

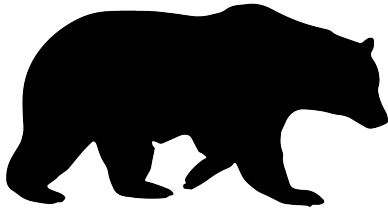
2017 PATHWAYS TO PRIVACY RESEARCH SYMPOSIUM

Online Privacy

**A HUMAN-CENTRED
APPROACH**

**DESAUTELS HALL
ROTMAN SCHOOL OF MANAGEMENT**
10 MARCH 2017 | 8:30 AM - 6 PM





On behalf of Behavioural Economics in Action at Rotman (BEAR), we are delighted to extend a welcome to all speakers, guests, and members of the Rotman community attending our event “Online Privacy: A Human-Centred Approach.”

With the rapid growth of mobile and internet usage, consumers are leaving a vast amount of digital footprints. Unlike footprints on a sandy beach that are washed away with the onset of the next tide, digital footprints have the potential to be preserved, recovered, and potentially misused for a theoretically infinite amount of time. Our response to the dangers associated with online privacy is to invest in developing guidelines and policies designed to help protect the consumer.

These efforts work, but only if consumers are cognitively sophisticated and rational processors of information. However, humans are different – they are unmotivated, emotional, cognitively limited, and often impulsive. In an earlier BEAR report, we had found that many consumers do not even pause to think of online information sharing as a potential risk.

How should we then think about protecting consumers who might not read privacy policies, or even believe that they are in a risky situation? Today’s conference brings together researchers, practitioners, and privacy advocates to share the latest research and ideas, and to hopefully start defining a new human-centric approach to privacy.

We would like to thank the Contributions Program of the Office of the Privacy Commissioner of Canada (OPC) and the Rotman School for supporting today’s event.

Welcome! We look forward to our conversations today and onwards!

Dilip Soman, Nina Mažar and Avi Goldfarb
Behavioural Economics in Action at Rotman (BEAR)
Rotman School of Management



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SCHEDULE

2017 PATHWAYS TO PRIVACY RESEARCH SYMPOSIUM

TIME	EVENT
8:30AM	REGISTRATION AND REFRESHMENTS
9:00AM	WELCOME AND INTRODUCTION OF KEYNOTES
9:10AM	KEYNOTE SPEAKER - Behavioural Economics Expert Leslie John (Associate Professor, Harvard Business School)
9:40AM	KEYNOTE SPEAKER - Regulatory Expert Patricia Kosseim (Senior General Counsel and Director General, Legal Services, Policy, Research and Technology Branch, OPC)
10:10AM	COFFEE BREAK
10:30AM	RESEARCH PRESENTATION Judy Duncan (Head Organizer, ACORN Canada) Project Title: "Protect your Privacy—Online!" Educational Program
10:55AM	RESEARCH PRESENTATION Jane Tallim (Co-Executive Director, MediaSmarts) Project Title: Decision-Making and Privacy: How Youth Make Choices About Reputational and Data Privacy Online
11:20AM	RESEARCH PRESENTATION Rajen Akalu (Assistant Professor, University of Ontario Institute of Technology) Project Title: Paving the way for Intelligent Transport Systems (ITS): The Privacy Implications of Vehicular Infotainment Platforms
11:45AM	DISCUSSANT COMMENTS Sonia Chiasson (Associate Professor, Carleton University)
12:05PM	LUNCH
1:00PM	IDEA BLITZ - THE WAY FORWARD Industry Expert - David Elder (Counsel, Stikeman Elliott LLP) Regulatory Expert - Brent Homan (Director General, PIPEDA Investigations, OPC) Academic Expert - Lisa Austin (Associate Professor, University of Toronto)
1:45PM	PANEL DISCUSSION Experts from IDEA BLITZ Moderator: Pippa Lawson (Consultant, Philippa Lawson, Barrister & Solicitor)
2:20PM	COFFEE BREAK
2:40PM	POINT-COUNTERPOINT WORKSHOP Avi Goldfarb (Professor of Marketing, Rotman School of Management) Karen Louise Smith (Assistant Professor, Brock University)
3:50PM	CLOSING REMARKS
4:00PM	COCKTAIL RECEPTION

KEYNOTE SPEAKERS



LESLIE JOHN

ASSOCIATE PROFESSOR, HARVARD BUSINESS SCHOOL

Leslie John is an Associate Professor of Business administration in the Negotiations, Organizations, and Markets unit. She teaches the Negotiations course in the MBA elective curriculum, as well as in various Executive Education courses. In the past, she has taught the core Marketing course in the MBA required curriculum.

