



MARQUETTE  
UNIVERSITY

HELEN WAY KLINGLER  
COLLEGE OF ARTS AND SCIENCES

Department of Mathematics, Statistics and Computer Science

## COLLOQUIUM ANNOUNCEMENT

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### *Ethics of Big Data*

Jody Westby

School of Computer Science at Georgia Tech

CEO of Global Cyber Risk LLC

**2:00 PM, Friday, April 27, 2018**

Cudahy Hall, Room 401

#### **Abstract**

Finally, the American public is starting to realize the privacy risks associated with Big Data. The ability to push data through algorithms for predictive and analytical purposes is driving the advertising industry and providing marketing and business development professionals with new strategic directions. The revelations about the Russian's use of social media platforms in an attempt to influence the thinking and actions of millions of Americans was the Great American Wake-up Call. The furor over the collection and use of Facebook user data for political purposes has resulted in Congressional hearings, regulatory investigations around the globe, action by state attorneys general, and lawsuits. The conversation is only beginning. It is important that academia and industry take a lead in providing frameworks for the ethical use of data before legislators and regulators do it for them. There are lessons to be learned from ethical requirements associated with human subject data and work that has been performed by the cybersecurity research community. This presentation will examine these issues and present potential pathways to balancing the productive and innovative use of Big Data with privacy considerations.

#### **Bio**

Drawing upon a unique combination of more than twenty years of technical, legal, policy, and business experience, Ms. Westby provides consulting and legal services to public and private sector clients around the world in the areas of privacy, security, cybercrime, breach management, and IT governance. She also serves as Adjunct Professor to the Georgia Institute of Technology's School of Computer Science and is a professional blogger for *Forbes*.

Ms. Westby is a member of the bars of the District of Columbia, Pennsylvania, and Colorado. She serves as co-chair of the American Bar Association's (ABA) Privacy and Computer Crime Committee (Science & Technology Law Section) and Cybercrime Committee (Criminal Justice Section) and is serving a third term on the ABA President's Cybersecurity Task Force. She co-chaired the World Federation of Scientists' (WFS) Permanent Monitoring Panel on Information Security and served on the ITU Secretary-General's High Level Experts Group on Cybersecurity.

Ms. Westby led the development of the International Toolkit on Cybercrime Legislation and is an editor and co-author of the 2010 WFS-ITU publication, *The Quest for Cyber Peace*. Ms. Westby is co-author and editor of four books on privacy, security, cybercrime, and enterprise security programs and author of two books on legal issues associated with cybersecurity research, all published by the ABA. She speaks globally on these issues.

Previously, she launched In-Q-Tel, was senior managing director at PricewaterhouseCoopers, was senior fellow and director of IT Studies for the Progress and Freedom Foundation, and was director of domestic policy for the U.S. Chamber of Commerce. Ms. Westby practiced law at Shearman & Sterling and Paul, Weiss, Rifkind, Wharton & Garrison. B.A., summa cum laude, University of Tulsa; J.D., magna cum laude, Georgetown University Law Center; Order of the Coif. Ms. Westby is a member of the American Bar Foundation and the Cosmos Club.

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or contact Dr. Daniel Rowe #414-288-5228, [daniel.rowe@marquette.edu](mailto:daniel.rowe@marquette.edu)

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