

Aleecia M. McDonald

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Education

Carnegie Mellon University. Engineering & Public Policy. Graduation anticipated Spring, 2010. Thesis: *Footprints Near the Surf: Individual Privacy Decisions in Online Contexts*. Committee: Lorrie Faith Cranor (chair), Alessandro Acquisti, Deirdre K. Mulligan, Jon M. Peha.

Carnegie Mellon University. H. John Heinz School of Public Policy and Management. Master of Science, Public Policy and Management with a concentration in Internet Policy, May, 2006.

Carnegie Mellon University. Bachelor of Arts, Professional Writing, 1994. Included 1.5 yrs Computer Science curriculum as electives; no minor offered at that time.

Additional non-degree course work in law at Golden Gate University (Contracts, Torts, Civil Procedure, Criminal Law, and Legal Writing) and De Anza College (Real Estate Law).

Publications

A Comparative Study of Online Privacy Policies and Formats. In *Proceedings of the Privacy Enhancing Technologies Symposium* (PETS 2009), Seattle, Washington, August 5-7 2009 (with R. W. Reeder, P. G. Kelley, and L. F. Cranor)

The Cost of Reading Privacy Policies. *I/S: A Journal of Law and Policy for the Information Society*. 2008 Privacy Year in Review issue (with L. Cranor).

P3P Deployment on Websites. *Electronic Commerce Research and Applications*, Volume 7, Issue 3 (November 2008). Pages 274-293 (with L. Cranor, S. Egelman, S. Sheng, and A. Chowdhury).

A User Study of the Expandable Grid Applied to P3P Privacy Policy Visualization. In *Proceedings of the Workshop on Privacy in the Electronic Society* (WPES 2008), Washington, DC, USA, October 2008 (with R. Reeder, L. Cranor, and P. Kelly).

A Usability Evaluation of a Home Monitoring System. In *Proceedings of the 3rd Symposium on Usable Privacy and Security* (SOUPS 2007). Pages 143-144, July 2007 (with R. James, W. T. Kim, and R. McGuire).

2006 Privacy Policy Trends Report. CyLab Privacy Interest Group. January 31, 2007 (with L. Cranor, S. Egelman, and S. Sheng).

How Technology Drives Vehicular Privacy, *I/S: A Journal of Law and Policy for the Information Society*, 2(3), Fall 2006, 981-1015 (with L. Cranor.)

Conference Presentations and Invited Talks

Google Tech Talk. Online Privacy: Industry Self Regulation in Practice. September 2009.

A Comparative Study of Online Privacy Policies and Formats. Privacy Enhancing Technologies Symposium (PETS 2009), Seattle, Washington, August 5 2009 (with R. W. Reeder, P. G. Kelley, and L. F. Cranor)

The Cost of Reading Privacy Policies. The 36th Research Conference on Communication, Information and Internet Policy (IPRC), Sep 27, 2008, The National Center for Technology and Law, George Mason University School of Law (with L. Cranor).

Poster Presentations

One dozen poster presentations from 2005-9. Venues include the Symposium on Usable Privacy and Security (SOUPS), Computers, Freedom and Privacy (CFP), the Telecommunications Policy Research Conference (IPRC), and the Gordon Science & Technology Policy Conference. Details available from www.aleecia.com/cv.html

Technology Policy Experience

Carnegie Mellon University, *Research Assistant, staff position*

5/06 – 8/06

Under the direction of Dr. Jon M. Peha, managed a group of three students to investigate spyware traffic on the Carnegie Mellon network. Determined schedule and priorities for students. Used Snort on Red Hat with custom anonymization tools to ensure privacy. Responsible for IRB (Institutional Review Board) interactions. Performed data analysis in MySQL, SAS, and R.

Authored two internal papers on RFID (Radio Frequency Identification) including research on security issues and privacy. Participated in events on international short privacy notices, Real ID, and the PATRIOT Act. Edited written comments to the Federal Election Committee. Attended FEC and Senate Intelligence Committee hearings.

Teaching Experience

Project manager. *Policy Dimensions of New Space Technologies*, Spring, 2008. Responsible for a team of six undergraduate students as they defined, designed, and implemented research regarding “new space” (entrepreneurial rather than NASA-led) business models, technologies, and federal policies. We submitted findings to our client, the Federal Aviation Agency. Created and graded quizzes. Contributed to assigning midterm and final grades.

Guest lecturer. *Useable Privacy and Technology*, Spring, 2008. Topic: Online privacy policies. Also led a class tour of a biometrics laboratory.

Guest lecturer. *Useable Privacy and Technology*, Spring 2007. Topic: Visualizing privacy.

Guest lecturer. *Privacy Policy, Law, and Technology*, Fall, 2007. Topic: Privacy policies and privacy communication.

Political Experience

Advance volunteer from 1997-2002 for the Vice President of the United States and a United States Senator. Worked with the Secret Service and Silicon Valley CEOs. Part-time volunteer for multiple campaigns from 1995 to 2008, full-time volunteer for three months in 2002. Experienced with campaigns at all levels (Town Council, San Francisco Board of Supervisors, VA House, United States Senate, United States President.) Responsibilities: campaign manager, site lead, event planner, media coordinator, motorcade lead, phone bank manager, delegate to a State convention.

Writing Experience

A decade of experience working for software startups. Specialized in single source cross-platform documentation, ranging from online help to API manuals. Wrote and edited thousands of pages, as team lead was responsible for scheduling and mentoring new hires, advocated for usability testing and customer contact to meet reader's needs. Details: <http://www.aleecia.com/tech-resume.html>

Technical Writer, Contractor for San Francisco Bay area software companies

7/01 – 5/04

Ariba, Mountain View, CA *Software Quality Engineer; Technical Writer*

4/98 – 7/01

Z-AXIS, San Mateo, CA. *Technical Writer*

3/97 – 4/98

Visix Software, Reston, VA. *Technical Writer*

3/95 – 3/97

Service

Privacy policy format findings supported a portion of Lorrie Faith Cranor's testimony to the Federal Trade Commission, “Ehavioral Advertising: Tracking, Targeting, & Technology” town hall meeting, Nov 2, 2007.

Program Committee member for the Privacy Enhancing Technologies Symposium (PETS) 2010

Volunteer work on conference logistics for multiple years for the Symposium on Usable Privacy and Security, Freedom to Connect, and the Anti-Phishing Working Group eCrime Summit.

Department representative to Carnegie Mellon's Graduate Student Assembly (GSA) 2006-7.

Media Coverage

The value of time to read privacy policies findings were covered by technology and legal publications, and blogged internationally in multiple languages. Highlights:

- Radio interview for Free Press' Media Minute, aired Oct, 17 2008.
- Anderson, Nate. Study: Reading online privacy policies could cost \$365 billion a year. *Ars Technica*. (8 Oct 2008)
- Davis, Wendy. Online Execs Object To Privacy Statement Report. MediaPost's *Online Media Daily*. (9 Oct 2008)
- McGee, Matthew. Average privacy policy takes 10 minutes to read, research finds *OUT-LAW News*. (6 Oct 2008)
- *Slashdot*, 20 Hours a Month Reading Privacy Policies (10 Oct 2008)
- Whoriskey, Peter. Lost in the Fine Print: It Would Take a Week to Read All Your Privacy Policies. *Washington Post I.T.* (26 Sep 2008)
- Wilson, Tim. Users, Enterprises Pay for Poor Privacy Policies, Study Says. *Dark Reading*. (7 Oct 2008)