

Cyber Showcase PRESENTATION

Diana Garcia

Diana is from Northern Virginia and is a Junior at Christopher Newport University. On campus she is involved in the Society of Women in Engineering also known as SWE. Diana's major was Computer Science but this Fall Semester she switched it to Cybersecurity! Grateful that CNU added it as a Major. Her career goal is to gain a position at a company and be part of a team where she can personally, and professionally continue to enhance and expand herself.



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WHO?

- Student at Christopher Newport University
- Third - Year Student
- Major : Cyber Security
- From NOVA Area
- Project Mentor : Daniel Shin, COVA CCI Research Scientists, Cybersecurity Researcher, The Center for Legal & Court Technology, William & Mary



McDonald's ✓
@McDonalds

k giving them away only IF you shave bc beards + McRib sauce don't mix. post ur clean-shaven selfie on ur public profile with [#shave4mcribsweepstakes](#) and [@mcdonalds](#). First 10,000 could get a free McRib via [@ubereats](#).

ends 12/2. 50 US/DC 18+. rules at [shave4mcrib.com](#)



McDonald's ✓ @McDonalds · 5d

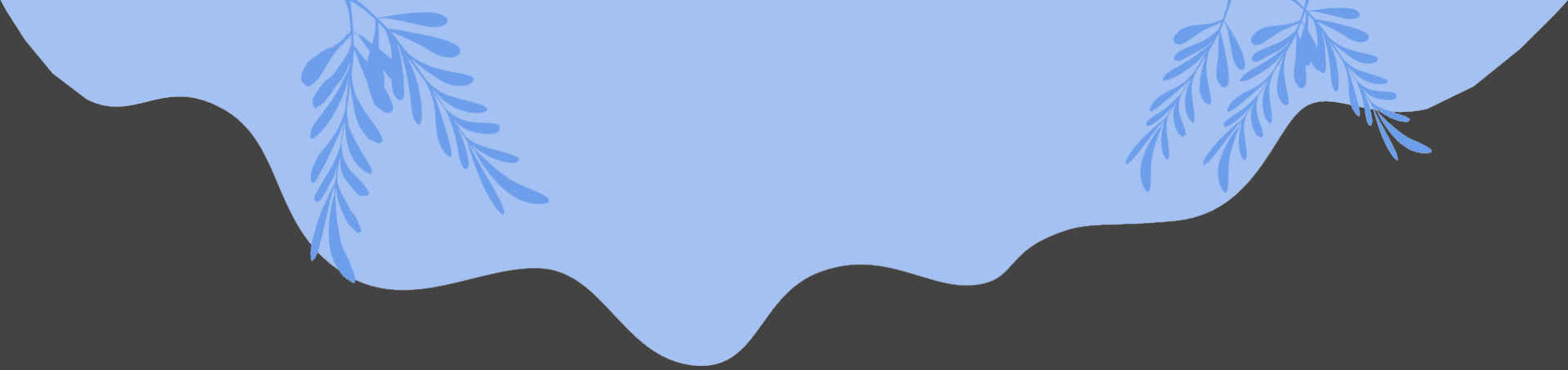
got 10,000 McRib sandwiches in my office rn

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9:56 AM · 11/30/20 · [Twitter Web App](#)

181 Retweets 465 Quote Tweets 2,234 Likes

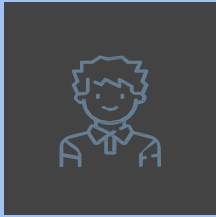
- tweet posted by McDonald's twitter page on 11/30/20
- See any concerns?



Paper Title -> Data and Artificial Intelligence: Mismatch
Between Expectations and Uses

Main Idea : This paper examines the issues intersecting the need of big data with the legal and ethical issues of privacy. This paper will address how data is being used beyond the scope of what people anticipated and how little regulations there are for users.

Privacy Laws/Regulations



COPPA

Children's Online

Protection Privacy Act

A Federal Law that aims to help protect children under the age of 13 Online



CCPA

California Consumer

Privacy Act

A CA Law to increase privacy rights and consumer protects for the resident in California



HIPAA

Health Insurance

Portability Act

A Federal law that protects Patients' medical information



PRIVACY ACT OF 1974

A Federal Law aimed to confine exposure of personal records kept up by agencies

Hypothetical Scenario

- A mammogram scanning company, states to their donors that their images will be used for AI cancer detection *and other potential applications* in the medical field.
- Patient Jane Doe who is deeply religious donates her mammogram picture, envisioning that lives will be saved based on her contribution to the medical field.
- Years later, the mammogram scanning company gets absorbed by another medical company, whose medical services include cosmetic surgeries.
- The new medical company realizes that they have legal access to the donated mammogram scans to develop an AI-powered cosmetic surgery machine.



Problem ?



Cambridge Analytica Scandal



- Cambridge Analytica was previously a political consulting firm
- Cambridge Analytica gathered the data of a huge number of Facebook users, at that point utilizing the information to target individuals
- The CEO of Facebook, Mark Zuckerberg, was called to testify in front of Congress
- With no government oversight and no federal laws, Facebook had little motivation to guarantee the safety of their data

Conclusion

- The collection of data affects millions of people in the US.
- Without legislation, Industries are not as motivated to behave righteously. The Cambridge Analytica scandal being a prime example.
- Users expectation compared to reality were not same when it came to their date
- Users can unknowingly give away their data, with something as simple as posting a selfie.
- Even though the current law may allow it, do you think it is ethical for organizations to collect and use data beyond what was expected from users?



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**Thank you
for this
opportunity!**