

Tesla Tussle (#3)

- Annie Anton
- Jeannette Wing
- Edward Palmieri
- Audrey Plonk
- Erik Neuenschwander
- Michael Berger

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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

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- 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