

GLOSSARY



Understanding and Prioritizing Data Privacy

With Michelle Dennedy

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
consumer transparency	The consumers' desire for a reduction of specific information identifying them, to avoid the possibility of a data breach
intellectual property	A work or invention that results from creativity for which the owner can receive a copyright, patent, trademark, or other legal protection
moral crumple zone	Designed to protect the integrity of the technological system, while possibly jeopardizing the rights of humans
personally identifiable information	Comprised of one or more data types that can uniquely identify a person
trust and integrity	The recognition from stakeholders that the data and system are functioning as designed, and upholding legal, moral, and ethical standards