

Moving Beyond Clicks: Rethinking Consent and User Control in the Age of AI

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Abstract

Current privacy consent mechanisms often let users down: cookie banners violate informed consent requirements, privacy policies are still difficult to understand, and transparency alone does not guarantee the protection of personal data. In other words, privacy controls are often not user-friendly, let alone felt as mechanisms for empowerment. As AI processes more and more personal data and plays an increasingly important role in society, these challenges are becoming more acute. Emerging systems based on large-scale data and machine learning complicate the boundaries of user control and consent; invisible inferences, decisions delegated to AI agents, and opaque personalisation create new challenges. While prior HCI research has examined the usability of consent and explored ways to improve it, the community still lacks a systematic exploration of consent in the age of AI. Therefore, this workshop brings together experts from AI, HCI, privacy, social sciences, policy, and law fields, to imagine how consent and control must evolve beyond “scroll-and-click” towards richer, contextual, and adaptive mechanisms reflecting human capabilities and values. It re-imagines consent and user control in the AI era, distinguishing between explicit decisions and the broader ways in which people can influence how their data is used. Using the Futures Design Toolkit [10], participants will develop future personas and create design provocations through prototyping. We are seeking position papers that address: novel

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consent mechanisms, the privacy impact of AI, privacy decision delegation models, and new interaction modalities for user consent and control. We will produce design artefacts and research directions for privacy control tools that are more effective, usable, and accessible than existing mechanisms.

CCS Concepts

• **Human-centered computing** → **Human computer interaction (HCI)**; • **Security and privacy** → **Human and societal aspects of security and privacy**; **Usability in security and privacy**.

Keywords

Human-centred Privacy, Consent, Control, AI, Privacy Regulations

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1 Introduction

Our everyday digital lives are saturated with challenging privacy decisions. We are bombarded with cookie banners that are unusable, tricky and annoying, and do not enable informed decisions, thereby violating consent requirements (e.g. through the use of manipulative design [11, 18, 22]); the framing in app permissions lead us to accept privacy-invasive settings [4]; privacy policies are not written to be understood [14, 16, 20] and leave us uncertain about the use of our data [3, 7]; and real time bidding—the economic basis of

the contemporary web—is “structurally difficult to reconcile with European data protection law” [25]. Emerging interface such as voice have been shown to lack workable consent mechanisms [23], and along with mixed and alternate reality interfaces are vulnerable to their own manipulative design patterns [9, 13, 17, 24].

While it is clear that the consent and control mechanism for privacy decisions is broken [2], its adoption as the cornerstone of data protection regulation and other data-related regulations (e.g., the Data Governance Act [19]) means that it is here to stay. This calls for the need to envision and design human-centric solutions that address the continuing problems related to consent and control. At the same time, the continued use and development of artificial intelligence has created a data-oriented world where it seems inevitable that data flows are destined to grow [15]. This development can be beneficial for individuals and societies (e.g., for data-driven medical research) [8, 16, 19, 21], providing new opportunities. However, emerging technologies and novel interaction modalities also pose new privacy threats which the research community must anticipate [15]. In this context, it is essential that we work together to improve the user interfaces to control how our data is used and how we are asked for consent, in order to create effective, usable, lawful, and accessible tools for consent, control, and communication around the use of personal data.

2 Workshop Goal and Previous Workshops

The proposal follows previous workshops at King’s College (2023) [1] and Dagstuhl Seminar #25261¹ (2025) on human-centred privacy with the goal of connecting researchers investigating novel aspects of human-centred privacy, working together on complex problems in this space, and creating design solutions that address foreseeable needs. All organizers of the submitted workshop attended at least one of the previous workshops, and two were on the organizing teams of the previous workshops. To facilitate a distinct and innovative working flow on the above topics, the present workshop is organized around the Futures Design Toolkit [10] from the EU-funded FUEL4Design project,² which provides a structured approach to exploring and designing for potential futures through tools and methods such as horizon scanning, scenario and persona building, and prototyping.

