

## **YAFIT LEV-ARETZ**

Zicklin School of Business, Baruch College, City University of New York  
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### **CURRENT POSITIONS**

**Zicklin School of Business, Baruch College, CUNY, New York, NY**  
*Assistant Professor, Department of Law* August 2018 - Present

**The Robert Zicklin Center for Corporate Integrity, Baruch College, CUNY, New York, NY**  
*Director of Tech Ethics Program* January 2019–Present

**Future of Privacy Forum, Washington DC**  
*Advisory Board Member* July 2018 - Present

### **EDUCATION**

**University of Pennsylvania School of Law, Philadelphia, PA**  
S.J.D. May 2014  
Honors: ISEF Scholarship (2010-2014)

**Columbia University School of Law, New York, NY**  
LL.M. May 2009  
Honors: The Norman E. Alexander Scholarship (2008-2009)

**Bar-Ilan University School of Law, Ramat-Gan, Israel**  
LL.M. *magna cum laude* June 2006  
LL.B. *magna cum laude* June 2005  
Honors: Dean List (2002-2005)  
Excellence scholarship, Rotary Israel (2003)

## PUBLICATIONS AND WORKS IN PROGRESS:

*Privacy and the Human Element* (in-progress)  
*Privacy and Religious Views* (in-progress) (with Madelyn Sanfilippo)  
One Size Does Not Fit All: Applying a Single Privacy Policy to (Too) Many Contexts (in progress) (with Madelyn Sanfilippo)  
*Regulation and Innovation: Approaching Market Failure from Both Sides*, YALE JOURNAL ON REGULATION ONLINE BULLETIN (2020) (with Katherine Strandburg)  
*Privacy Regulation & Innovation Policy*, 22 THE YALE JOURNAL OF LAW AND TECHNOLOGY 256 (2020) (with Katherine Strandburg)  
*Data Philanthropy*, 70 THE HASTINGS LAW JOURNAL 1491 (2019)  
*Breaking News: How Push Notifications Alter the Fourth Estate*, (with Madelyn Sanfilippo), FIRST MONDAY, Volume 22, Number 11 (Peer-Reviewed) (November 2017)  
*Algorithms and Discrimination*, (with Nizan Geslevich-Pakin) in RESEARCH HANDBOOK OF LAW AND AI (Woodrow Barfield & Ugo Pagallo ed., Edward Elgar Press, forthcoming 2018)  
*Access to Payments and Credit in the Age of Big Data* (with Nizan Geslevich-Pakin) in ELECTRONIC PAYMENTS IN THE 21ST CENTURY (Edward A. Morse ed., The American Bar Association (2018)  
*Reputational Profiling and Supplementary Assessment* (with Nizan G. Packin) in THE CHALLENGES OF THE DIGITAL ERA: PRIVACY, INFORMATION AND MORE (Shlomit Yaniski-Ravid ed., Fordham University Press, forthcoming 2019)  
*Big Data and Social Netbanks, What Happens When Tech Companies Become Financial Companies?* 46 ACM COMPUTERS & SOCIETY, issue 1, 36 (2016)  
*On Social Credit and the Right to be Unnetworked* (with Nizan G. Packin), 2016 COLUMBIA BUSINESS LAW REVIEW 339 (2016)  
*Big Data and Social Netbanks: Are You Ready to Replace Your Bank?* (with Nizan G. Packin), 53 HOUSTON LAW REVIEW 1211 (2016)  
*The Subtle Incentive Theory of Copyright Licensing*, 80 BROOKLYN LAW REVIEW 1357 (2015)  
*Combating Trademark Infringement Online: Secondary Liability v. Partnering Facility*, 37 COLUMBIA JOURNAL OF LAW & THE ARTS 639 (2014)  
*Copyright Lawmaking and Public Choice: From Legislative Battles to Private Ordering*, 27 HARVARD JOURNAL OF LAW & TECHNOLOGY 203 (2013)  
*Second Level Agreements*, 45 AKRON LAW REVIEW 137 (2012)

