Forging Trust

Panelists:

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Summary

• Forging Trust
  – Social networks can be leveraged
  – Personal history can provide valuable signals
  – Vomiting icons are intuitively compelling!

• Trust imparts a willingness to accept a vulnerability, but with a level of confidence
  – Safeguard consumers’ privacy
  – Let them understand we’re safeguarding their privacy

• Design Process
  – Make security & privacy decisions more transparent in the design process
  – Need to involve non-experts in S&P analysis & design
  – Structured common sense is valuable
    • e.g. to find vulnerabilities (even by non-experts!)
Discussion Points

• What is privacy from the viewpoint of:
  – Consumers?
  – Private enterprises?
  – Government agencies?

• Is *privacy* required before *trust* may be achieved?

• What role do privacy policies play in forging trust?

• How can technology help protect privacy and forge trust?

• Can we have security without privacy? Should we?

• What challenges lie ahead?