

# Jennifer King, Ph.D

## Academic Appointments & Public Service

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### Privacy and Data Policy Fellow

#### Stanford Institute for Human-Centered Artificial Intelligence (HAI)

Jan. 2021-present

I am an Information Scientist by training and an award-winning expert on data privacy and human-computer interaction. At HAI I research how privacy and data intersect with artificial intelligence (AI), focusing on developing public policy recommendations to support data privacy and the public interest. I also research data accountability, algorithmic fairness, data cooperatives, and manipulative and deceptive technology design. I regularly engage with and advise policymakers, legislators, and governmental entities on issues related to information privacy and AI, teach policy lab/practicum courses, advise students, and collaborate with HAI colleagues and Stanford faculty to promote interdisciplinary policy-focused AI research. I am a leading researcher of manipulative design (dark patterns) and algorithmic manipulation, and manage the [Dark Patterns Tip Line](#) website.

### Senior Policy Analyst

#### Office of Policy Analysis and Development, National Telecommunications and Information Administration, Department of Commerce, Washington D.C.

April 2024-Jan. 2025

While on an Intergovernmental Personnel Act leave from Stanford, I worked with the Biden-Harris Administration at NTIA on policy reports covering foundation models with open model weights (as required by Executive Order 14110, "Safe, Secure, and Trustworthy Development and Use of Artificial Intelligence").

### Director of Consumer Privacy, Center for Internet and Society

#### Stanford Law School

April 2018-Dec. 2020

In this role I conducted privacy-focused research in the public interest on topics such as genetic privacy, the Internet of Things, notice and consent, and artificial intelligence. I actively participated in the management of the Center, including strategic planning for research and fundraising. I also engaged with and advise policymakers, legislators, and governmental entities on issues related to information privacy.

## Education

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### University of California, Berkeley School of Information

#### Ph.D, Information Management and Systems

2009 – May 2018

- My dissertation, "Privacy, Disclosure, and Social Exchange Theory," used a social relational framework to explore consumer motivations for disclosing personal information to companies. I employed both qualitative and experimental methods for this research. It was selected as the runner up in the Information Schools (I-Schools) Organization's 2019 Best Dissertation Award. Dissertation advisors: Deirdre Mulligan, Coye Cheshire, Steve Weber, and David Wagner.
- Focus areas: human-computer interaction, social computing, and information law and policy.
- Research funded by grants from the Center for Long Term Cybersecurity (inaugural grantee), the National Science Foundation through TRUST (Team for Research Through Ubiquitous Secure Technology) and the I3P (Institute for Information Infrastructure Protection).
- Co-director of the student led Center for Technology, Society & Policy for the 2016-2017 academic year. CTSP funded fellows and projects, organized events, and hosted speakers supporting our four focus areas: engineering ethics, digital citizenship, evaluating technology policy, and supporting future technologists.

### University of California, Berkeley, Masters of Information Management and Systems (MIMS)

2006

- Bachelor of Arts, Political Science and Sociology with Honors in Political Science.
- Admission with Distinction, Campuswide Honors Program, National Political Science Honors Society, National Sociology Honors Society, Dean's List, UCDC Scholarship Award Recipient, Lyndon B. Johnson Congressional Fellow.

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### Peer Reviewed Journal and Conference Publications

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**King, J.**, Klyman, K., Capstick, E., Saade, T., & Hsieh, V. (2025). User Privacy and Large Language Models: An Analysis of Frontier Developers' Privacy Policies. *Proceedings of the AAAI/ACM Conference on AI, Ethics, and Society*, 8(2), 1465-1477. <https://doi.org/10.1609/aies.v8i2.36646>.

Arushi Gupta, Helen Webley-Brown, Victor Wu, **Jennifer King**, and Daniel Ho. 2023. The Privacy-Bias Tradeoff: Data Minimization and Racial Disparity Assessments in U.S. Government. In *Proceedings of the 2023 ACM Conference on Fairness, Accountability, and Transparency (FAccT '23)*. Association for Computing Machinery, New York, NY, USA, 492–505. <https://doi.org/10.1145/3593013.3594015> (Received a Best Paper Award and selected for the Future of Privacy Forum's Privacy Papers for Policymakers Best Student Paper Award, 2024.)

Douglas, I. P., Murnane, E. L., Bencharit, L. Z., Altaf, B., Costa, J. M. dos R., Yang, J., Ackerson, M., Srivastava, C., Cooper, M., Douglas, K., **King, J.**, Paredes, P. E., Camp, N. P., Mauriello, M. L., Ardoin, N. M., Markus, H. R., Landay, J. A., & Billington, S. L. Physical workplaces and human well-being: A mixed-methods study to quantify the effects of materials, windows, and representation on biobehavioral outcomes. *Building and Environment* 224 (2022).

