

Jennifer King, Ph.D

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Academic Appointments

Privacy and Data Policy Fellow, Stanford Institute for Human Centered Artificial Intelligence Jan. 2021-present
At HAI I conduct information privacy research with a specific focus on artificial intelligence, as well as work with Professors Sarah Billington and James Landay on a research project examining the impact of sensors used in workplace environments to promote health and well-being. In this role I also engage with and advise policymakers, legislators, and governmental entities on issues related to information privacy, as well as collaborate with HAI colleagues on promoting interdisciplinary policy-focused research at Stanford.

Director of Consumer Privacy, Center for Internet and Society, Stanford Law School April 2018-Dec. 2020
In this role I conducted privacy-focused research in the public interest on topics such as genetic privacy, the Internet of Things, notice and consent, and artificial intelligence. I actively participated in the management of the Center, including strategic planning for research and fundraising. I also engaged with and advise policymakers, legislators, and governmental entities on issues related to information privacy.

Degrees

University of California, Berkeley School of Information

Ph.D, Information Management and Systems

2009 – May 2018

- My dissertation, "Privacy and Social Exchange Theory," used a social relational framework to explore consumer motivations for disclosing personal information to companies. I employed both qualitative and experimental methods for this research. It was selected as the runner up in the Information Schools (I-Schools) Organization's 2019 Best Dissertation Award. Dissertation advisors: Deirdre Mulligan, Coye Cheshire, Steve Weber, and David Wagner.
- Focus areas: human-computer interaction, social computing, and information law and policy.
- Research funded by grants from the Center for Long Term Cybersecurity (inaugural grantee), the National Science Foundation through TRUST (Team for Research Through Ubiquitous Secure Technology) and the I3P (Institute for Information Infrastructure Protection).
- Co-director of the student led Center for Technology, Society & Policy for the 2016-2017 academic year. CTSP funds fellows and projects, organizes events, and hosts speakers supporting our four focus areas: engineering ethics, digital citizenship, evaluating technology policy, and supporting future technologists.

University of California, Berkeley, Masters of Information Management and Systems (MIMS)

2006

University of California, Irvine

1994

- Bachelor of Arts, Political Science and Sociology with Honors in Political Science.
- Admission with Distinction, Campuswide Honors Program, National Political Science Honors Society, National Sociology Honors Society, Dean's List, UCDC Scholarship Award Recipient, Lyndon B. Johnson Congressional Fellow.

Peer Reviewed Journal and Conference Publications

Mulligan, D.K., Regan, P.M. and **King, J.** (2020), The Fertile Dark Matter of Privacy takes on the Dark Patterns of Surveillance. *J. Consum. Psychol.*, 30: 767-773. <https://doi-org/10.1002/jcpy.1190>

Jennifer King. 2019. "Becoming Part of Something Bigger": Direct to Consumer Genetic Testing, Privacy, and Personal Disclosure. Proc. ACM Hum.-Comput. Interact. 3, CSCW, Article 158 (November 2019), 33 pages. <https://doi.org/10.1145/3359260>

Christopher Thompson, Maritza Johnson, Serge Egelman, David Wagner, and **Jennifer King**. "When It's Better to Ask Forgiveness than Get Permission: Attribution Mechanisms for Smartphone Resources." Presented at the Symposium on Usable Privacy and Security, July 2013. Newcastle, UK.

Jennifer King, Airi Lampinen, and Alex Smolen. "Privacy: Is There An App For That?" Presented at the Symposium on Usable Privacy and Security, July 2011. Pittsburgh, PA.

King, Jennifer and Selcugoklu, Aylin. "Where's the Beep? User Misunderstandings of RFID." In Proceedings of 2011 IEEE International Conference on RFID.

M. Meingast, **J. King**, D. Mulligan. "Embedded RFID and Everyday Things: A Case Study of the Security and Privacy Risks of the U.S. e-Passport." In Proceedings of IEEE International Conference on RFID, March 2007.

M. Meingast, **J. King**, D. Mulligan. "Security and Privacy Risks of Embedded RFID in Everyday Things: the e-Passport and Beyond," *Journal of Communications*, 2(7), 2007.

Law Review Articles and Refereed Workshop Publications

Jennifer King and Adriana Stephan. Regulating Dark Patterns in Practice – Applying the California Privacy Rights Act. Georgetown Technology and Law Review. 5 Geo. L. Tech. Rev. 251 (2021).

