Syllabus

LAH 350: Your Data, Your Privacy

Fall 2020

Wait, hold on a second… *My* Data isn't Private?!?
The Law, Ethics, Compliance, and Best Practices in
Data Privacy and Cybersecurity in Today's Technology Economy

Professor: Bradley Gold

Unique #: 29764
Class Meetings: Tuesday & Thursday 3:30pm - 5pm CT
Office Hours: By appointment only
Office/Phone/e-mail: bradley.gold@mccombs.utexas.edu

Please read the following carefully and contact me ASAP or in class with questions.

Class Home Page: ***To access the class home page, go to this link http://canvas.utexas.edu/ and log in with your UT EID and password. You will find a link to this course under the "Courses" tab (heading "My Courses"). All course materials, announcements and grades will be posted here.***

I will use Canvas and email for instructional use. I may also add supplemental readings during the semester. For that reason, you should routinely check your Canvas email and regular email.

COVID-19 update: This class will meet virtually unless you are explicitly told otherwise. DO NOT come to campus for this class. Class will meet using Jitsi, VirBELA, Microsoft Teams, Signal, or Google Hangout. Links to class meetings (with instructions and dial-in numbers) on the appropriate platform will be posted on Canvas.

If you are having technology troubles or are having difficulty accessing a reliable internet connection, please let me know ASAP.

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Introduction:
Your data is valuable, and a lot of companies and organizations would love to share and sell it. Many say that "data is the new oil", but is that accurate? No prior knowledge of data analytics or privacy engineering is required, and we will discuss together what personal data is, how companies collect it, and why they might want to sell it. This class will be a thoughtful investigation into current and upcoming standards regarding data privacy, information technology (IT) security, and related fields such as Engineered Intelligence, and related products such as autonomous vehicles.

In this class, you will have the chance to engage in learning about a new multi-disciplinary field, and be able to bring your own knowledge and expertise to the conversation. This class will be a thoughtful exploration of the current state of cybersecurity and data privacy both in the US and globally. We will discuss corporate interests in data privacy, consumer interests in data privacy, changes in regulations, and the impact these fields have on the average person. No prior knowledge of the subject is required, we will work together throughout the class to educate ourselves and our classmates on topics within this realm that are both of interest to us and matter to others. During the semester, above and beyond our core course content, you will have the opportunity to research a granular topic you are interested in regarding data privacy, and teach your peers about that specific sub-topic.

Readings
Readings will come from our textbook (link below), international standards documents, current laws, and news articles. Non-textbook items will be supplied via Canvas and / or email throughout the semester.

Textbook is: US Private Sector Privacy, 3rd Edition (https://iapp.org/store/books/a191P000003oyb7QAA/). Print or digital copy is fine.

Viewings
News clips and other informational videos will be assigned occasionally. Students will also be welcome to suggest and share relevant learning materials throughout the semester.

Class Attendance
Class attendance is mandatory. Also, please be punctual, as a courtesy to the rest of us. *Religious holy days*. A student who misses class because of the observance of a religious holy day will be given an opportunity to complete any work missed within a reasonable time (generally, a period equal to the length of the absence, up to a maximum of one week) after the absence, *as long as the student has properly notified me*. The policy of the University of Texas at

Austin is that the student must notify the instructor at least fourteen days prior to the classes scheduled on dates that the student will be absent to observe a religious holy day.

Illness. Please do not come to class if you think you are contagious. Do please email me if you are unable to attend class for this reason. Multiple absences should be accompanied by a doctor's note. While you do not receive a formal grade just for attendance, it is a factor in your participation grade, as discussed below. Multiple unexcused late arrivals or absences may result in a reduced or failing grade in the course.

Interviews. If you miss class due to a job or other professional interview, you may email me proof of the meeting and the absence will be considered excused.

Classroom Procedures
Because of the discussion-based format of this seminar, laptops, smartphones, tablets, and other similar portable electronic devices should not be used during class, except to reference assigned reading material and presentations. In addition, phones should be turned off when you come into the classroom. If you need to take a call, please step into the hall briefly and return when finished.

