

**Yixin Zou** (Max Planck Institute for Security and Privacy)

**Title: Do Notice and Choice Work? A Close Look at Data Breaches**

**Abstract:** Data breaches put affected consumers at risk of cybercrime from account compromises to identity theft. Data breach notification laws require companies to notify affected consumers of possible risks and recommended actions. I will discuss a series of studies that examine data breach notifications from complementary perspectives: (1) empirical studies with consumers on their reactions after being affected by data breaches; (2) content analysis of breach notifications sent by companies to identify usability issues; and (3) a controlled experiment on nudges that encourage affected consumers to change breached passwords. I will conclude with a reflection on how notices and choices are necessary but insufficient for protecting consumers against the aftermath of data breaches, and how we can draw insights from research to inform technical and policy interventions that strengthen consumer protection in this space.

**Bio:** Yixin Zou (she/her) is a tenure-track faculty member at the Max Planck Institute for Security and Privacy (MPI-SP), leading the human-centered security and privacy group. Her research interests span human-computer interaction, privacy, and security, focusing on improving consumers' adoption of protective behaviors and supporting the digital safety of at-risk populations. Her research has been recognized with the 2022 John Karat Usable Privacy and Security Student Research Award and best paper awards/honorable mentions at the Symposium on Usable Privacy and Security (SOUPS) and the ACM Conference on Human Factors in Computing Systems (CHI). In addition, her research has generated broader impacts on industry practice (e.g., at Mozilla and NortonLifeLock) and public policy, including the rulemaking process for the California Consumer Privacy Act. She holds a PhD in Information from the University of Michigan and a BSc in Advertising from the University of Illinois at Urbana-Champaign