

MAAZ BIN MUSA

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Education

University of Iowa

PhD in Computer Science

Aug. 2019 – June 2024

Iowa City, Iowa

Experience

Research Assistant

SPARTA Lab in University of Iowa

Aug 2019 – Present

Iowa City, Iowa

- Designed frameworks for **auditing privacy and compliance online**
- Studied an organizations data collecting and sharing practices
- Measured the compliance practices of these organizations to determine if user rights are upheld or not

Research Intern

ICSI Lab

May 2022 – Aug 2022

Berkeley, California

- Lead an investigation on first-party tracking prevalence Post third-party depreciation
- Quantified collusion between publishers and advertisers facilitated via **first-party cookies**

Research Assistant

TPI Lab in LUMS

Aug 2018 – Aug 2019

Lahore, Pakistan

- Collaborated on internet measurement projects with a focus on auditing data flows online
- Created and deployed **honeypots for online malicious / tracking entities**
- Built pipelines using selenium and python to leak personal identifiers and monitor how they were used / misused

Selected Publications

Forms of Disclosure | *The Path to Automated Data Privacy Audits*

June 2023

- Evaluated CCPA compliance of 400 data brokers using Natural Language Processing toolkit
- Fine-tuned an LLM to build and predict CCPA related text in privacy policies
- Published in Harvard Journal of Law and Technology

ATOM | *Ad-Network Tomography*

July 2022

- Uncovered undisclosed relationships between trackers and advertisers with 100% accuracy
- Converted ad content to quantifiable vectors using NLP
- Leveraged ad personalization as a vantage point for uncovering server side relationships.
- Published in Privacy Enhancing Technologies Symposium (PETS) 2022
- **Runner-up for the Andreas Pfitzmann best student paper award**

CanaryTrap | *Detecting Data Misuse by Third-Party Apps on Online Social Networks*

July 2020

- Designed a matrix based scalable honeytrap to uncover server side data sharing.
- Caught 16 entities misusing user data for ransomware and personalized advertisement.
- Published in Privacy Enhancing Technologies Symposium (PETS) 2020

Talks and Presentations

Privacy Hygiene | *Society of Privacy, Law and Technology*

Sep 2023

- Taught a graduate level class surrounding basic online privacy hygiene

Graduate Research Symposium | *Empowering Transparency & Accountability in the online world*

Nov 2023

- Presented my PhD research to incoming graduate students

DataSkeptic | *Ad-tech series*

Jul 2022

- Discussed the impact and consequences of my paper ATOM on a podcast series on Advertising technology and privacy

Awards & Honors

3MT 2023 <i>Peoples choice award</i>	Nov 2023
<ul style="list-style-type: none">Successfully presented my research work to general audience under 3 minutes	
Travel grant <i>PoPETs</i>	Aug 2022
<ul style="list-style-type: none">Awarded \$1500 travel grant to attend PET’s 2022 in Australia	

Research Projects

SoK <i>Optimizing privacy policy compliance analysis</i>	Present
<ul style="list-style-type: none">Exploring obstacles and opportunities in compliance analysis using privacy policiesIdentifying impactful phases of compliance measurement	
CPP Dataset <i>Privacy policy dataset for CCPA</i>	Present
<ul style="list-style-type: none">Interpret CCPA requirement mandatesAnalyze CCPA mandates extracted from privacy policies by domain experts	

Relevant Coursework

<ul style="list-style-type: none">Online Advertising and TrackingPrivacy and Anonymity	<ul style="list-style-type: none">Web MiningPrivacy, Law and Technology	<ul style="list-style-type: none">Design and Analysis of AlgorithmsInformation Retrieval	<ul style="list-style-type: none">Data structuresObject Oriented Programming
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