Mulligan, D.K., Regan, P.M. and **King, J.** (2020), The Fertile Dark Matter of Privacy takes on the Dark Patterns of Surveillance. *J. Consum. Psychol.*, 30: 767-773. <https://doi-org/10.1002/jcpy.1190>

**Jennifer King**. 2019. "Becoming Part of Something Bigger": Direct to Consumer Genetic Testing, Privacy, and Personal Disclosure. *Proc. ACM Hum.-Comput. Interact.* 3, CSCW, Article 158 (November 2019). <https://doi.org/10.1145/3359260>

Christopher Thompson, Maritza Johnson, Serge Egelman, David Wagner, and **Jennifer King**. 2013. When it's better to ask forgiveness than get permission: attribution mechanisms for smartphone resources. In *Proceedings of the Ninth Symposium on Usable Privacy and Security (SOUPS '13)*. Association for Computing Machinery, New York, NY, USA, Article 1, 1–14. <https://doi.org/10.1145/2501604.2501605>

**Jennifer King**, Airi Lampinen, and Alex Smolen. "Privacy: Is There An App For That?" Presented at the Symposium on Usable Privacy and Security, July 2011. Pittsburgh, PA.

**King, Jennifer** and Selcugoklu, Aylin. "Where's the Beep? User Misunderstandings of RFID." In *Proceedings of 2011 IEEE International Conference on RFID*.

M. Meingast, **J. King**, D. Mulligan. "Embedded RFID and Everyday Things: A Case Study of the Security and Privacy Risks of the U.S. e-Passport." In *Proceedings of IEEE International Conference on RFID*, March 2007.

M. Meingast, **J. King**, D. Mulligan. "Security and Privacy Risks of Embedded RFID in Everyday Things: the e-Passport and Beyond," *Journal of Communications*, 2(7), 2007.

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### Law Review Articles and Refereed Workshop Publications

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Caitlin Burke and **Jennifer King**. Understanding Children’s Online Safety: A Template Analysis. Presented at Privacy Law Scholars Conference, June 2024.

**Jennifer King**, Caitlin Burke, and Eli MacKinnon. *Architectures of choice, or architectures of control?* Dark Patterns and Algorithmic Manipulation. Presented at Privacy Law Scholars Conference, June 2022.

**Jennifer King** and Adriana Stephan. Regulating Dark Patterns in Practice – Applying the California Privacy Rights Act. *Georgetown Technology and Law Review*. 5 *Geo. L. Tech. Rev.* 251 (2021).

**Jennifer King**, Richmond Wong, Rena Coen, Jael Makagon, and Andreas Katsanevas. “This All Seemed Fairly Normal To Me”—The Absence of Effect of Privacy Policy Links on Invasive Personal Disclosure. Presented at the Privacy Law Scholars Conference (invitation only), May 2019, Berkeley, CA.

**Jennifer King**, “Privacy, Disclosure, and Social Exchange Theory.” UC Berkeley dissertation, filed May 2018. A draft of this work was presented at the Privacy Law Scholars Conference (invitation only), June 2015, Berkeley, CA.

**Jennifer King**, “Understanding Privacy Decision-Making Using Social Exchange Theory.” Presented at The Future of Networked Privacy: Challenges and Opportunities workshop, CSCW March 2015.

**Jennifer King**. “Taken Out of Context: An Empirical Analysis of Westin’s Privacy Scale.” Presented at the Workshop on Privacy Personas and Segmentation (PPS) at SOUPS, July 2014. Menlo Park, CA, USA.

Deirdre K. Mulligan and **Jennifer King**. “Bridging the Gap Between Privacy and Design.” *University of Pennsylvania Journal of Constitutional Law*, Vol. 14, Issue 4, 2012. Selected as a Leading Paper for Policymakers by the Future of Privacy Forum, 2012.

**Jennifer King**. “How Come I’m Allowing Strangers To Go Through My Phone?: Smartphones And Privacy Expectations.” Presented at the [Workshop on Usable Privacy and Security for Mobile Devices \(U-PriSM\)](#) at SOUPS, July 2012. Washington, D.C., USA. Note: This paper was also presented at the Privacy Law Scholars Conference (invitation only), June 2012, Washington, D.C., USA. Selected as a Leading Paper for Policymakers by the Future of Privacy Forum, 2012.

**Jennifer King** and Deirdre K. Mulligan. “Reconceptualizing Privacy for Social Media Research and Design.” Presented at *Reconciling Privacy with Social Media* workshop, CSCW, 2012.