Written Assignments and Other Grading
Final grades will be calculated based on the following components:

Class Participation
Class participation will count for **20%** of your final grade. I expect all students to regularly participate in class discussions. Therefore, a large component of the overall participation grade comes from speaking in class. ***Asking questions is every bit as important as offering answers in class discussion. Likewise, even if readings are not assigned for specific grades, digestion of reading material will be essential to strong class participation.***

Written Submissions
Non-presentation related written submissions, such as weekly reflections, will account for **20%** of your final grade.

You will submit **four** 1-3 page reading analyses of a week's assigned reading, each worth **5%** of your final grade*. You can chose any week to write a reading analysis, though I suggest getting them done earlier in the semester to allow you more time to work on your presentations. Each analysis should not simply be a summary of the weeks reading, but a thoughtful analysis of the topic, how you connect with it and questions you have for further exploration. In the first few weeks of class I will supply you with a sample analysis to show you what I am looking for.

* = Actual number and length of written reflections may vary once class discussion gets started. It is also possible that a written homework submission assignment will be substituted for an in-class assignment or other graded activity.

Experiential Learning

LAH, HDO, and other supporting programs for this course encourage experiential learning for this class. While in-person field trips are not possible at this time, the course schedule and grading may be updated in the event that we are able to arrange any virtual learning experiences, or safe in-person experiences.

Presentation

In the hopes of encouraging independent inquiry into the topic, each of you will select a topic within the realm of data privacy and cyber security and create a presentation to teach your classmates in the last few weeks of the course. This presentation project will create the other **60% of your final grade**.

Generally, the structure and breakdown of this presentation assignment is as follows:

First, you will submit a short 2-3 page double-spaced topic proposal explaining your topic, why you chose it, and why your classmates should learn about it. This will be 10**%** of your final grade. The topic can be refined further throughout the semester as needed, but your final presentation should generally reflect your topic proposal.

2 weeks before your presentation date you will submit a 4-6 page double spaced paper summarizing your research on your topic. This should include all relevant background information, current trends if any, and pose a thoughtful thesis on your topic. This will count for **30%** of your final grade.

Finally, you will use a class period and present, in whatever format you prefer, your information to your class mates. This presentation should take anywhere from 10-20 minutes. You will be expected to have clear learning objectives and to be able to answer questions from your classmates and myself. The content of your presentation will count for **10%** of your final grade, the presentation itself will count for **10%** of your grade. The last few weeks of class will be primarily classmate presentation, and signing up for presentation dates will take place in the first 3 weeks of class. Students are expected to attend all presentations and be active audience members for presenting classmates.

**Should you decide to work with others on this project, I will expect both your research summary and presentation to be substantially longer. Partners should discuss with me before submitting a cooperative topic proposal for approval.

Late papers and presentation will experience a grade deduction at the discretion of the instructor.
All written assignments must be submitted in PDF format.
All papers must be turned in in hard copy, and legible.

The course will be graded on a +/- system. The breakdown of those grades will be on a 3-4-3 basis. For example:
80-82: B- 90-92: A-
83-86: B 93-100: A
87-89: B+

Please Note: Due to COVID-19 and potential unanticipated changes to our class, the grading system is subject to change.

