

Privacy-Enhanced Personalization

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Personalized interaction with computer systems can be at odds with privacy since it necessitates the collection of considerable amounts of personal data. Numerous consumer surveys revealed that computer users are very concerned about their privacy online. The collection of personal data is also subject to legal regulations in many countries and states. This talk presents work in the area of Privacy-Enhanced Personalization that aims at reconciling personalization with privacy through suitable human-computer interaction strategies and privacy-enhancing technologies.

References

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