## SUBMISSIONS AND REPORTS

Submission to the Consumer Protection Financial Bureau (CFPB) Re: *Request for Information Regarding Use of Alternative Data and Modeling Techniques in the Credit Process* [Docket No. CFPB-2017-0005] on the Risks of Social Credit [With Nizan Geslevich Packin] (May 2017)  
Submission to the Consumer Protection Financial Bureau (CFPB) Re: *Request for Information Regarding Use of Alternative Data and Modeling Techniques in the Credit Process* [Docket No. CFPB-

2017-0005] on Machine Learning and Human Bias [with Jason Schultz & Uri Shalit] (May 2017)

Submission to the Australian Law Reform Commission, *Report on Copyright Exceptions in the United States For Educational Uses of Copyrighted Works* [with June M. Besek, Jane C. Ginsburg, and Philippa Loengard] (July 2013)

### **SELECTED NON-ACADEMIC PUBLICATIONS:**

*Facebook and the perils of a personalized choice architecture*, TECHCRUNCH (April 2018)

*Free Choice Must Be Free*, TECHCRUNCH (June 2017)

*If it Talks Like a Government and Acts Like a Government, It Must be a Tech Giant*, TECHCRUNCH (March 2017)

*Don't Let Facebook Likes Sway Credit Decisions*, AMERICAN BANKER (2016)

*Between Free Choice and Right Choice Online*, THE MARKER (2016) (Hebrew)

*Google and Facebook's Next Stop: Financial Services*, CALCALIST (2016) (Hebrew)

### **SELECTED PRESENTATIONS AND PANELS:**

*One Size does NOT fit all: Applying a Single Privacy Policy to (too) Many Contexts*. PRIVACY LAW SCHOLARS CONFERENCE [OVER ZOOM] (June 2020)

*Privacy Regulation and Innovation Policy*, NEXT GENERATION OF ANTITRUST, DATA PRIVACY AND DATA PROTECTION SCHOLARS NEW YORK UNIVERSITY SCHOOL OF LAW, NEW YORK, NY (January 2020)

*Privacy and the Human Element*, THE ACADEMY OF THE LEGAL STUDY OF BUSINESS ANNUAL MEETING, MONTREAL, CANADA (August 2019)

*AI Ethics*, WHARTON SCHOOL OF BUSINESS, UNIVERSITY OF PENNSYLVANIA, PENNSYLVANIA (April 2019)

*Personalized Choice Architecture*, ZICKLIN ETHICS WEEK, BARUCH COLLEGE, NEW YORK (March 2019)

*Privacy and the Human Element*, PRINCETON CENTER OF INFORMATION TECHNOLOGY POLICY, PRINCETON, NEW JERSEY (March 2019)

*Data Reuse*, GEORGETOWN LAW-CORNELL TECH DATA WORKSHOP, GEORGETOWN LAW SCHOOL, WASHINGTON DC (December 2018)

*Data Philanthropy*, FORDHAM INTELLECTUAL PROPERTY, MEDIA & ENTERTAINMENT LAW ANNUAL SYMPOSIUM, FORDHAM LAW SCHOOL, NEW YORK (September 2018)

*Privacy and Religious Views*, SYMPOSIUM ON APPLICATIONS OF CONTEXTUAL INTEGRITY, PRINCETON CENTER OF INFORMATION TECHNOLOGY POLICY, PRINCETON, NEW JERSEY (September 2018)

*Data Philanthropy*, PRIVACY LAW SCHOLARS CONFERENCE, GEORGE WASHINGTON LAW SCHOOL, WASHINGTON DC (May 2018)

*Privacy, Property, Blockchain*, BLOCKCHAIN DISRUPTOR CONFERENCE, FORDHAM LAW SCHOOL, NEW YORK (April 2018)

*Data Philanthropy*, BIG DATA ETHICS WORKSHOP, BABSON COLLEGE, BOSTON (April 2018)

*Personalized Choice Architecture*, LEGAL IMPLICATIONS OF THE PLATFORM ECONOMY WORKSHOP, VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS, AUSTRIA (March 2018)

*Privacy Regulation and Innovation Policy*, ENGELBERG CENTER, NEW YORK UNIVERSITY, NEW YORK (January 2018)