Jennifer King, Richmond Wong, Rena Coen, Jael Makagon, and Andreas Katsanevas. "This All Seemed Fairly Normal To Me"—The Absence of Effect of Privacy Policy Links on Invasive Personal Disclosure. Presented at the Privacy Law Scholars Conference (invitation only), May 2019, Berkeley, CA.

Jennifer King, "Privacy, Disclosure, and Social Exchange Theory." UC Berkeley dissertation, filed May 2018. A draft of this work was presented at the Privacy Law Scholars Conference (invitation only), June 2015, Berkeley, CA.

Jennifer King, "Understanding Privacy Decision-Making Using Social Exchange Theory." Presented at The Future of Networked Privacy: Challenges and Opportunities workshop, CSCW March 2015.

Jennifer King. "Taken Out of Context: An Empirical Analysis of Westin's Privacy Scale." Presented at the Workshop on Privacy Personas and Segmentation (PPS) at SOUPS, July 2014. Menlo Park, CA, USA.

Deirdre K. Mulligan and **Jennifer King**. "Bridging the Gap Between Privacy and Design." University of Pennsylvania Journal of Constitutional Law, Vol. 14, Issue 4, 2012. Selected as a Leading Paper for Policymakers by the Future of Privacy Forum, 2012.

Jennifer King. "How Come I'm Allowing Strangers To Go Through My Phone?: Smartphones And Privacy Expectations." Presented at the [Workshop on Usable Privacy and Security for Mobile Devices \(U-PriSM\)](#) at SOUPS, July 2012. Washington, D.C., USA. Note: This paper was also presented at the Privacy Law Scholars Conference (invitation only), June 2012, Washington, D.C., USA. Selected as a Leading Paper for Policymakers by the Future of Privacy Forum, 2012.

Jennifer King and Deirdre K. Mulligan. "Reconceptualizing Privacy for Social Media Research and Design." Presented at *Reconciling Privacy with Social Media* workshop, CSCW, 2012.

Jennifer King and Andrew McDiarmid. "Where's The Beep? Security, Privacy, and User Misunderstandings of RFID." In proceedings of USENIX Usability, Security, and Psychology. San Francisco, CA, April 14, 2008. Available at: <http://portal.acm.org/citation.cfm?id=1387652>

Egelman, Serge, **King, Jen**, Miller, Robert C., Ragouzis, Nick, and Shehan, Erika. "Security User Studies: Methodologies and Best Practices." Extended abstracts of the ACM Conference on Human Factors in Computing Systems (CHI 2007). San Jose, CA, USA, April 28, 2007.

Research Reports and White Papers

Daniel Ho, **Jennifer King**, Russell Wald, and Chris Wan. Building A National AI Research Resource: A Blueprint for A National Research Cloud. White Paper: Stanford Institute for Human-Centered Artificial Intelligence, October 2021. Available at: <https://hai.stanford.edu/policy/national-research-cloud>

King, Jennifer; Flanagan, Anne; Warren, Sheila. Redesigning Data Privacy: Reimagining Notice & Consent for Human-Technology Interaction. White paper report: World Economic Forum, 30 July 2020. Available at: <https://www.weforum.org/reports/redesigning-data-privacy-reimagining-notice-consent-for-humantechnology-interaction>.

Hoofnagle, Chris; **King, Jennifer**; Li, Su; and Turow, Joseph. "How Different are Young Adults from Older Adults When it Comes to Information Privacy Attitudes and Policies?" April 14, 2010. Available at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1589864. Selected as a Leading Paper for Policymakers by the Future of Privacy Forum, 2010.

Turow, Joseph; **King, Jennifer**; Hoofnagle, Chris; Bleakley, Amy; and Hennessey, Michael. "Americans Reject Tailored Advertising and the Three Activities That Enable It." September 29, 2009. Available at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1478214

Jennifer King, Deirdre Mulligan, and Steven Raphael. "CITRIS Report: An Evaluation of the Effectiveness of the City of San Francisco's Community Safety Cameras." Presented before the City of San Francisco Police Commission, January 2009.

Chris Jay Hoofnagle and **Jennifer King**. "Research Report: What Californians Understand About Privacy Online." September 3, 2008. Available at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1262130

Chris Jay Hoofnagle and **Jennifer King**. "Research Report: What Californians Understand About Privacy Offline." May 15, 2008. Available at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1133075

Jennifer King and Chris Jay Hoofnagle, "A Supermajority of Californians Support Limits on Law Enforcement Access to Cell Phone Location Information," February 2008. Presented at the 37th Research Conference on Communication, Information and Internet Policy (TPRC), September 26, 2008, George Mason University, Alexandria, VA. Available at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1137988

Chris Jay Hoofnagle and **Jennifer King**. "Consumer Information Sharing: Where The Sun Still Don't Shine," December 2007. Available at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1137990

Op-Eds and Popular Press

Jennifer King. "[Opinion: After Rape Survivor's Arrest, It's Time To Rethink Genetic Databases.](#)" The Washington Post, Feb. 17, 2022.

