

Conclusion

Announcements

Society

Privacy Policies and Laws

Mark Zuckerberg in San Francisco, January 8, 2010

"People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that has evolved over time."

Tim Cook in Brussels, October 24, 2018

"We at Apple are in full support of a comprehensive federal privacy law in the United States. There, and everywhere, it should be rooted in four essential rights:

- First, the right to have **personal data minimized**. Companies should challenge themselves to de-identify customer data, or not to collect it in the first place.
- Second, the **right to knowledge**. Users should always know what data is being collected and what it is being collected for. This is the only way to empower users to decide what collection is legitimate and what isn't. Anything less is a sham.
- Third, the **right to access**. Companies should recognize that data belongs to users, and we should all make it easy for users to get a copy of, correct, and delete their personal data.
- And fourth, the **right to security**. Security is foundational to trust and all other privacy rights."

Perils of Sharing

A persistent source of privacy breaches: sending a message to an unintended recipient

Grandmas keep accidentally tagging themselves as Grandmaster Flash on Facebook



Grandmaster Flash was mentioned in a post.



Darla Smeltekop

July 5 · 🌐

Happy birthday Cassie and Jessie. it is hard to believe 20 years have gone by so fast. Wish we could be their . Love Grandpa and [Grandmaster Flash](#)

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👍 3 people like this.

Grandmaster Flash was mentioned in a post.



Evelyn Shoemaker

July 5 · 🌐

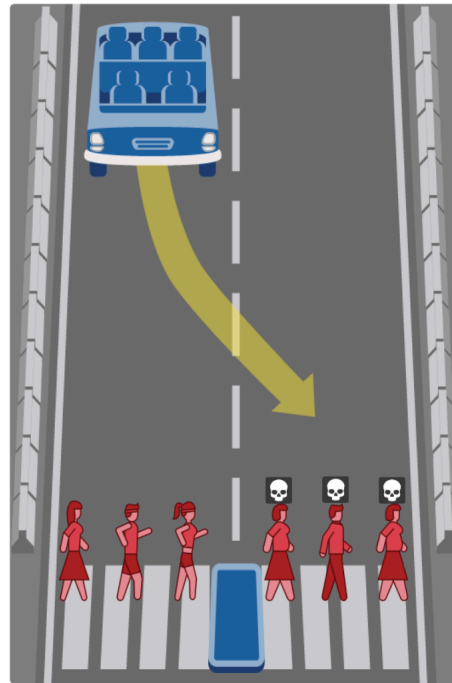
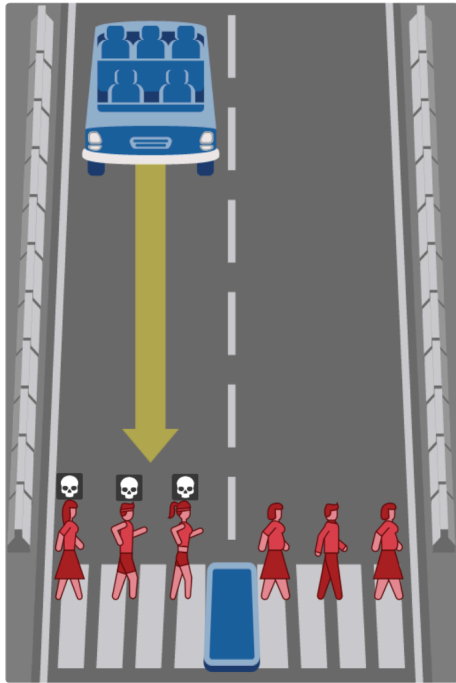
Happy bdat Jaden. Have a great day. Your card has been mailed. Love you. [Grandmaster Flash](#)

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Software

Automated Decision Making

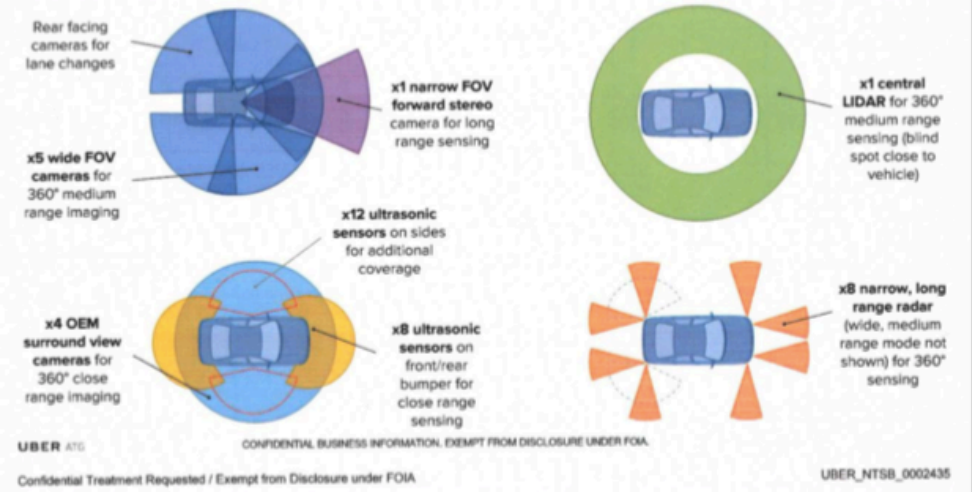
What should the self-driving car do?



Self Driving Vehicle (SDV) Overview



Self-Driving System Sensors



Life

That's all. Thanks!