*An Attempted License*, EDUCATIONAL COPYRIGHT CONFERENCE, TEL-AVIV UNIVERSITY, ISRAEL (December 2017)

*Privacy and data security Challenges to Humanitarian Blockchain Uses*, HUMANITARIAN BLOCKCHAIN SUMMIT, FORDHAM UNIVERSITY, NEW YORK (November 2017)

*Privacy and Users' Preferences*, BRIDGING INDUSTRY AND ACADEMIA TO TACKLE RESPONSIBLE RESEARCH AND PRIVACY PRACTICES, FACEBOOK, NEW YORK (November 2017)

*Data Philanthropy, Privacy, and the FIPs*, NORTHEAST PRIVACY SCHOLARS WORKSHOP, NEW YORK LAW SCHOOL, NEW YORK (October 2017)

*How Push Notifications Have Altered the Fourth Estate*, NEW YORK UNIVERSITY, NEW YORK (September 2017)

*Content Filtering and Automation*, BAR ILAN UNIVERSITY, ISRAEL (August 2017)

*Better Together: Privacy Regulation and Innovation Policy*, PRIVACY LAW SCHOLARS CONFERENCE, BERKELEY SCHOOL OF LAW, CALIFORNIA (June 2017)

*Explainability in Context – Consumer Credit*, NEW YORK UNIVERSITY SCHOOL OF LAW, NEW YORK (April 2017)

*Data Philanthropy*, INTERNET LAW WORK-IN-PROGRESS CONFERENCE, SANTA CLARA SCHOOL OF LAW, CALIFORNIA (March 2017)

*Policy of Automation, Speech, and Big Data*, A SPECIAL LECTURE TO A GOVERNMENTAL DELEGATION FROM KAZAKHSTAN, ASTANA INT'L FIN CENTER, NEW YORK (November 2016)

*On Social Credit and the Right to be Unnetworked*, LAW AND SOCIETY ANNUAL MEETING, NEW ORLEANS, LOUISIANA (June 2016)

*On Algorithms, Discrimination, and Integrity*, CHALLENGES OF NEW TECHNOLOGY: ROBOTS AND ARTIFICIAL INTELLIGENCE – FOLLOWING EX MACHINA, YALE LAW SCHOOL (May 2016)

*Privacy Fixation*, “AT THE INTERSECTION OF PRIVACY AND PROPERTY,” A JOINT WORKSHOP OF THE INFORMATION SOCIETY PROJECT AT YALE LAW SCHOOL AND THE INFORMATION LAW INSTITUTE AT NYU, NEW YORK UNIVERSITY, NEW YORK (May 2016)

*Data Philanthropy*, PRIVACY RESEARCH GROUP, NEW YORK UNIVERSITY, NEW YORK (February 2016)

*From a Faceless Score to Facebook Credit: An Economic Analysis of Social Financial Ranking*, PRIVACY RESEARCH GROUP, NEW YORK UNIVERSITY, New York (September 2015)

*The Subtle Incentive Theory*, ATRIP CONGRESS, LAW SCHOOL OF MONTPELLIER, France (July 2014)

*Cross-Industry Partnerships: A Private Choice Theory*, LAW ENFORCEMENT AND THE INFORMATION ECOSYSTEM CONFERENCE, UNIVERSITY OF HAIFA, Israel (June 2014)

*Reconciling Original with Secondary Creation*, INTERNET LAW WORK-IN-PROGRESS SYMPOSIUM, NEW YORK LAW SCHOOL (February 2014)

*Regulating the Internet: SOPA, PIPA, and Politics*, THE KERNOCHAN CENTER IP SPEAKER SERIES, COLUMBIA LAW SCHOOL, NEW YORK (January 2014)

*Secondary Liability for Trademark Infringement On the Internet, Introduction*, THE KERNOCHAN CENTER ANNUAL SYMPOSIUM, COLUMBIA LAW SCHOOL, NEW YORK (November 2013)  
*Copyright Lawmaking and Public Choice*, INTELLECTUAL PROPERTY SCHOLARS CONFERENCE, CARDOZO LAW SCHOOL, New York (August 2013)  
*Second Level Agreements*, SJD WORKSHOP, UNIVERSITY OF PENNSYLVANIA LAW SCHOOL (June 2012)

