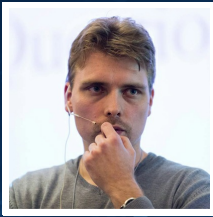


# Online Privacy Supports Offline Privacy



Gerald Friedland  
Director, Audio and Multimedia

## CURRENT RESEARCH

### Exposing areas online information can threaten offline privacy to create a safer holistic environment

The Internet is growing rapidly - with its growth, society is also changing, usually towards improvements facilitating daily activities and serving other numerous phenomenal functions. However, because of Internet advancements and conveniences we have all become accustomed to, the privacy aspect of the digital age has gone neglected and the Internet is inundated with our personal information. Every click on the Internet is traceable, whether by the mobile provider, Google, website provider, or data aggregators. This leaves every user vulnerable to potential crime. When considering that location plays an essential part in most crimes, it becomes especially problematic when users post multimedia content that reveals their location, with or without their knowledge, on the Internet. With his team, Dr. Gerald Friedland, Director of the Audio and Multimedia Department at the International Computer Science Institute, is exposing various possible ways to aggregate public and seemingly innocuous information available online to attack the online and offline privacy of Internet users. He is hoping this will create a safer environment on both the Internet and in the physical world.

Users who post photos, videos, and text to public websites often do not realize that personal information from one site can be correlated to information on another site, and that chains of inference can tell much more about them than they are aware they are revealing; their online and offline activities are interconnected. Dr. Friedland and his team are investigating what these inference chains reveal. For example, they have demonstrated how posts on different social media sites can be linked to the same person using...

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## AFFILIATION

 International Computer Science Institute

## EDUCATION

- Postdoc in 2008, International Computer Science Institute
- Ph.D. in Computer Science 2006, Freie Universitaet Berlin
- M.S. in Computer Science 2002, Freie Universitaet Berlin

## AWARDS

- Associate Editor of the Year, ACM Transactions on Multimedia Computing, Communications and Applications, 2011
- Finalist of the ACM Multimedia Grand Challenge, 2010
- Winner (first prize) of the ACM Multimedia Grand Challenge, 2009
- IEEE CS Distinguished Service Award, 2007
- 2nd price Jax Innovation Award, 2006

## RESEARCH AREAS

Technology, Computational Sciences / Mathematics, Cybersecurity, IOT, Devices, Data

## FUNDING REQUEST

Your contributions will help support Dr. Friedland and his team as they explore and expose any Internet loopholes that could potentially be harmful. Directly correlated with our daily online and offline activities, protecting online privacy is a matter beyond preventing just cybercrimes; it is a measure we must take to protect our personal lives. Your support is thus critical for Dr. Friedland's research, as it will allow him to investigate without restrictions and educate the public on his findings.