

CURRENT TOPICS IN PRIVACY SEMINAR



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Title

Privacy Myths and Mistakes

Abstract

The goal of this presentation is to dispel myths permeating privacy research, practice, and policy. These myths about privacy in the market – including that there is a tradeoff between functionality and privacy, that people don't care about privacy, and that people behave according to the privacy paradox – provide a distraction from holding firms accountable for the many ways they can (and do) violate privacy. For research, such myths limit the generalizability of information science studies concerning data disclosure and governance.

Bio

Kirsten Martin is the William P. and Hazel B. White Professor of Technology Ethics and is Professor of IT, Analytics, and Operations in the Mendoza College of Business at the University of Notre Dame. She was also the Director of the Notre Dame Technology Ethics Center (ND-TEC) from 2021-2023.

She researches privacy, technology ethics, and corporate responsibility. She has written about privacy and the ethics of technology in leading academic journals across disciplines (*Journal of Business Ethics*, *BEQ*, *Harvard Journal of Law and Technology*, *Journal of Legal Studies*, *Washington University Law Review*, *Journal of Business Research*, etc) as well as practitioner publications such as *MISQ Executive*. She is the Technology and Business Ethics editor for the *Journal of Business Ethics* and the recipient of three NSF grants for her work on privacy, technology, and ethics. Dr. Martin is also an affiliate of Northeastern University's Center for Law, Innovation and Creativity and a member of the advisory board for the Future Privacy Forum.

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