



# Privacy as a Service: Building an End-to-End Consent Platform

USENIX - PEPR 2019

Uber

# i ❤️ lunch

Joined Uber in 2016

Full-stack engineer

Life goal is to be “Queen of Privacy” 🙈



## Agenda

**01** Why build privacy platforms?

**02** End-to-end architecture

**03** Lessons learned

# Why build privacy platforms?

# Make privacy easy



# Utilize expertise



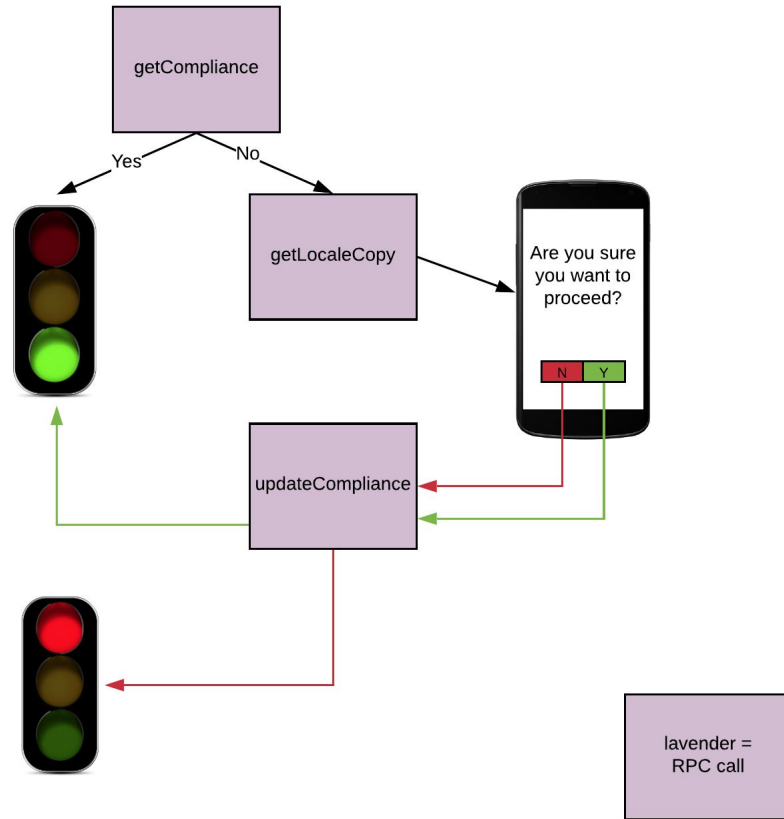