The toolkit is a collection of methods, tools and tactics that can be used during the process of “Futures Design” to help researchers and practitioners tackle complex design challenges in a structured way. It can serve as a catalyst for educational and research processes by providing various approaches to performing design activities, which can be adapted depending on the context, available resources and time constraints. Our workshop will employ stages from this toolkit to guide participants through a collaborative design process that moves from identifying consequences of current privacy practices to imagining future personas and producing design concepts. It is vital to further open these conversations to new perspectives, and we are excited to engage with the increasingly multidisciplinary attendees of CHI.

¹<https://www.dagstuhl.de/seminars/seminar-calendar/seminar-details/25261>, report included as supplemental material in advance of publication

²<http://www.fuel4design.org/>

The goal of the workshop is to collectively explore and design novel approaches to consent and control that are better suited to an AI-driven future. Through structured design exercises, we will produce concrete outputs, including future personas and design provocations that can serve as foundations for further research and development in human-centered privacy.

3 Planned Activities

The stages that we will focus on as part of this workshop have been informed through insights developed from Dagstuhl Seminar #25261 (mentioned above) working group on the topic of *Privacy Consent, Control, and Communication*. These insights broadly align with the earlier stages of the Futures Design Toolkit that are focused on horizon scanning and mapping and organising ideas developed from horizon scanning. As part of this, we identified potential challenges and opportunities that AI may bring to support future consent and control mechanisms, such as the use of AI agents to act on our behalf to alleviate known challenges related to notice fatigue [6], habituation [12], and superficial and uninformed consent[5]. In collating and discussing the identified challenges and opportunities from our horizon scanning activities we organised ideas around a set of key questions, a selection of which are given below), which will be used to direct the topics of the call for papers for position papers to give a good balance of expertise and ideas at the workshop, and to support us in developing an initial set of scenarios that participants will work with during the workshop.

4 Key Questions

4.1 Understanding the Context of Privacy Decisions

- What do we understand by “context” of privacy decisions? What is all the relevant information to a decision?
- How does the threshold for being informed change depending on context when making privacy decisions (e.g., low-stakes decisions might or might not require less information to be provided)?
- Under which circumstances can the necessity of active privacy decision-making be lifted from a legal, ethical, and human point of view?

4.2 Delegating and Distributing Control

- To what extent (practically, legally, ethically) could an AI agent make privacy decisions on behalf of a user?
- Could models that delegate privacy decisions to an AI be utilised to help remove individual consent responsibility? For example, trust in AI agents, data cooperatives, and experts?
- How might these approaches reduce the burden of individual consent while preserving agency and autonomy?

4.3 Designing New Mechanisms and Safeguards

- What would a systematic taxonomy of control mechanisms look like (e.g., contacting a DPA; changing your data; right to access)?

- How might AI systems introduce new forms of nudging or manipulation, and how can we distinguish supportive guidance from manipulative design?
- How can emerging interaction modalities—such as voice interfaces, generative AI, or social robots—reshape how people engage with consent and control?
- What new safeguards and design principles are needed to ensure that AI-driven consent and control mechanisms empower rather than manipulate users?

4.4 Envisioning Alternative Futures

- How could consent and control evolve in a world without AI-driven personalization, where data collection is limited to what is strictly necessary for service functionality?
- How might we envision positive and negative consequences of different futures, and translate them into design provocations that challenge current assumptions?

5 Before the Workshop

We will create a workshop website and advertise the call for participation and workshop and solicit submissions through social media, mailing lists (such as PETS, SOUPS, CUI, SWITS, German GI, as well as local institutional lists), and emails to participants of our previous human-centred privacy workshops (see Section 2). Prospective workshop participants will be invited to submit position papers of up to 3 pages in the ACM Master Article template that outline an innovative approach or perspective on one or more of the key questions given above, along with a brief author biography and areas of expertise and interests. This information will be used, along with the information from the paper, to facilitate the formation of thematically coherent working groups that can engage in focused discussions across both workshop sessions. Following the Futures Design Process [10], we will ask participants to frame their submissions in terms of consequences: how their approach addresses the key aspects of consent and control that have shaped the current landscape, what the possible or anticipated consequences of their own work might be, and how it differs from prior work. Submissions will be handled through a dedicated email address and submission system.

