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. The Privacy Assurance Lab (PAL) was established in the Summer of 2007 to bring together an inter-disciplinary 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.

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**Join Us**
PAL is looking for people to work on research projects with us. If you are interested in PAL related research, please contact Dr. Xu <hxu at ist.psu.edu>.

**Current Funded Projects**

**Research Domains**
- Web 2.0 Privacy
- Smartphone Privacy
- Location Privacy
- Teen’s Online Safety
- Health Information Privacy

**Research Themes**
- Conceptualization
- Design
- Intervention

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