### PEER REVIEW POSITIONS

Reviewer at Cambridge University Press  
Reviewer at Big Data and Society (A SAGE open-access peer-reviewed scholarly journal)  
Reviewer at Mercatus Center at George Mason University  
Reviewer at SCRIPTed, A Journal of Law, Technology & Society at the University of Edinburgh School of Law, Scotland

### CONFERENCE COMMITTEES

*The Symposium on Applications of Contextual Integrity* (Berkeley 2019) – Program Committee Member  
*The Northeast Privacy Scholars Workshop* (Princeton 2019) – Workshop Committee Member

### TEACHING & PROFESSIONAL EXPERIENCE

**Future of Privacy Forum**, Washington DC June 2018 – Present  
*Advisory Board Member*  
Participating in board calls, meetings, and providing input on different documents and initiatives by the Future of Privacy Forum, a nonprofit organization that serves as a catalyst for privacy leadership and scholarship.

**Facebook**, New York, NY Nov 2017 – Nov 2020  
*Joint Academia-Industry Research Group Chair*  
Chairing a joint academia-industry research group aimed at bridging the gap between existing and forthcoming academic research and current and forthcoming industry challenges around users' privacy, responsible information sharing, and communication of protection standards.

**New York University, Media, Culture, & Communications Department**, New York, NY  
*Adjunct Professor* Sep 2016 – May 2018  
Teaching a Privacy and Media Technology class, exploring various aspects of privacy and technology from philosophical, legal, and social perspectives.

**Columbia Journalism School, New York, NY** July 2018- July 2019  
*Research Fellow, Tow Center for Digital Journalism*  
Conducting research on push notifications and news agendas. Collaborated across disciplines and enjoyed a terrific community of interdisciplinary scholars engaged in the research of digital journalism.

**New York University School of Law, New York, NY** Jul 2015 - August 2018  
*Postdoctoral Research Fellow, The Information Law Institute*  
Researched legal and policy challenges in the age of big data. A member of the Privacy Research Group, where academics from various fields and industry representatives exchange ideas and present works. Proposed and organized events for the Information Law Institute.

**Columbia University School of Law, New York, NY** Aug 2012 - June 2015  
*Intellectual Property Fellow, The Kernochan Center for Law, Media, and the Arts*  
Conducted research for the Kernochan Center's various undertakings and generated original scholarship. Authored reports and position papers on various legal and policy issues related to law and technology with a special focus on intellectual property law. Organized the Kernochan Center's annual conference in November 2013 about secondary online trademark infringement.

**Bar Ilan University School of Law, Ramat-Gan, Israel** Oct 2008 - Aug 2009  
*Adjunct Professor*  
Taught Copyright Law, Trademarks and Patents Law. Prepared syllabus, reviewed assignments and mentored students.

**Ministry of Justice, Jerusalem, Israel** Aug 2007 - Aug 2008  
*Research Fellow, "The Committee for the Examination of Legal Aspects of Parental Responsibility during Divorce"*  
Collected legal background information. Drafted and edited the committee's documents, including the formal interim statement, semi-final report and press announcements.

**Supreme Court, Jerusalem, Israel** May 2007 - Sep 2007  
*Clerk, Honorable Dvora Berliner and Honorable Uzi Fogelman*  
Researched and wrote draft opinions concerning various legal issues including Criminal Law, Copyright Law, Contracts Law and Constitutional Law. Assisted the Justices in matters coming before the Court. Prepared for and attended Court proceedings, hearings and conferences.

**Ministry of Justice, Jerusalem, Israel** Sep 2006 - Apr 2007  
*Intern, Department of Counseling and Legislation*  
Participated in Governmental and Ministerial committees. Drafted bills, submitted response and position papers regarding pending legislation to the Israeli Government. Dealt mostly with Intellectual Property, Arbitration, Mediation, Consumer Protection, and National Security Legislation.

**BAR ADMISSION / LANGUAGES**

Israeli Bar Association, with honors (Dec 2007)  
Fluent English and Hebrew