

Current Topics in Privacy Seminar

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Privacy Company

Title: RiskAI Business

Abstract: In this talk, Jacob will discuss a recent data protection impact assessment (DPIA) performed on a Dutch generative AI system developed for educational settings. The service, EduGenAI is designed to be a privacy preserving alternative to United States-based companies that create a risk under the GDPR of improper transfer of personal data to third countries.

In the talk Jacob will discuss their experiences navigating the differences in American and EU based legal privacy frameworks, the structure of the risk assessments produced by Privacy Company, and how these risk assessments become part of larger systemic protections for data subjects through stakeholder management and negotiations with technology providers.

Bio: Jacob Gursky (they/she) is a 2022 graduate of the CMU MSIT-Privacy Engineering program. Jacob specializes in privacy rights and countering disinformation.

They studied communication and social network systems at the University of Pennsylvania before attending CMU. During their time at the Propaganda Vertical at the Center for Media Engagement (<https://mediaengagement.org/>) at the University of Texas at Austin, Jacob produced research linking the risks of digital surveillance and non-transparent platforms to systemic disinformation and violent extremism.

Jacob now works in The Hague, Netherlands as a technical privacy consultant for Privacy Company (<https://www.privacycompany.eu/>). At Privacy Company, Jacob helps create data protection and human rights impact assessments for clients in the Dutch government and EU institutions writ large. These reports have ranged across multiple applications and services (video conferencing, social media applications, VR headsets, employee management software, etc).