



## Call for Participation

# Workshop on Privacy-Enhanced Personalization

### Organizers:

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Consumer surveys show that online users value personalized content. At the same time, providing personalization seems quite profitable for web vendors. This win-win situation is however marred by privacy concerns since personalizing people's interaction entails gathering considerable amounts of data about them. As numerous recent surveys have consistently demonstrated, Internet users are very concerned about their privacy. The collection of personal data is also subject to legal regulations in many countries and states. This workshop will explore the potential of research on "privacy-enhanced personalization," which aims at reconciling the goals and methods of user modeling and personalization with privacy constraints imposed by individual preferences, conventions and laws.

The workshop is intended for researchers and practitioners in the domain of personalization systems and in the field of privacy and security, and specifically for people who are working in the intersection of both. Workshop participants will look at Privacy-Enhanced Personalization from an interdisciplinary perspective, including HCI, MIS and Economics. Participation from industry is strongly encouraged since the results will have direct implications on existing websites.

We invite submissions describing (ongoing) work in this area (8 page maximum) as well as short position statements (2 pages). Both should be sent to [kobsa@uci.edu](mailto:kobsa@uci.edu), [ram@bus.emory.edu](mailto:ram@bus.emory.edu) and [sspiek@wiwi.hu-berlin.de](mailto:sspiek@wiwi.hu-berlin.de) by 6 Jan. 2005 and will be reviewed by at least two reviewers. Accepted contributions will be published in the workshop proceedings and will be available on the Web. Concrete steps for a post-conference publication have already been taken (namely a special magazine or journal issue or a book publication, depending on the nature and quality of the submissions). Limited funds are available from the U.S. National Science Foundation to support the participation of U.S.-based students and of U.S. citizens studying abroad. More information on the workshop can be found at <http://www.isr.uci.edu/pep06>.