

Privacy for All: Achieving Inclusive Privacy in the Digital Age

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1. Introduction



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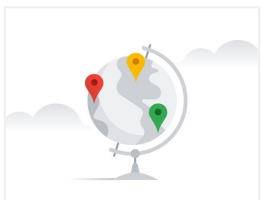
Agenda

1. Introduction
2. What does Inclusive Privacy mean to you ?
3. Proactive approaches
4. Reactive approaches
5. Conclusion



What does Inclusive Privacy mean to you ?

- Privacy is a fundamental human right
- Designing for an average user vs Designing for All
- What areas in your design process could you bring a more inclusive lens?
- Inclusive attributes to consider when designing



Proactive approaches

- Analysis of applicable dimensions of diversity
 - Each dimension of diversity can have a unique impact on a person's privacy needs.
- Identification of marginalized groups
 - Marginalized groups are groups of people who have been historically disadvantaged



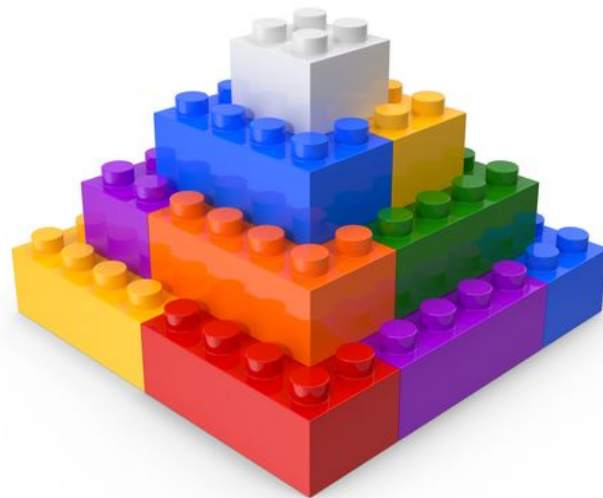
Proactive approaches

- Assess privacy risks
 - understand how these the dimensions of diversity can converge to create specific risks
- Design the privacy features and processes, perform user testing
 - test the privacy features and processes with users to ensure that they are effective and easy to use.



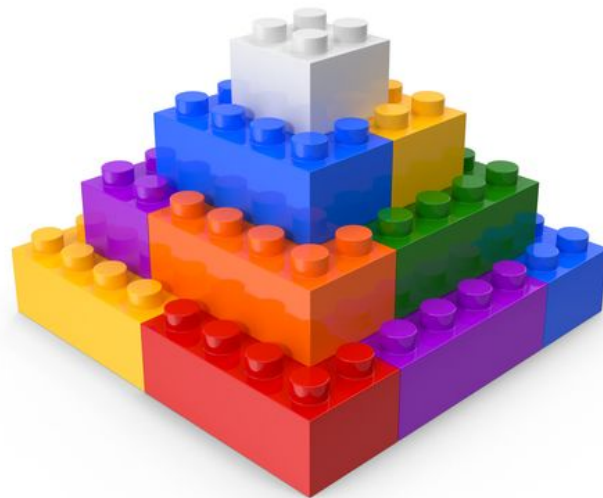
Reactive approaches

- You cannot detect what you are not looking for -
Detection mechanisms
 - Inclusive Privacy toolkit
 - Merging inclusive privacy assessments with traditional privacy impact assessments
 - Intake process for users to report privacy concerns and provide feedback



Reactive approaches

- Commitment is shared across the company - has to be both top down and bottom up
- Prioritization framework to handle potential privacy concerns/bugs
 - Attributes to consider while designing a framework - Priority, Severity, impact, scope, accountability



Conclusion

- Currently there are no industry standards for Inclusive privacy design.
- Implementing inclusive privacy requires collective action from various stakeholders. Where to start ?
 - Lay out foundational principles for designing privacy for diverse user groups.
 - Invest in Inclusive research which can identify areas to maximize the focus on inclusion.
 - Integrate privacy inclusion into product testing programs.
 - Outline an approach to seek user feedback on inclusivity and refine the design iteratively.

Thank you