Accepted submissions will be selected through a peer-review process, with each submitting paper to be reviewed by at least two members of the organising committee. Overall, we expect to host 20–30 participants at the workshop. After notifications have been sent, we will post accepted position papers to the workshop website to allow participants to familiarise themselves with each other's work and remove the need for lengthy presentations at the workshop itself. We intend to explore the possibility of hosting an informal meetup at CHI before the workshop takes place to act as an ice breaker for participants. The workshop organisers will perform a clustering exercise to produce a provisional grouping of participants based on the topics and underlying mechanisms of their submissions, intended to save time at the workshop.

6 At the Workshop

The workshop will take place over two sessions, with an introduction and a conclusion reporting the outputs of the WGs in plenary sessions.

6.1 Session 1 (90 min)

6.1.1 Introduction (25 min). The workshop will begin with an introduction from the organisers outlining the goals, expected outputs, the work organization in WGs and the schedule. The participants will join their WG, each having a facilitator (who will be one of the organizers of the workshop).

In each WG, the participants will give short 2-minute introductions about who they are and their position paper, for a total of 15 min. The WG also assigns the responsibility to note down what is discussed and generated in their WG to one participant (i.e., the scribe) and to report to the plenary to another participant (i.e., the presenter).

For the activities, we draw on two specific stages of the Futures Design Toolkit [10]: Future Persona (see Section 6.1.2) and 'Provotyping' (see Section 6.2.1), aiming to produce a tangible artifact that can be illustrated in the closing plenary and can be (re)used after the workshop (see below). Each WG will be provided with pens, sticky notes, and printed templates from the appropriate sections of the future design toolkit.

6.1.2 Technique 1: Imagining a future persona for the scenario (65 min). Drawing from the scenarios produced by merging /mixing consequences gathered through the Cfp during the phase before the workshop and assigned to the WGs, each WG works on the description of practical scenarios through the creation of Future Personas. In particular, we will use the Time Traveler method, where the WG develops at least one profile of the future by relying on the present and the past, depending on the scenario. This helps to link future potential needs and opportunities of the persona to real facts and follow the development of the persona over time, thereby also providing a way to reflect on its plausibility. The output is a detailed persona.

6.2 Session 2 (90 min)

6.2.1 Technique 2: Design provocation (65 min). In this stage, each WG will design a 'provotype' (i.e., a prototype that provokes) of an object / service / other that triggers discussion about the imagined future of the persona. This will lead to the production of an artifact that helps participants reflect on a specific topic or disentangle a particular issue tangibly arising from the scenario. They can (and should be!) be provocative, as they may exacerbate certain consequences, for instance, to think about unforeseen implications.

6.2.2 Conclusions (25 min). In plenary, the presenter of each group reports to the rest of the participants the process and the outcome of the group work, including the open questions that persist.

7 After the Workshop

After the workshop, we will create a public repository of outputs, including personas and design provocations, making them available as open resources for both researchers and practitioners, with a CC

BY SA license. We will also upload position papers to our workshop website that will be hosted on GitHub pages for sustainability and prepare and submit a report summarising key insights, design artefacts, and research directions to a suitable venue for community reflection, such as the New Security Paradigms Workshop in 2027. We will seek the interest of data protection regulators (e.g., by participating in the Researchers' Days of the French CNIL's Digital Innovation Laboratory LINC) to disseminate the report further, as well as that of the legal and policy community (e.g., through the Data Protection Scholars mailing list).

Beyond publishing, we will host an online follow-up meeting to discuss collaboration opportunities after max. 1 month, to initiate joint projects (e.g., EU COST Actions) and potentially a special issue on consent and control in the AI era. To sustain community-building, we will also work with interested participants to explore ideas and opportunities for future related workshop proposals to continue establishing a community around designing interfaces for the future of privacy.