**Jennifer King** and Andrew McDiarmid. “Where’s The Beep? Security, Privacy, and User Misunderstandings of RFID.” In proceedings of USENIX Usability, Security, and Psychology. San Francisco, CA, April 14, 2008. Available at: <http://portal.acm.org/citation.cfm?id=1387652>

Egelman, Serge, **King, Jen**, Miller, Robert C., Ragouzis, Nick, and Shehan, Erika. “Security User Studies: Methodologies and Best Practices.” Extended abstracts of the ACM Conference on Human Factors in Computing Systems (CHI 2007). San Jose, CA, USA, April 28, 2007.

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## Research Reports and White Papers

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Contributing Author, “[Dual-Use Foundation Models with Widely Available Model Weights](#).” National Telecommunications and Information Administration, U.S. Dept. of Commerce. July 30, 2024.

**Jennifer King** and Caroline Meinhardt. "Rethinking Privacy in the AI Era: Provocations for a Data-Centric World." Stanford HAI White Paper, February 2024. <https://hai.stanford.edu/white-paper-rethinking-privacy-ai-era-policy-provocations-data-centric-world>

"Landscape Analysis: A Review of Automated Decisionmaking Regulation in and Adjacent to California." Graduate Practicum (Advisor), Stanford Program in Public Policy (Advisor). Submitted to the California Privacy Protection Agency, April 2023.

Daniel Ho, **Jennifer King**, Russell Wald, and Chris Wan. Building A National AI Research Resource: A Blueprint for A National Research Cloud. White Paper: Stanford Institute for Human-Centered Artificial Intelligence, October 2021. Available at: <https://hai.stanford.edu/policy/national-research-cloud>

**King, Jennifer**; Flanagan, Anne; Warren, Sheila. Redesigning Data Privacy: Reimagining Notice & Consent for Human-Technology Interaction. White paper report: World Economic Forum, 30 July 2020. Available at: <https://www.weforum.org/reports/redesigning-data-privacy-reimagining-notice-consent-for-humantechology-interaction>.

Hoofnagle, Chris; **King, Jennifer**; Li, Su; and Turow, Joseph. "How Different are Young Adults from Older Adults When it Comes to Information Privacy Attitudes and Policies?" April 14, 2010. Available at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1589864](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1589864). Selected as a Leading Paper for Policymakers by the Future of Privacy Forum, 2010.

Turow, Joseph; **King, Jennifer**; Hoofnagle, Chris; Bleakley, Amy; and Hennessey, Michael. "Americans Reject Tailored Advertising and the Three Activities That Enable It." September 29, 2009. Available at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1478214](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1478214)

**Jennifer King**, Deirdre Mulligan, and Steven Raphael. "CITRIS Report: An Evaluation of the Effectiveness of the City of San Francisco's Community Safety Cameras." Presented before the City of San Francisco Police Commission, January 2009.

Chris Jay Hoofnagle and **Jennifer King**. "Research Report: What Californians Understand About Privacy Online." September 3, 2008. Available at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1262130](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1262130)

Chris Jay Hoofnagle and **Jennifer King**. "Research Report: What Californians Understand About Privacy Offline." May 15, 2008. Available at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1133075](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1133075)

**Jennifer King** and Chris Jay Hoofnagle, "A Supermajority of Californians Support Limits on Law Enforcement Access to Cell Phone Location Information," February 2008. Presented at the 37th Research Conference on Communication, Information and Internet Policy (TPRC), September 26, 2008, George Mason University, Alexandria, VA. Available at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1137988](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1137988)

Chris Jay Hoofnagle and **Jennifer King**. "Consumer Information Sharing: Where The Sun Still Don't Shine," December 2007. Available at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1137990](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1137990)

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### Selected Op-Eds and Popular Press

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Caitlin Burke, Christina Lee, and **Jennifer King**. "[KOSA's Path Forward: Distinguishing Design from Content to Maintain Free Speech Protections](#)." Tech Policy Press, October 1, 2024.

John Perrino and **Jennifer King**. "[Overcoming Fear and Frustration with the Kids Online Safety Act.](#)" Tech Policy Press, Nov. 13, 2023.

Jennifer King. "[A Bill Designed to Protect Kids Could Change the Internet for the Better.](#)" Tech Policy Press, September 15, 2022.

**Jennifer King** and Eli MacKinnon. "[Do the DMA and DSA Have What It Takes to Take on Dark Patterns.](#)" Tech Policy Press, June 23, 2022.

Jennifer King. "[Opinion: After Rape Survivor's Arrest, It's Time To Rethink Genetic Databases.](#)" *The Washington Post*, Feb. 17, 2022.

