

Director's Statement – Privacy People

by Stephen Bolinger

I've worked in privacy and data protection for almost two decades. In that time, I've had hundreds of conversations in hallways, conference rooms, and dinner tables with people who care deeply about how data is used and how people are affected by technology: lawyers, engineers, policy wonks, activists, marketers, and all of the rest of the people who more or less "fell into" privacy through different paths. Those conversations were often funny, sometimes heavy, and always more human than the policies, laws, slide decks, and marketing fluff reflects.

Privacy People started with a simple question: **what if we could share those conversations more broadly?**

I wanted to make something that explores *what privacy actually is* in people's lives and *why it matters*, but through the voices of the people who spend their careers working on it. We talk a lot about GDPR, AI, dark patterns, and data breaches. We talk less about the people making important contributions behind the scenes — their values, compromises, doubts, and motivations. This film is my attempt to bring that human layer to the surface.

This is my first film. It's not perfect, and it wasn't made with a big crew or studio backing. It was made in the spaces around a full-time job: early mornings, late evenings, weekends, and a lot of learning-by-doing in both production and the edit. But it's something I've poured a lot of myself into, and I hope that shows.

I'm especially proud of the space this film gives to women in privacy, whose leadership and voices have shaped the profession in profound ways. My hope is that *Privacy People* feels like sitting down with a group of colleagues you didn't know you had — people who make privacy real and relatable, rather than abstract or opaque.

If the film prompts someone to think differently about privacy, to see the profession in a new light, or to feel a little less alone in this work, then it's done what I hoped it would do.