8 Organising Team

William Seymour is a lecturer in computer science at King's College London, UK, where he carries out research at the intersection of HCI and online privacy/security. His recent work focuses on streamlining consent and the privacy issues around LLMs. He has previously co-organised human-centred privacy workshops at King's College London (2023, 2025) and Dagstuhl (Seminar #25261, 2025).

Florian Alt is a Full Professor of Media Informatics at LMU Munich, Germany. He is interested in designing novel security and privacy interfaces that better blend with how humans are using computers, leveraging information on users' context and knowledge. Florian has previously organized very successful workshops and courses at CHI. He has previously chaired subcommittees in CHI and is a steering committee member of SOUPS.

Zinaida Benenson leads the Human Factors in Security and Privacy Group at the Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), Germany. Her research interests include usability of security- and privacy-enhancing technologies, decision making and risk perception in security and privacy. She serves on program committees of several renowned conferences, including PETS, ACM CCS and ACM CHI, and is an associate editor of ACM TOCHI Journal.

Sophie Grimme is a PhD researcher at the OFFIS Institute for Information Technology, Germany, where she investigates privacy and data agency in women's health technologies. Her research focuses on how intimate health data is collected, shared, and controlled by users versus providers, with published work on FemTech privacy policy transparency. By combining privacy research with feminist HCI, she addresses imbalances in the health data agency.

Farzaneh Karegar is an Assistant Professor (Senior Lecturer) in Information Systems at Karlstad University, Sweden. Her research examines the human aspects of digital technologies, with a particular focus on the usability of privacy- and transparency-enhancing tools. Currently, her work explores human-centered approaches to explainable AI and how to effectively communicate privacy-preserving data analytics to diverse stakeholders, enabling

better-informed privacy decisions. She has conducted extensive research on the usability of consent and transparency mechanisms, investigating not only how information is presented but also how engagement modes influence user attention and understanding of data flows. Farzaneh co-chaired EuroUSEC in 2024 and 2025.

Maija Poikela is an Assistant Professor for Health Data Privacy at the Berlin Institute of Health at Charité Universitätsmedizin Berlin. Her current research is dedicated to privacy in healthcare, designing trust-building solutions that enable secure data sharing through informed consent, clear frameworks, and granular control.

Arianna Rossi is a research affiliate of the LIDERLab at Sant'Anna School of Advanced Studies (Pisa, Italy) and is an expert in online manipulation, usable privacy, and legal design. She carries out empirical and theoretical research with a clear interdisciplinary slant, at the intersection of data law, human-centered design and computer science. Arianna has extensively published on the topics of transparency and consent in data privacy. She is PC member of important international conferences (e.g., EuroUSEC, JURIX, etc). She has been an invited speaker at international conferences and routinely gives about law, design and technology to academic students and practitioners.

Mark Warner is an Associate Professor in Computer Science at UCL. He is an HCI researcher working at the intersection of privacy, security, and safety. Relevant prior work includes research into privacy across a range of contexts, including online dating, FemTech apps, and generative AI systems. His current research is exploring platform governance models to understand how platforms characterise and respond to harms, including privacy harms.

9 Call for Participation

Our everyday digital lives are saturated with challenging privacy decisions, many of which are stacked against us through the use of e.g., manipulative design. Emerging work on interfaces such as voice and V/X/AR show similar problems emerging. While it is clear that the notice and consent mechanism for privacy decisions is broken, its adoption as the cornerstone of data protection and other regulations means that we need to envision and design human-centric solutions that address the continuing problems related to consent and control. The workshop will bring together experts from AI, HCI, design, privacy, social sciences, policy, and law to further analyse these problems and work together on solutions. Through two design sessions, we will co-create a set of future personas and design provocations that take us beyond the limits of conventional consent and control mechanisms. Prospective participants should submit a 3-page position paper outlining an innovative approach to or perspective on one of the workshop's key questions to the workshop website. As mentioned earlier, the papers will be clustered by the organizers based on the topic ahead of the workshop, will be presented by the participants at the workshop and will be published afterwards. Participants can expect to work on issues of consent and control by co-designing tangible prototypes (prototypes that provokes) as innovative and critical solutions, and network with other scholars and practitioners from neighboring fields.

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