Serge Egelman, PhD, is a Research Affiliate and Group Lead for the Usable Privacy and Security group at ICSI. He is also a Research Scientist in the Department of Electrical Engineering and Computer Sciences at UC Berkeley and Co-founder and Chief Scientist of AppCensus, Inc., a company that performs on-demand privacy analysis of mobile apps for compliance purposes. His research focuses on the intersection of privacy, computer security, and human-computer interaction, with the specific aim of better understanding how people make decisions surrounding their privacy and security and then creating data-driven improvements to systems and interfaces. His work has helped to improve web browser security warnings, authentication on social networking websites, and privacy on mobile devices. Dr. Egelman has testified before the U.S. Senate, his research has been cited in numerous lawsuits and regulatory actions, and his work has also been featured in the New York Times, Washington Post, Wall Street Journal, Wired, CNET, NBC, and CBS.