Daniel E. Ho, **Jennifer King** and Russell C. Wald. [Do we really want Facebook and Amazon to rule AI?](#) The Hill, Nov. 8, 2021.

**Jennifer King** and Jael Makagon. "[The fallacy behind private surveillance cameras in San Francisco.](#)" *Cal Matters*, August 9, 2020.

Jen King. "[Change your phone settings so Apple, Google can't track your movements.](#)" *The Conversation*, Jan. 14, 2019.

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### Selected Invited Talks & Panels

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"[Data Privacy in the Age of Artificial Intelligence](#)," Keynote Speaker, International Association of Privacy Professionals' Privacy.Security.Risk, San Diego, CA, Oct. 6, 2023.

Stanford HAI Spring Symposium, "[Creativity in the Age of AI](#)," Speaker (Generative AI & Privacy), May 24, 2023.  
Regulating Artificial Intelligence Through Data Protection. [Global Privacy Assembly](#), Keynote Speaker, October 18, 2021.

[Bringing Dark Patterns To Light—An FTC Workshop](#). Panelist, April 29, 2021.

[Dark Patterns, Icons and Toggles: A Conversation on Design and Regulation](#). IAPP Global Summit, April 23, 2021. (panelist)

[Dark Patterns: Manipulative UX Design and the Role of Regulation](#). Future of Privacy Forum, March 24, 2021. (main presenter)

[The Rise of Trust Brokers](#). World Economic Forum Sustainable Development Impact Summit, Sept. 24, 2020.

"[Notice, Consent, and Disclosure in Times of Crisis](#)." Atlantic Council Data Salon Series, May 27, 2020. (main presenter)"Integrating Privacy, Personal Disclosure, and Social Exchange Theory: An Experimental Test."

[Ostrom Workshop Colloquium](#), Indiana University, Bloomington, IN, October 21, 2019. (main presenter)

[The Trust Paradox: The Future of Privacy and Transparency in the Digital Economy](#). The Churchill Club, San Mateo, CA, March 29, 2019 (panelist).

"The Cambridge Analytica Debacle," International Association of Defense Counsel, Santa Barbara, CA, February 27, 2019.

"Privacy, Anonymity, and Consent." [Conference On Mobile Position Awareness Systems and Solutions](#), San Francisco, CA, Sept. 7, 2018.

Data Privacy Day (panel), World Economic Forum Center for the Fourth Industrial Revolution, San Francisco, CA, June 5, 2018.

[Designing Trustable Products: Microinteractions Matter For Secure UX](#) (panel). O'Reilly Design Conference, March 22, 2017.

Speaker, Security & Human Behavior, Harvard Law School, May 2016.

TRUSTe Internet of Things Privacy Summit, June 17, 2015. Panelist, "Enabling Smart Cities: Planning for Privacy." In Short – Advertising and Privacy Disclosures for a Digital World. Federal Trade Commission workshop, May 30, 2012. – Opening speaker and panelist.

How To Personalize Without Being Creepy. SXSW Interactive – March 14, 2011. Austin, TX. – Panelist.  
“A Supermajority of Californians Support Limits on Law Enforcement Access to Cell Phone Location Information,” given at the 37<sup>th</sup> Research Conference on Communication, Information and Internet Policy (TPRC), September 26, 2008, George Mason University, Alexandria, VA.  
“Where’s the Beep? Security, Privacy, and User Misunderstandings of RFID,” given at “Pay On The Go: Consumers and Contactless Payment,” Federal Trade Commission Town Hall Meeting, July 24, 2008, University of Washington, Seattle, WA. – Panelist.  
“The State of CCTV in the United States,” given at the 3<sup>rd</sup> Annual Surveillance and Society Conference  
“InVisibilities: The Practice and Experience of Surveillance in Everyday Life,” April 3, 2008, University of Sheffield, Sheffield, England, UK.  
“CCTV: Developing Privacy Best Practices,” Department of Homeland Security Workshop, December 17-18, 2007, Alexandria, VA. – Panelist  
“Sensors as Disruptive Technology: Guidelines for Future Development,” given at the IBM Sensor Day, October 2007, UC Berkeley, Berkeley, CA.  
“Embedded RFID and Everyday Things: A Case Study of the Security and Privacy Risks of the U.S. e-Passport,” given at the IEEE International Conference on RFID, March 2007, Grapevine, TX.  
“RFID: A Case Study of the Risks and Benefits of Location-Aware Technologies,” given at the O’Reilly Emerging Technology Conference, March 8, 2006, San Diego, CA.

