

**Carnegie Mellon University**  
Master of Science in Information Technology



## Privacy Seminar

**Speaker: Aleecia McDonald**

### **TITLE:**

How Privacy Became Law:  
Legislative History for Four  
Privacy Laws in California, USA

### **Abstract**

Despite commercial value to unlimited collection and use of online consumer data, the US State of California has passed multiple privacy laws. How did that happen? We will cover the twists and turns of a multi-decade attempt to enact usable privacy laws that affect global businesses, with discussion of how Internet policy is formed in practice.

### **Bio**

Aleecia M. McDonald, Ph.D. is an Assistant Professor of the Practice, based at the CMU Silicon Valley campus. She focuses on the public policy issues of Internet privacy, including user expectations for privacy tools, behavioral economics and mental models of privacy, and the efficacy of industry self regulation. She co-chaired the WC3's Tracking Protection Working Group, which was an effort to establish international standards for a Do Not Track mechanism that users can enable to request enhanced privacy online.



### **WHEN**

September  
26th<sup>th</sup> 2023  
12:30-1:50pm

### **WHERE**

Hamburg Hall  
Room 1002

### **ZOOM LINK**

<https://cmu.zoom.us/j/97389172852>

**Password: 429573**