Tesla Tussle (#3)

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• The Future:
  – We took a forward-looking stance – moving beyond this case
  – This is optional now, but will it be a choice later?
  – Internet of things integration – heading to a quantified world and a quantified persona
  – Assume that cars of the future will collect everything possible
• Tradeoffs:
  – Public goods (eg. safety) vs. private drawbacks
  – Individual benefits (eg. Cost savings) vs. drawbacks
  – Providing user choice vs. choice overload
  – Technical measures vs. regulatory vs. company policies
  – Regulatory tradeoffs: independent body vs. integrated into firm processes
  – differences between people and differences across time, differences across contexts
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• Requirements to consider:
  – Time limitations on storage of data
  – Technical solutions, eg. removing identifying information
  – Crowd-sourcing of privacy decisions?
  – Integrating privacy review into firm processes
  – Baseline policies/expectations
  – Determining when the merging of information from different sources crosses the line
    • And accounting for the shifting line and differences in expectations from person to person