According to the framework of contextual integrity concerns over threats to privacy, often stemming from the deployment of information technologies and digital media are triggered by inappropriate flows of personal information, and not primarily by exposure of personal information, or losses of control over it. To capture essential parameters of appropriateness, the theory posits context-specific informational norms and further asserts that the ideal of contextual integrity is respect for norms that promote ends, purpose, and values internal to respective social contexts. My talk will provide an overview of the framework, as well as work-in-progress developing applications to specific cases.