

Privacy Assurance Lab (PAL)



Penn State PAL



As information technologies increasingly expand the ability for organizations to store, process, and exploit personal data, privacy is at the center of discussion and controversy among multiple stakeholders including business leaders, privacy activists, and government regulators. Public opinion polls have repeatedly shown privacy to be of utmost concern in diverse organizational and societal contexts and it is argued that information privacy continues to be eroded as a result of technology innovations.

The Privacy Assurance Laboratory (PAL) was established in the Summer of 2007 to bring together an interdisciplinary team of researchers working on a diverse set of projects related to understanding and assuring information privacy. We at the PAL seek to better understand the dynamic and dialectic nature of information privacy through a combination of theoretical, technical and empirical research efforts. Our goal is to develop theories, tools and techniques that help IT professionals, business leaders

and policy makers bring system requirements, business strategies and policies into better alignment.

Moreover, the interplay between social and technological issues associated with the privacy assurance will be the subject of a number of educational initiatives for Penn State's new major in Security and Risk Analysis.

Our Sponsors

National Science Foundation (NSF)
Department of Defense (DoD)

Faculty Members

Dr. John Bagby Dr. Mary Beth Rosson
Dr. Jack Carroll Dr. Anna Squicciarini
Dr. Chao Chu Dr. Heng Xu (Director)
Dr. Peng Liu Dr. Sencun Zhu

Student Members

Ying Chen James Smith
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Current Projects

- Conceptual Underpinnings of Information Privacy
- Privacy as Design
- Privacy Assurance in Location-Based Services
- Web 2.0 Privacy
- RFID Privacy
- Privacy and Wireless Advertising Messages (WAM)

Join Us

PAL is looking for students to work on various research projects. If you are interested in PAL related research, please contact Dr. Heng Xu <hxu@ist.psu.edu>.

**College of Information
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