Data Privacy

-Importance:
  - Freedom of choice
  - Equal opportunity / non-discrimination
  - Accountability and transparency

-Most online platforms are <u>proprietary software</u>

-User-product relationship
  - Users are <u>unable to verify</u> or understand the accuracy and extent of information extracted (and extractable) from the data they submit
  - Patterns can be learned and exploited to affect users in targeted ways [3], customizing user behavior to platform preferences

-Bias
  - Patterns are learned <u>based on historical data</u>, might include bias
  - Garbage input will lead to garbage output
  - examples: Predicting criminality from faces, Sexist AI

-Correlation vs Causation
  - Risk prediction (releasing prisoners)
  - black box algorithm

-<u>Future Scrutiny will affect data utilization and data privacy</u>
-Regulation challenges of user data

-Differential Privacy
  - working schema (refer to decision tree)