Professor John's research centers around the seemingly paradoxical and sometimes self-destructive decisions that people make, especially as they pertain to two critically important domains: online consumer privacy and health. To explore these topics, she uses laboratory and field-based methods in a complementary and iterative fashion: field experiments (in collaboration with companies) document important real-world phenomena, and laboratory experiments nail down the psychological processes underlying these phenomena. Her work has been published in academic journals including the *Proceedings of the National Academy of Sciences*, *Psychological Science*, *Journal of Marketing Research* and *The Journal of the American Medical Association*. It has also received media attention from outlets such as *The New York Times*, *Financial Times*, *The Wall Street Journal*, and *Time* magazine.

Professor John holds a Ph.D. in behavioural decision research from Carnegie Mellon University, where she also earned an M.Sc. in psychology and behavioural decision research. She completed her bachelor's degree in psychology at the University of Waterloo.



PATRICIA KOSSEIM

SENIOR GENERAL COUNSEL AND DIRECTOR
GENERAL, LEGAL SERVICES, POLICY, RESEARCH
AND TECHNOLOGY ANALYSIS BRANCH, OPC

Patricia is Senior General Counsel at the Office of the Privacy Commissioner of Canada (OPC) where she provides strategic legal and policy advice on a broad range of privacy issues, oversees research on the privacy impacts of emerging information technologies, and represents the Privacy Commissioner before courts and Parliamentary Committees.

Previously, Patricia also worked at Genome Canada and the Canadian Institutes of Health Research where she developed and led national strategies to address ethical, legal and social implications of science and technology.

Called to the Barreau du Québec in 1993, Patricia practiced in Montreal for over six years with a large national law firm. She has published and presented extensively on matters of health law, privacy and ethics and teaches part-time at the University of Ottawa Law Faculty. She is a member of the National DNA Databank Advisory Committee, as well as the Research Integrity Committee of the Fonds de recherche du Québec.

RESEARCH PRESENTATIONS & DISCUSSANT COMMENTS



JUDY DUNCAN

HEAD ORGANIZER, ACORN CANADA

Project Title: "Protect your Privacy—Online!" Educational Program

Judy Duncan founded ACORN Canada over 9 years ago in August 2004. Under her management the organization has now grown to over 49,000 members, 20 chapters and four offices across the country. Before moving back to Canada, Judy worked as a lead organizer for Washington ACORN for 1.5 years. Judy received her M.A. in Community and Regional Planning from the University of British Columbia in 2003.



JANE TALLIM

CO-EXECUTIVE DIRECTOR, MEDIASMARTS

Project Title: Decision-Making and Privacy: How Youth Make Choices About Reputational and Data Privacy Online

Jane Tallim is Co-Executive Director of MediaSmarts (previous-ly Media Awareness Network) Canada's centre for digital and media literacy. A former secondary teacher and internation-ally recognized expert in issues relating to media and youth, Jane has been involved since 2000 in MediaSmarts' ongoing research on young people's use of and attitudes towards new media -- Young Canadians in a Wired World -- and has de-veloped award-winning resources to help young people develop digital literacy skills and competencies. Jane is passionate about ensuring that today's youth are able to live, learn and thrive as citizens and workers in a digital world. A strong ad-vocate for child and youth mental health, Jane has mentored a youth-based network for de-stigmatizing mental illness and has chaired the board of directors for an Ottawa-based eating disorder support centre. Jane also sits on the National Advi-sory Committee for the Prime Minister's Awards for Teaching Excellence.



