Privacy Through Design

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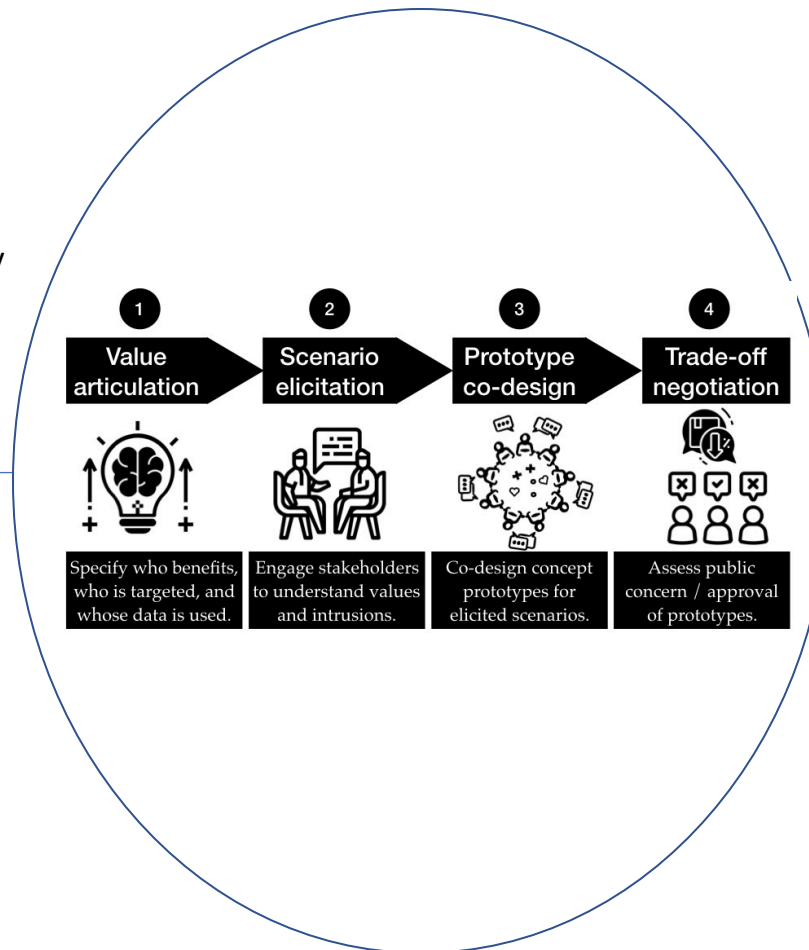
Challenge:

- Privacy is a core principle for human-centered AI, but little guidance exists to help practitioners consider privacy early in the design process.

Solution:

- Privacy through Design is a turnkey design methodology to help designers foreground consideration of privacy in designing consumer-facing AI concepts.

Scientific Impact:

- Developing a taxonomy of algorithmic privacy intrusions
- Generating and evaluating materials to balance the utility versus intrusiveness of consumer-AI concepts

Broader Impact and Broader Participation:

- Design artifacts and methods to help AI practitioners foreground privacy
- Enroll public-at-large in making privacy assessments