

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?