CS 1699
Privacy in the Electronic Society

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22: Activity: Negotiating a privacy-utility tradeoff
Today: A full-lecture activity on negotiating a privacy-utility tradeoff

- Two rounds of negotiation between service provider and customer
- Your goal:
  - Use what you’ve learned in this class to negotiate the best privacy/utility compromise
  - Deliver a complete EULA/Data Sharing Agreement that all parties agree to
- Provider: You want to collect more data by enticing customers with additional utility
- Customer: You want to increase privacy and control over your data while maintaining utility
- Be creative, yet realistic:
  - Computational solutions cost more time, money, engineering effort...
  - Lying to your customers may help in the short term but hurts in the long term
  - Ask each other question: Others may care about things you didn’t think of
  - Our suggestions are only a small subset of the options you have in negotiating
Scenario: Grouper ridesharing application

- Explore how safety considerations can affect the costs and utility of a privacy policy
- Customer: You live in a high-crime neighborhood, without reliable access to public transportation. Bus stops are frequently broken or defaced, and the buses themselves are infrequent and usually late. Transportation options are thus limited to purchasing a vehicle (which they may or may not be able to afford) or using the Grouper ride-sharing app.
- Provider: You are part of the CTO’s team at Grouper, the start-up behind a regional ride-sharing app. They learn of the high crime rate in a neighborhood in their city, and want to do something to help. As such, they’d like to introduce new features that utilize additional tracking of users’ location even when they’re not actively using the app.
- Round 1 Timeline
  - 20 minutes to negotiate
  - 5–7 minutes to write and agree to the EULA
Second round

• In the previous round, you were limited to a single-person negotiation
• In this round, you can collaborate (or collude!) with a group
  • e.g., Customers may agree to set up a grassroots alternative system to protect themselves and cut out Grouper
• Goal and deliverables are the same: Get the best privacy-utility tradeoff that satisfies all parties
• Remember that a broad range of real-world options are available!
  • Not all parties have to agree to the negotiated EULA, but hold-outs must be explicitly mentioned
• Round 2 Timeline
  • 25 minutes to negotiate
  • 10 minutes to write and agree to the EULA