Jennifer King and Jael Makagon. "[The fallacy behind private surveillance cameras in San Francisco.](#)" Cal Matters, August 9, 2020.

Jen King. "[Change your phone settings so Apple, Google can't track your movements.](#)" The Conversation, Jan. 14, 2019.

Invited Talks & Panels

Regulating Artificial Intelligence Through Data Protection. [Global Privacy Assembly](#), Keynote Speaker, October 18, 2021.

[Bringing Dark Patterns To Light—An FTC Workshop](#). Panelist, April 29, 2021.

[Dark Patterns, Icons and Toggles: A Conversation on Design and Regulation](#). IAPP Global Summit, April 23, 2021. (panelist)

[Dark Patterns: Manipulative UX Design and the Role of Regulation](#). Future of Privacy Forum, March 24, 2021. (main presenter)

[The Rise of Trust Brokers](#). World Economic Forum Sustainable Development Impact Summit, Sept. 24, 2020.

"[Notice, Consent, and Disclosure in Times of Crisis](#)." Atlantic Council Data Salon Series, May 27, 2020. (main presenter)

"Integrating Privacy, Personal Disclosure, and Social Exchange Theory: An Experimental Test." [Ostrom Workshop Colloquium](#), Indiana University, Bloomington, IN, October 21, 2019. (main presenter)

[The Trust Paradox: The Future of Privacy and Transparency in the Digital Economy](#). The Churchill Club, San Mateo, CA, March 29, 2019 (panelist).

"The Cambridge Analytica Debacle," International Association of Defense Counsel, Santa Barbara, CA, February 27, 2019.

"Privacy, Anonymity, and Consent." [Conference On Mobile Position Awareness Systems and Solutions](#), San Francisco, CA, Sept. 7, 2018.

Data Privacy Day (panel), World Economic Forum Center for the Fourth Industrial Revolution, San Francisco, CA, June 5, 2018.

[Designing Trustable Products: Microinteractions Matter For Secure UX](#) (panel). O'Reilly Design Conference, March 22, 2017.

Security & Human Behavior, Harvard Law School, May 2016.

TRUSTe Internet of Things Privacy Summit, June 17, 2015. Panelist, "Enabling Smart Cities: Planning for Privacy."

In Short – Advertising and Privacy Disclosures for a Digital World. Federal Trade Commission workshop, May 30, 2012. – Opening speaker and panelist.

How To Personalize Without Being Creepy. SXSW Interactive – March 14, 2011. Austin, TX. – Panelist.

“A Supermajority of Californians Support Limits on Law Enforcement Access to Cell Phone Location Information,” given at the 37th Research Conference on Communication, Information and Internet Policy (TPRC), September 26, 2008, George Mason University, Alexandria, VA.

“Where’s the Beep? Security, Privacy, and User Misunderstandings of RFID,” given at “Pay On The Go: Consumers and Contactless Payment,” Federal Trade Commission Town Hall Meeting, July 24, 2008, University of Washington, Seattle, WA. – Panelist.

“The State of CCTV in the United States,” given at the 3rd Annual Surveillance and Society Conference “InVisibilities: The Practice and Experience of Surveillance in Everyday Life,” April 3, 2008, University of Sheffield, Sheffield, England, UK.

“CCTV: Developing Privacy Best Practices,” Department of Homeland Security Workshop, December 17-18, 2007, Alexandria, VA. – Panelist

“Sensors as Disruptive Technology: Guidelines for Future Development,” given at the IBM Sensor Day, October 2007, UC Berkeley, Berkeley, CA.

“Embedded RFID and Everyday Things: A Case Study of the Security and Privacy Risks of the U.S. e-Passport,” given at the IEEE International Conference on RFID, March 2007, Grapevine, TX.

“RFID: A Case Study of the Risks and Benefits of Location-Aware Technologies,” given at the O’Reilly Emerging Technology Conference, March 8, 2006, San Diego, CA.

Teaching Experience

Co-instructor (with Professor Dan Ho), Law 807Z: Creating a National Research Cloud, Policy Practicum, Winter-Spring 2021, Stanford Law School.

