

## Information Assurance and Security

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1. The article talks about how people's privacy is at risk in today's digital world. It uses the example of Karen Hepp, a TV host, who is suing several websites because her image was used in inappropriate ads without her permission. The article also highlights the importance of laws like the GDPR that aim to protect personal data. It introduces the idea of Privacy by Design and privacy engineering as ways to help protect our privacy in technology.
2. Privacy by Design means building privacy protections into the design of new systems right from the start. It's like making sure a house has good locks before it's built, instead of adding them later. Privacy engineering is the practical side of that—it's the process of actually creating those "locks" using tools and techniques to protect personal data. Together, they ensure that privacy is part of the system's foundation, not just an afterthought.
3. Yes, I agree with the article. As technology grows, personal privacy is more at risk than ever before, just like in Karen Hepp's case. We need both strong laws and smart technology to protect our information. Privacy by Design and privacy engineering help make sure that our personal data is protected from the start, which is essential in this digital age. So, I believe these approaches are the right way to handle privacy going forward.