

**Abstract:** Privacy has recently arisen as a key issue. Recent advances in user and application monitoring as long as the emergence of high-end facilities for processing large amount of data have indeed allowed service providers or even third parties to collect, aggregate, and analyze extensive user information so as to construct extremely precise user profiles. Such user profiles are very valuable for personalizing services and make them both user-centric and pervasive. However they also create important threats in terms of privacy leakage. In this tutorial, we will review profiling techniques, legal issues related to privacy, privacy preservation methodologies and techniques, and, finally, approaches and tools to enforce user awareness and empowerment.



**Bio:** [Lionel Brunie](#) is full professor at the National Institute of Applied Sciences (INSA) of Lyon, France, since 1998. After he received his PhD in computer science in 1992 from Joseph Fourier University, Grenoble, France, Lionel Brunie joined Ecole Normale Supérieure of Lyon, France as assistant professor. In 1999, Lionel Brunie created INSA e-learning department that he led until 2002. From 2002 to 2006, he headed the Lyon doctoral school in computer science (300+ registered PhD students). In 2003, Lionel Brunie co-founded the LIRIS lab in which he acted as deputy director in 2006-2007. In 2007, along with Pr Harald Kosch (University of Passau, Germany) and Pr Ernesto Damiani (University of Milan, Italy), Lionel Brunie created the International Doctoral College in “Multimedia Distributed and Pervasive Secure systems (MDPS)”. MDPS proposes both a framework for international co-supervised PhDs and a federative research institute that develops a joint research agenda. MDPS involve ~40 researchers and PhD students. Lionel Brunie leads the LIRIS DRIM research team he founded in 2008 (10 permanent researchers and 15+ PhD students). Over the last 10 years, Lionel Brunie has been involved in 10 EU-funded projects and more than 15 bilateral and international projects. He has been invited to give lectures in Austria, Italy, USA, Germany, Tunisia, Syria and Ethiopia. Lionel Brunie is the (co-)author of over 180 research papers; he has been member of over 70 scientific conference and workshop committees.