



Marc Langheinrich

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Biography

Marc Langheinrich received a masters degree in computer science from the University of Bielefeld, Germany, in 1997. Starting in the fall of 1995, he spent a year as a Fulbright Scholar at the University of Washington, where he also completed his thesis work in the fields of information retrieval and software agents. In the fall of 1997 he joined NEC Research in Japan where he has been working on projects involving personalization and electronic commerce. Since October 1999 he is a research assistant in the Distributed Systems Group at the ETH Zurich, Switzerland.

Research Interests

Marc's main research interest lie at the intersection of privacy and ubiquitous computing. It is easy to imagine that in a world full of invisible sensory systems, comprehensive digital dossiers could be easily and inconspicuously collected. This poses several challenges to the design of ubiquitous systems: Which communication protocols ensure adequate levels of privacy protection? How can user interfaces be structured to provide users with control over their personal information? And how feasible is a comprehensive protection in a world of countless "smart" devices?

The Platform for Privacy Preferences Project (P3P)

As part of the Platform for Privacy Preferences Project (P3P), Marc is chairing the APPEL Subgroup at the World Wide Web Consortium (W3C). P3P is emerging as an industry standard providing a simple, automated way for users to gain more control over the use of personal information on Web sites they visit. At its most basic level, P3P is a standardized set of multiple-choice questions, covering all the major aspects of a Web site's privacy policies. Taken together, they present a clear snapshot of how a site handles personal information about its users. P3P-enabled Web sites make this information available in a standard, machine-readable format.

For more information, see www.w3.org/P3P

Recent Publications

Oliver Kasten, Marc Langheinrich: *First Experiences with Bluetooth in the Smart-Its Distributed Sensor Network*. Workshop on Ubiquitous Computing and Communications, In: Proceedings PACT 2001, Oct. 2001.

Marc Langheinrich: *Privacy by Design – Principles of Privacy-Aware Ubiquitous Systems*. In: Proceedings of Ubi-comp 2001, September 30 - October 2, 2001, Atlanta, GA.

Friedemann Mattern, Marc Langheinrich: *Allgegenwärtigkeit des Computers - Datenschutz in einer Welt intelligenter Alltagsdinge*. In: G. Müller, M. Reichenbach (Hrsg.): *Sicherheitskonzepte für das Internet*, Springer-Verlag, pp. 7-26, Mai 2001

Marc Langheinrich: *P3P - Ein neuer Standard für Datenschutz im Internet*. In: *digma - Zeitschrift für Datenrecht und Informationssicherheit*, Schulthess-Verlag, 1. Jahrgang, Heft 1, April 2001 (in German).

Marc Langheinrich, Friedemann Mattern, Kay Römer, Harald Vogt: *First Steps Towards an Event-Based Infrastructure for Smart Things*. In: *Ubiquitous Computing Workshop (PACT 2000)*, October 15-19, 2000, Philadelphia, PA.

Yuichi Koike, Tomonari Kamba, Marc Langheinrich: *The Age of Personalization: P3P Conception and Usage*, Nikkei Internet Technology Magazine, Cover Story. Issue 1/2000. Tokyo, December 1999, pp. 129-139 (in Japanese).

Lorrie Cranor, Marc Langheinrich, Massimo Marchiori, Joseph Reagle: *The Platform for Privacy Preferences 1.0 (P3P1.0) Specification*, W3C Candidate Recommendation, December 15, 2000.