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## Teaching Experience

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Identifying Dark Patterns, Comm 130/230, Winter 2025, Stanford University.

Instructor, Stanford Program in Public Policy Graduate Practicum, Fall/Winter 2022-23. Client: California Privacy Protection Agency.

Co-instructor (with Professor Dan Ho), Law 807Z: Creating a National Research Cloud, Policy Practicum, Winter-Spring 2021, Stanford Law School.

Co-Instructor (with Professor Coye Cheshire), I216: Computer Mediated Communication (graduate level course). Fall 2016, Spring 2016, U.C. Berkeley School of Information.

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## Research Awards and Grants

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Co-PI: CNS Core: **Large: Autonomy and Privacy with Open Federated Virtual Assistants**, National Science Foundation, Award RSGA-1900638, PI Monica S. Lam, Co-PIs Chris Re; Christopher Manning; Dan Boneh; David Mazieres; James Landay; Michael Bernstein, April ‘19-Sept. ‘23, Stanford University: \$627,077.

PI: **Exploring User Perceptions of Personal Data Ownership and Management**. 2019 H2 Mozilla Research Projects Grant, Stanford Center for Internet and Society, Jan.-Dec. ‘20, \$40,000.

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## Awards, Honors and Public Service

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### Awards:

U.C. Berkeley CITRIS Policy Lab Inaugural [Tech Integrity Award](#) for Academic Research, 2024. *This award recognizes individuals and organizations who embody, encourage, and promote responsible tech innovation and policy.*

Best Paper, 2023 ACM Conference on Fairness, Accountability, and Transparency (FAccT)

Best Dissertation Award, Runner-Up: Information Schools (I-Schools) Organization, 2019

Selected leading paper, Future of Privacy Forum's Annual Privacy Papers for Policy Makers Award, 2024 (Best student paper), 2012 (two papers) and 2010. *This Award recognizes leading privacy scholarship that is relevant to policymakers in the United States Congress, at U.S. federal agencies and for data protection authorities abroad.*

UC Berkeley School of Information Dr. James R. Chen Award for Outstanding Master's Final Project "Social Uses of Communication Backchannels in a Shared Physical Space," 2006.

#### Public Sector Appointments:

Senior Policy Analyst, Office of Policy Analysis and Development, National Telecommunications and Information Administration, April – December 2024 (Appointed under the Intergovernmental Personnel Act).

Task Force Member, California Children's Data Protection Working Group; appointed by the California Privacy Protection Agency. Term expires 2030.

Steering Committee Member, [Artificial Intelligence Community of Practice](#) (AI CoP), General Services Administration (2023-2024)

Committee Member, California State Advisory Board on Mobile Privacy Policies, 2012

Member, State of California RFID Advisory Board, 10.07 – 3.08

#### Leadership Roles (Conferences and Workshops):

Program Committee, *Symposium on Usable Privacy and Security*, 2020

Organizer, *Redesigning Consent for Better Data Protection*, Oct. 2-3, 2019. Co-hosted with the World Economic Forum Center for the Fourth Industrial Revolution, San Francisco, CA

Program Organizer, *Workshop on Privacy Indicators and The Future of Privacy Indicators Workshop*, SOUPS, June 2016

Program Organizer, *Bridging the Gap Between Privacy by Design and Privacy in Practice*, CHI, May 2016

Program Organizer, *Privacy By Design: Privacy Enabling Design*, Computing Community Consortium, May 2015

Program Organizer, *Security User Studies: Methodologies and Best Practices*, CHI Workshop, 2007

Committee Member, *Privacy & Power: Acknowledging the Importance of Privacy Design for Vulnerable Populations*, CHI Workshop, 2020

Committee Member, *Ubiquitous Privacy: Research and Design for Mobile and IoT Platforms*, CSCW Workshop, 2019

Committee Member, *The Future of Networked Privacy: Challenges and Opportunities*, CSCW Workshop, 2015

Committee Member, *Measuring Networked Privacy*, CSCW Workshop, 2013

#### Conference & Journal Reviewing:

CSCW: 2019, 2017, 2016, 2015, 2013

SOUPS: 2020, 2021.

International Workshop on Privacy Engineering – IWPE 2016

CHI: 2025, 2024, 2021, 2020, 2019, 2018, 2014

IEEE RFID 2012

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## Previous Professional Experience

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Prior to beginning my Ph.D program, I was a Research Specialist at the Samuelson Law, Technology, and Public Policy Clinic at U.C. Berkeley Law (2007-2009). My earlier professional career was as a trust and safety product manager in the online software industry over a period of seven years, most notably at Yahoo! working in trust and safety and security.