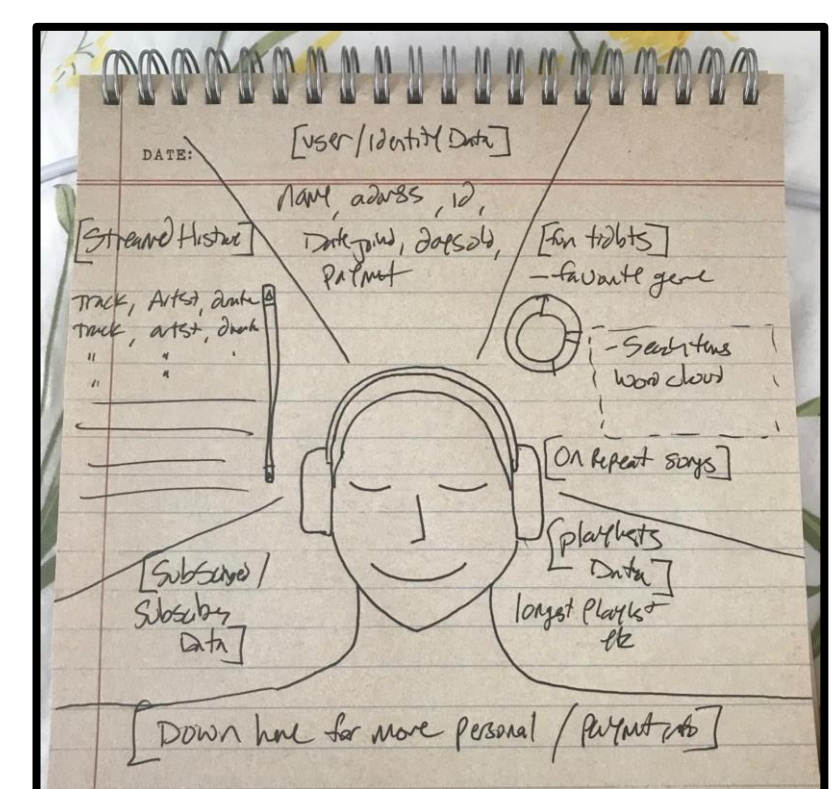


Key Challenges:

- Need to help consumers find information most relevant to their privacy decisions
- Data downloads contain raw data in machine-readable formats
- The *implications* of data, not the raw data, matter most to consumers
- Privacy protections often “break” the user experience of websites

Scientific Impacts:

- New approaches to modeling inferences
- Tagged dataset of parts of data downloads relevant to consumers
- Novel user interactions
- Client-side infrastructure for privacy modeling
- New approaches for data synthesis / visualization



Solution and Technical Approach:

- User studies to understand desired experience for data downloads
- Developing Data Access Illuminator tool
- Improving Tracking Transparency browser extension and its modeling capabilities



Impact on Society:

- Improve consumer ability to understand data collected about them
- New open-source tools for greater data transparency and privacy recourse
- Better understanding of the societal implications of data collection

Educational Impacts:

- New technical UChicago CS class on privacy and ethics
- Annual summer course for high school students in Chicago Public Schools
- New joint course with the School of the Art Institute of Chicago on communicating privacy

Broadening Participation:

- Enhanced research experiences for early career undergraduates
- Improved guidance for students starting research
- 2022 CRA Outstanding Undergraduate Researcher Award (four nationally) for project RA Sophie Veys

