



# ONLINE PRIVACY

**PROF. PONNURANGAM KUMARAGURU**

Department of Computer Science  
IIIT Hyderabad

**TYPE OF COURSE** : New | Elective | UG/PG

**COURSE DURATION** : 12 Weeks (24 Jan' 22 - 15 Apr' 22)

**EXAM DATE** : April 23, 2022

**PRE-REQUISITES** : Any student from 5th semester UG B.Tech. should be able to understand the content of the course.

**INTENDED AUDIENCE** : Anybody interested in the area of Privacy, including industry professionals and students

**INDUSTRIES APPLICABLE TO** : TCS, Wipro, Microsoft to name a few, any company involved in online business will be interested

## **COURSE OUTLINE :**

With increase in the usage of the Internet, there has been an exponential increase in the use of online platforms, including social media (Facebook, Twitter, Koo, Tinder), e-commerce (Amazon, Flipkart), gaming (Roblox), video streaming (Netflix, Amazon Prime, Twitch), and messaging (WhatsApp, Signal, Telegram) services. These platforms have changed our way of living, and information that we share with or consume from these platforms. However, widely used, there is a lack of understanding of privacy on these online platforms. Popularity of study of Online privacy as a topic of study is very recent. Online Privacy needs to be investigated, studied and characterized from various perspectives (computational, cultural, psychological, theoretical, etc.). It is critical to understand the threats and defend privacy through real-time and scalable systems. Since there are no logical boundaries for the online space, it is important to study the problem from an international perspective too.

## **ABOUT INSTRUCTOR :**

Prof. Ponnurangam Kumaraguru (&quot;PK&quot;) is a Professor of Computer Science at IIIT-Hyderabad. He is a Visiting Faculty at IIT Kanpur and an Adjunct faculty at IIIT Delhi. PK is an ACM India Council Member, and Chair of the Publicity &amp; Membership Committee of ACM India. PK is a TEDx and an ACM Distinguished &amp; ACM India Eminent Speaker. PK received his Ph.D. from the School of Computer Science at Carnegie Mellon University (CMU).

## **COURSE PLAN :**

**Week 1:** Introduction; Various Privacy breaches, and its effects

**Week 2:** Definition & forms of Privacy; Difference between data security & data privacy

**Week 3:** Privacy Attitudes & Awareness

**Week 4:** Social Media Privacy

**Week 5:** Social Media Privacy

**Week 6:** Data anonymity:K-anonymity, L-diversity, T-closeness, Differential privacy

**Week 7:** Image & Location privacy; Ethics about studying online privacy

**Week 8:** Image & Location privacy; Ethics about studying online privacy

**Week 9:** User behaviour & Usable privacy; Privacy in National projects like Aadhaar, NATGRID

**Week 10:** User behaviour & Usable privacy; Privacy in National projects like Aadhaar, NATGRID

**Week 11:** Privacy policies:Length, readability, legality, cost of reading privacy polcies

**Week 12:** Privacy policies:Length, readability, legality, cost of reading privacy polcies