



IAPP Privacy. Security. Risk. 2025

Training 28-29 October

Workshops 29 October

Conference 30-31 October

SAN DIEGO

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Automating Purpose Limitation with Meta, Microsoft, and LinkedIn

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Agenda

1. Introductions
2. Automating Purpose Limitation
3. Applications
4. Roundtable Questions
5. Themes
6. Pop Quiz, Hot Shot
7. Audience Questions

Introductions



Mayank Ahuja
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LinkedIn



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Microsoft



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Meta



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Senior Policy Analyst
Future of Privacy Forum



Automating Purpose Limitation

- Definition
- Function
- Benefits

Automating Purpose Limitations: Roundtable Q&A

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Automating Purpose Limitations: Themes & Summary

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Session Pop Quiz



Session Quiz

<https://forms.gle/4m245FHbSReffRxQ7>

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Pop Quiz

1. You ingest “Customer Support Logs” from a partner and find payment info, home addresses, and medical appointment details not needed for your project. Should you:

A: Keep the data, but store the extra fields in a secure, restricted-access repository for potential future research, which will be reviewed annually.

B: Use automated classification and minimization to strip or quarantine irrelevant data before analysis.

C: Train a generative AI to write a soap opera based on the dataset.

Pop Quiz

2. Your smart speaker records voice commands to improve recognition accuracy. A product manager suggests using the recordings to identify household demographics for targeted advertising. Should you:

- A:** Deploy automated purpose-limitation controls to block any processing outside voice-recognition improvement unless explicit consent is re-obtained.
- B:** Use the recordings to create a motivational audiobook narrated entirely by your users.
- C:** Process only a small, randomized sample of anonymized recordings to estimate household demographics without persistent tracking.

Pop Quiz

3. Your mobile app collects location data to provide local weather alerts. Sales wants to use the data to sell real estate heat maps to third parties. Should you:

A: Use the data to send everyone postcards from the nearest tourist attraction.

B: Configure your system to reject secondary use requests and prompt for new, specific user consent before sharing location data.

C: Share aggregated location data with robust anonymization, after a re-identification risk assessment.

Open Audience Questions

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Resources

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- Mayank Ahuja, mahuja@linkedin.com
- Suneetha Dhulipalla, suneetha@microsoft.com
- Shea Swauger, sswauger@fpf.org

 Meta



Scan this to read more about PAI

LinkedIn



Scan this for white paper on PBAC

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How Did Things Go? (We Really Want To Know)

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Thank you!

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