Academic Honesty
The discussion and exchange of ideas are essential to academic work. You are encouraged to consult with your classmates when you select paper topics or prepare for your on-call class sessions. Though you may find it useful to discuss your chosen topic with your peers, particularly if you are working on a related topic as a classmate, you should ensure that any written work you submit for evaluation is the result of your own research and writing and that it reflects your own approach to the topic. You must properly cite any books, articles, websites, lectures, etc. that have helped you with your work. If you are unclear on what citations or assistance constitute plagiarism, here is a helpful link to the University's guidelines on plagiarism. You may also, obviously, ask me related questions, and I will do my best to answer. http://www.lib.utexas.edu/services/instruction/learningmodules/plagiarism/index.html.
Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties. For more information, please visit http://deanofstudents.utexas.edu/sjs/.
The **University of Texas Honor Code** and the **Code of Conduct** provides as follows:
As a student of The University of Texas at Austin, I shall abide by the core values of the University and uphold academic integrity.
The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Students with Disabilities Policy
The University of Texas at Austin provides, upon request, appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities (SSB 4.104) at 512-471-6259 (voice) or 512-232-2937 (video phone). For more information, visit www.utexas.edu/diversity/ddce/ssd/.

Additional Pandemic Policy

This syllabus is subject to change due to circumstances outside the control of our class. For example, if there is a school closure or schedule change due to public health reasons, we will reasonably determine any changes that need to be made to this syllabus, and any changes will be sent to you in writing via Canvas or email.

Annex A

Proposed Topics & Background Info For Class Discussion

Purpose: Use of Privacy Engineering and Cybersecurity knowledge requires application of reading materials and course concepts to actual business and life scenarios.

Example Topics and Stories for Course Discussion:

1) Racial Discrimination and Role of Government: https://slate.com/technology/2016/01/what-the-fbis-surveillance-of-martin-luther-king-says-about-modern-spying.html
2) Snapchat: https://www.informationweek.com/software/social/5-ways-snapchat-violated-your-privacy-security/d/d-id/1251175
3) Ring Doorbells: https://www.theverge.com/2020/2/18/21141948/ring-two-factor-authentication-default-mandatory-data-sharing-third-party-analytics-advertising
4) Autonomous Vehicles: https://techcrunch.com/2020/01/06/amazon-backed-rivian-will-integrate-alexa-into-its-electric-pickup-and-suv/
5) Health Records: https://www.kxan.com/top-stories/google-and-seton-parent-company-team-up-for-healthcare-project/
6) NYT Privacy Project: https://www.nytimes.com/spotlight/privacy-project-does-privacy-matter
7) Megxit: https://www.tmz.com/2020/01/22/meghan-markle-negative-press-media-baby-archie-privacy-megxit-prince-harry/
8) Facebook: https://www.ftc.gov/news-events/press-releases/2019/07/ftc-imposes-5-billion-penalty-sweeping-new-privacy-restrictions
9) Net Neutrality: https://www.engadget.com/2020/02/21/fcc-public-comment-net-neutrality/
10) Google: https://www.vox.com/recode/2020/2/21/21146998/google-new-mexico-children-privacy-school-chromebook-lawsuit
11) Carpenter v US: https://www.aclu.org/blog/privacy-technology/location-tracking/supreme-courts-groundbreaking-privacy-victory-digital-age
12) Other privacy litigation: https://iapp.org/news/a/us-supreme-court-case-may-have-far-reaching-privacy-implications/
13) Voter Privacy Act Proposal: https://www.theverge.com/2019/8/1/20750490/facebook-google-voter-privacy-act-cambridge-analytica-bill
14) Goop: https://mashable.com/article/gwyneth-paltrow-goop-click-bait/
15) Sia's wig: https://www.dailymail.co.uk/tvshowbiz/article-7846605/Sia-makes-rare-appearance-without-trademark-wig-Los-Angeles-Lakers-game.html
16) New York's "Data Fiduciary" idea: https://www.adweek.com/digital/new-yorks-privacy-bill-failed-last-session-but-it-gives-us-a-look-at-what-future-laws-might-look-like/
17) Starbucks Drive-Thru: https://www.delish.com/food-news/a30985942/tik-tok-starbucks-drive-thru-cameras/
18) What Does Big Tech Know? https://www.pcmag.com/news/what-does-big-tech-know-about-you-basically-everything
19) Bias & Racism in AI: https://www.theguardian.com/inequality/2017/aug/08/rise-of-the-racist-robots-how-ai-is-learning-all-our-worst-impulses