



Call for participation

1st International Workshop on Privacy and Ethics in Eye Tracking (PrETHics) at ACM ETRA, 25.05.2021

Imagine a world in which...

- ... eye tracking has moved from the lab into the real world and allows private individuals, companies, and governments to monitor millions of people's gaze behaviour.
- ... gaze data is being recorded continuously at home, in virtual reality, at work every day.
- ... large amounts of eye movement data are being processed, analysed, and mined and provide rich insights into people and their lives.
- .. artificial intelligence "sees" the world through our very personal eyes.

With eye tracking becoming pervasive just like this, researchers face fundamentally new challenges regarding privacy and ethics as well as legal and societal implications. However, these critical topics have received little to no attention in the eye tracking community so far.

We therefore invite participation in the "1st International Workshop on Privacy and Ethics in Eye Tracking (PrETHics)" (<https://prethics.perceptualui.org/>) held online in conjunction with ACM ETRA 2021 to discuss these important topics for the first time.

The first part of the workshop will feature perspective talks given by experts on ethical, legal, and social aspects of eye tracking as well as challenges related to privacy when recording eye movements. In the second part, attendees will discuss these complementary perspectives in further detail in separate break-out groups supported by the respective expert. The result of these break-out groups will be short presentations summarising the main insights or findings of these discussions. Finally, each break-out group will present their discussion outcomes to the other groups with the goal of achieving a better understanding of the interdisciplinary character, the challenges, but also opportunities of privacy and ethics in eye tracking.

Register for the conference and workshop by April 23rd to benefit from early bird registration fees: <https://cvent.me/ZbLVz1>

More information about the workshop and the invited speakers is available here: <https://prethics.perceptualui.org/>