# Standardize



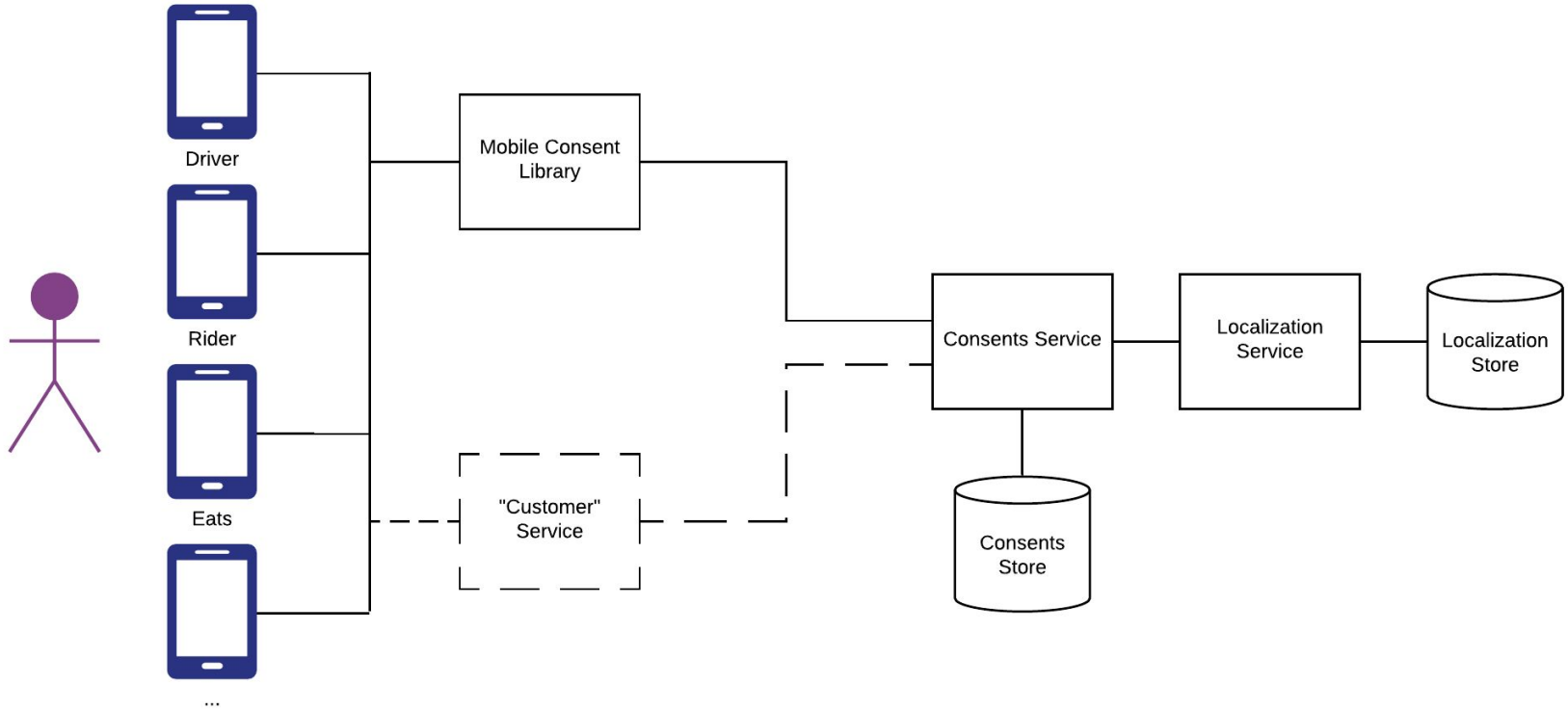
# End-to-end architecture



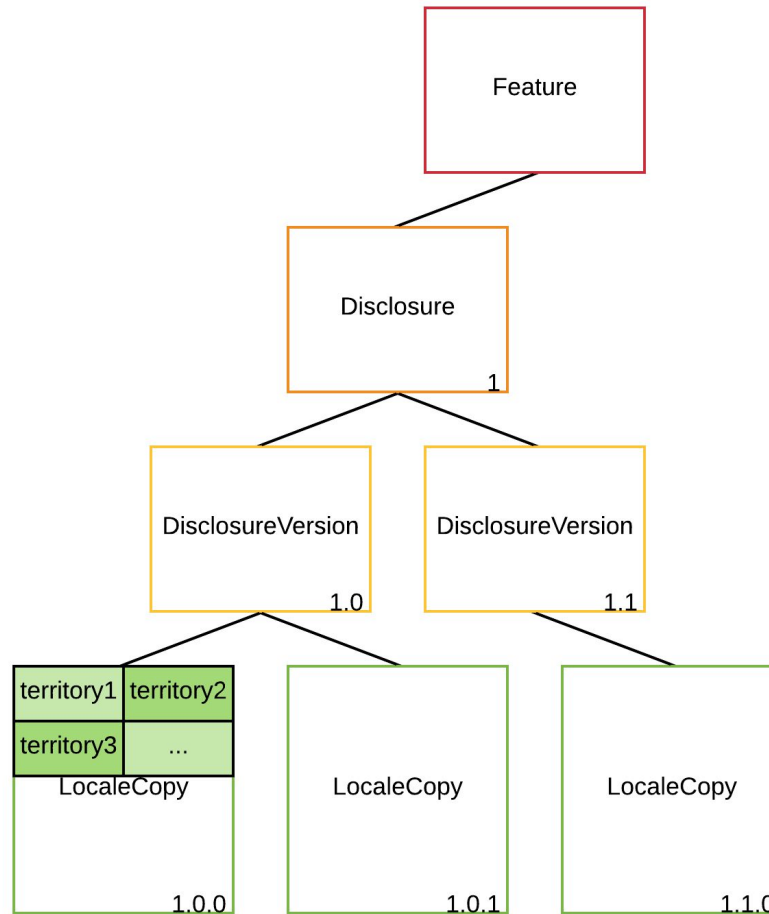
# Basic consent flow



# Consents architecture



# Entity hierarchy



feature in need of consent

reconsent trigger

metadata about consent

actual copy retrieved from rosetta

# Lessons learned

Be flexi

aka



Welcome  
contributions



Be proactive



Uber

Thank  
you

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