



Current Topics in Privacy Seminar

January 28th 2025

Presenter:

Amritha Raghunath

Title:

Purpose Limitation At Scale with Privacy Aware Infrastructure

Abstract:

Purpose limitation is a fundamental principle of data privacy. It means that the use of data is limited to only the stated purpose(s) disclosed at the point of its collection. Instagram and Meta have employed novel techniques with the introduction of Privacy Aware Infrastructure, aimed at addressing this privacy issue.

In this talk we will go over:

- **Policy Zones, part of the PAI suite, which involves coupling data with its associated privacy annotations. Privacy annotations are used to represent different aspects of data and its processing. These annotations are then used to apply policy checks across data flows.**
- **Technical nuances of Policy Zones and complementary requirements that had to be built in order to support a robust system.**
- **The main challenges when addressing purpose limitation at scale - specifically our ability to roll it out at scale while maintaining a streamlined developer experience.**

Bio:

Amritha is a software engineer who spent the last decade at Meta, focusing on data privacy and user safety. She holds a masters from Stanford University in Computer Science. She originally hails from India, finishing her undergraduate degree from the National Institute of Technology majo