Maastricht University Faculty of Law	
Area of Research	Personalizing Privacy in Smart Home Environments
Affiliated Research Institute	Law and Tech Lab • https://www.maastrichtuniversity.nl/about-um/faculties/law/research/law-and-tech-lab Faculty of Private Law
Team of possible Promotor(s) and reference publications	Dr. A. Tamò-Larrieux • https://www.maastrichtuniversity.nl/p70078907 Prof. G. van Dijck • https://www.maastrichtuniversity.nl/gijs.vandijck
Additional Supervisor(s)	
Faculty Research Program(s) (more options possible)	o Law and Technology
Applicable Chinese Government Sectors for Talent Development	Humanities and Social Sciences
Proposed list of topics (non-exhaustive)	Smart devices collect and process data in order to personalize our daily interactions with a service. While businesses have been at the forefront of shaping and reaping the fruits of personalization (by placing better advertisements and creating an engaging at times addictive environment), personalization can also be used to protect better and respect individual privacy preferences. Especially in smart home settings - with different devices ranging from voice assistants to social robots - the personalization according to privacy preferences could prove useful to ensure that users trust that their smart homes process data appropriately and according to their needs. To work towards Personalizing Privacy in Smart Home Environments interdisciplinary research is needed that: - Analyzes the technical tools currently available to personalize data processing within a smart home - Analyzes the regulatory mechanisms necessary to mandate/impose the use of technical tools to personalize the data processing - Deliberates on the merits and pitfalls of personalizing privacy in light of the social value of privacy
Methodology	The research project will be interdisciplinary and requires legal know-how and an affinity for technical subjects. Depending on the concrete outline of the project, methods can include comparative approaches, qualitative and quantitative approaches, and mixed-method approaches and provide findings to the law and technology literature as well as lead to guidelines for policymakers.