Co-Instructor (with Professor Coye Cheshire), I216: Computer Mediated Communication (graduate level course). Fall 2016, Spring 2016, U.C. Berkeley School of Information.

Sponsored Research

Co-PI: CNS Core: **Large: Autonomy and Privacy with Open Federated Virtual Assistants**, National Science Foundation, Award RSGA-1900638, PI Monica S. Lam, Co-PIs Chris Re; Christopher Manning; Dan Boneh; David Mazieres; James Landay; Michael Bernstein, April ‘19-Sept. ‘23, Stanford University: \$627,077.

PI: **Exploring User Perceptions of Personal Data Ownership and Management**. 2019 H2 Mozilla Research Projects Grant, Stanford Center for Internet and Society, Jan.-Dec. ‘20, \$40,000.

Awards, Honors and Service

Awards:

Best Dissertation Award, Runner-Up: Information Schools (I-Schools) Organization, 2019

Selected leading paper, Future of Privacy Forum's Annual Privacy Papers for Policy Makers Award, 2012 (two papers) and 2010. *This Award recognizes leading privacy scholarship that is relevant to policymakers in the United States Congress, at U.S. federal agencies and for data protection authorities abroad.*

UC Berkeley School of Information Dr. James R. Chen Award for Outstanding Master's Final Project "Social Uses of Communication Backchannels in a Shared Physical Space," 2006.

Public Service:

Committee Member, California State Advisory Board on Mobile Privacy Policies, 2012

Member, State of California RFID Advisory Board, 10.07 – 3.08

Leadership Roles (Conferences and Workshops):

Program Committee, *Symposium on Usable Privacy and Security*, 2020

Organizer, *Redesigning Consent for Better Data Protection*, Oct. 2-3, 2019. Co-hosted with the World Economic Forum Center for the Fourth Industrial Revolution, San Francisco, CA

Program Organizer, *Workshop on Privacy Indicators and The Future of Privacy Indicators Workshop*, SOUPS, June 2016

Program Organizer, *Bridging the Gap Between Privacy by Design and Privacy in Practice*, CHI, May 2016

Program Organizer, *Privacy By Design: Privacy Enabling Design*, Computing Community Consortium, May 2015

Program Organizer, *Security User Studies: Methodologies and Best Practices*, CHI Workshop, 2007

Committee Member, *Privacy & Power: Acknowledging the Importance of Privacy Design for Vulnerable Populations*, CHI Workshop, 2020

Committee Member, *Ubiquitous Privacy: Research and Design for Mobile and IoT Platforms*, CSCW Workshop, 2019

Committee Member, *The Future of Networked Privacy: Challenges and Opportunities*, CSCW Workshop, 2015

Committee Member, *Measuring Networked Privacy*, CSCW Workshop, 2013

Conference & Journal Reviewing:

CSCW: 2019, 2017, 2016, 2015, 2013

International Workshop on Privacy Engineering – IWPE 2016

CHI: 2021, 2020, 2019, 2018, 2014

IEEE RFID 2012

External Consulting

Contract Litigation Consultant/Expert Witness

2010 – Present

I provide expert services to clients (Federal Trade Commission, Federal Reserve Board, State of Washington, City of Santa Monica, City of Santa Cruz, and others) focusing on online disclosures, negative option continuity programs, online credibility, deception, dark patterns, and general website usability issues.

Major Cases include:

- Testifying Expert, *FTC vs. Amazon (2:14-cv-01038-JCC)*. I completed an expert report, rebuttal report, and was deposed. My expert report provided a heuristic analysis of the in-app purchase process as well as an analysis of thousands of customer complaints. The case was decided on summary judgment in favor of the FTC, finding Amazon liable for unauthorized in-app purchases by children on the Kindle Fire tablet.
- Testifying Expert, *FTC vs. Commerce Planet (8:09-cv-01324-CJC(RNBx))*. I completed an expert report, rebuttal report, was deposed, and testified at trial. The substance of my report was a heuristic evaluation of a portion of the Commerce Planet website to determine the clarity and conspicuousness of negative option marketing disclosures to consumers. The case resulted in a permanent injunction, restitution, and disgorgement against the defendant for deceptive and unfair practices violating Section 5(a) of the FTC Act.

Previous Professional Experience

Prior to beginning my Ph.D program, I was a Research Specialist at the Samuelson Law, Technology, and Public Policy Clinic at U.C. Berkeley Law (2007-2009). My earlier professional career was as a product manager in the online software industry over a period of seven years, most notably at Yahoo!.