RAJEN AKALU

ASSISTANT PROFESSOR, UNIVERSITY OF ONTARIO INSTITUTE OF TECHNOLOGY

Project Title: Paving the way for Intelligent Transport Systems (ITS): The Privacy Implications of Vehicular Infotainment Platforms

Rajen Akalu teaches Legal Environment of Business, and Law and Ethics of IT at the University of Ontario Institute of Technology (UOIT). In 2014 he completed his PhD at Delft Technical University (TU Delft), The Netherlands on the regulation of wireless technology. He holds a Master of Laws degree from the London School of Economics and a Bachelor of Laws degree from the University of East London. Prior to joining UOIT, he worked at the Center for Information Communication Technologies, Denmark Technical University and the Centre for Innovation Law and Policy, University of Toronto Faculty of Law. He has also worked in law firms in New York and Toronto as well as in the offices of the Information Privacy Commissioner (Ontario) and the Commission for Communications Regulation (ComReg), Ireland. His current research interests relate to the privacy implications of vehicular infotainment platforms. This project is funded by the Office of the Privacy Commissioner of Canada's Contributions program.



SONIA CHIASSON

ASSOCIATE PROFESSOR, CARLETON UNIVERSITY

Dr. Sonia Chiasson is the Canada Research Chair in Human Oriented Computer Security and a faculty member in the School of Computer Science at Carleton University in Ottawa, Canada. She is currently Acting Scientific Director of SE-RENE-RISC, a Canadian Networks of Centres of Excellence for Knowledge Mobilization created to help protect Canadian individuals and organizations from online security and privacy threats. Her main research interests are in usable security and privacy: the intersection between human-computer interaction (HCI) and computer security and privacy. She leads Carleton's Human Oriented Research in Usable Security (CHORUS) research group.

IDEA BLITZ - THE WAY FORWARD & PANEL DISCUSSION



DAVID ELDER

COUNSEL, STIKEMAN ELLIOTT LLP

David Elder practices communications, competition and privacy law with Stikeman Elliott LLP, where he is Chair of the Communications group and a member of the Competition and Foreign Investment, Privacy & Data Protection, Government Relations, Regulatory and Public Policy practice groups. He also serves as the firm's Chief Privacy Officer, and has been retained as Special Digital Privacy Counsel to the Canadian Marketing Association, in which role he advocates and advises on a range of electronic privacy issues, including spam regulation. David is one of Canada's leading practitioners in the area of unsolicited telecommunications, and is also recognized as one of the country's foremost authorities on Canada's Anti-Spam Legislation (CASL). He provides privacy and marketing compliance advice to a wide range of Canadian and international businesses conducting both "bricks and mortar" and online activities, and has also been an active participant in legislative and policy developments respecting privacy, lawful access and spam. Based in Ottawa, he has over 25 years of experience gained in private practice, government and corporate settings. In addition to serving as Legal Counsel to the CRTC and running his own practice, he was formerly Vice President, Regulatory Law with Bell Canada, where he also served as the equivalent of Chief Privacy Officer.



BRENT HOMAN

DIRECTOR GENERAL, PIPEDA INVESTIGATIONS, OPC

Joining the Office of the Privacy Commissioner of Canada (OPC) in 2012, Brent Homan is currently the Director General for the Personal Information Protection and Electronic Documents Act (PIPEDA) investigations. This position includes oversight of the OPC's Toronto office with its dedicated enforcement and stakeholder engagement programs. In the area of electronic privacy threats, Brent oversees the OPC's anti-spam legislation program, including its first address-harvesting investigation (2016 Com-pufinder). Brent's accomplishments in the privacy world include key digital society and economy matters, such as overseeing investigations relating to Ashley Madison (2016), the Bell Relevant Advertising Program (2015), Google Online Behavioural Advertising (2014) and Apple Transparency (2014). Prior to his appointment at the OPC, Brent was Assistant Deputy commissioner at the Competition Bureau of Canada, where he led numerous high-profile misleading advertising investigations in the areas of price representations, e-commerce and health fraud. Brent holds a bachelor's degree in economics and political science from Carleton University, and a master's degree in economics from the University of Ottawa.



