Presenter Name: Venkata Ramana Sai Malladi

Talk Title: Empowering User Privacy: A Novel Approach to Secure Data Access and Feedback-Driven Policy Refining

Presenter Short Bio: As a seasoned senior software engineer with over 12 years of experience, I have a proven track record of delivering high-quality products within demanding timeframes. My expertise lies in designing, engineering, and managing distributed systems, driven by a servant-leader mindset. Notably, I was instrumental in architecting OneTrust's data governance cloud, significantly boosting the company's revenue and earning me the 2024 Global Recognition Award.

I hold several patents for projects such as tracking enterprise data access, configuring classroom devices, targeted data discovery, and providing transparency in data access. My technical skills include proficiency in programming languages like Core Java, C#, C, and C++, as well as web technologies like JavaScript, HTML, jQuery, and PHP. I am also familiar with various databases, including SQL Server 2012, Azure Cosmos DB, MongoDB, MySQL, and PL/SQL.

Throughout my career, I have made significant contributions to companies like Meta, OneTrust, VMWare, and AirWatch, driving growth and success. As a recognized expert in privacy and data governance, I have volunteered as a reviewer for peer-reviewed journals like ACM Health. With a strong track record of innovation and delivery, I am a highly skilled and experienced software engineer.

Short Talk Abstract: In this presentation, we explore a pioneering system designed to elevate user privacy to new heights. Our focus revolves around a method that meticulously detects when private data is accessed, generates insightful event files to chronicle this access, and secures these logs in a database. Key to our discussion is how users are informed of data access through notifications and how their feedback can potentially reshape data access policies. A novel feature of this system is the integration of blockchain technology, ensuring the integrity of event logs and facilitating rigorous audits to maintain data privacy. We delve into how the system, managed by a dedicated server, not only oversees third-party data access but also emphasizes user consent as a cornerstone of privacy. By aggregating user feedback, the system empowers administrators to fine-tune data access policies, thus reinforcing user trust. This exploration covers the technical architecture of the system, the role of blockchain in safeguarding event logs, and the impact of user feedback on data privacy practices. Through this examination, attendees will gain insights into cutting-edge methods for enhancing user privacy and the strategic use of blockchain technology in managing and protecting private data.