LISA AUSTIN

ASSOCIATE PROFESSOR, UNIVERSITY OF TORONTO'S FACULTY OF LAW

Lisa is an Associate Professor at the University of Toronto's Faculty of Law. Prior to joining the faculty, she served as law clerk to Mr. Justice Frank Iacobucci of the Supreme Court of Canada. Professor Austin's research and teaching interests include privacy law, property law, and legal theory. She is published in such journals as *Legal Theory*, *Law and Philosophy*, *Theoretical Inquiries in Law*, *Canadian Journal of Law and Jurisprudence*, and *Canadian Journal of Law and Society*. Professor Austin's privacy work has been cited numerous times by Canadian courts, including the Supreme Court of Canada. She is also active in a number of public policy debates in Canada. Most recently, she collaborated on a report for the Office of the Privacy Commissioner of Canada entitled *Seeing Through the Cloud: National Jurisdiction and Location of Data, Servers, and Networks Still Matter in a Digitally Interconnected World*. Previous policy work includes consulting for the Canadian Judicial Council on their *Model Policy for Access to Court Records in Canada*. Professor Austin is currently a member of the International Advisory Panel for the American Law Institute's project, *Restatement of the Law (Fourth), Property*.



PHILIPPA LAWSON

CONSULTANT, PHILIPPA LAWSON, BARRISTER & SOLICITOR

Philippa Lawson is a Canadian lawyer with 19 years experience practicing telecommunications, privacy, and consumer protection law from a public interest perspective. Before moving to Whitehorse, Yukon with her spouse in 2008, she was founding Executive Director of the Samuelson-Glushko Canadian Internet Policy and Public Interest Clinic (CIPPIC), a technology law clinic based at the University of Ottawa. Under Philippa's leadership, CIPPIC developed a national reputation for cutting-edge research and precedent-setting advocacy on legal and policy issues arising from the use of new technologies. She continues to work with civil society groups on privacy-related issues both individually and as an Associate of CIPPIC. Her most recent work is a ground-breaking study of the privacy implications of connected cars, researched and written for the British Columbia Freedom of Information and Privacy Association with a grant from the Office of the Privacy Commissioner of Canada.

POINT - COUNTERPOINT WORKSHOP



AVI GOLDFARB

PROFESSOR OF MARKETING, ROTMAN SCHOOL OF MANAGEMENT

Avi Goldfarb is the Ellison Professor of Marketing at the Rotman School of Management, University of Toronto. He teaches courses on data, marketing, and digitization. Avi's research focuses on understanding the opportunities and challenges of the digital economy and has been funded by Google, Industry Canada, the Sloan Foundation, the NSF, Bell Canada, AIMIA, SSHRC, and others. He has published over 60 academic articles in a variety of outlets in marketing, statistics, law, computing, and economics. He is Chief Data Scientist of the Creative Destruction Lab, Senior Editor at Marketing Science, a fellow at BEAR, and a Research Associate at the National Bureau of Economic Research. He co-organized the Marketing Science-Federal Trade Commission Conference on Marketing and Consumer Protection. His work with Catherine Tucker on privacy has been referenced by the White House, the European Commission, and in US Congressional Testimony. His work with Ajay Agrawal and Christian Catalini on crowdfunding has been identified by the Ontario Securities Commission (OSC) as directly influencing the OSC LaunchPad initiative. Avi received his Ph.D. in economics from Northwestern University.



KAREN LOUISE SMITH

ASSISTANT PROFESSOR, BROCK UNIVERSITY

Dr. Karen Louise Smith is an Assistant Professor at Brock University in the Department of Communication, Popular Culture and Film. Dr. Smith's research explores the values of openness, privacy and participation in digital society.

She has collaborated extensively with Mozilla on the Hive Toronto digital literacy network, which features over 60 organizational members. Her recent research with Hive Toronto explored the hacking and making practices of informal educators. Additionally, she led a team to produce a prototype-level open badges privacy curriculum.



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