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Privacy as a Growing Risk

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Privacy is a Rapidly Emerging and Disruptive Force

↪ Privacy is challenging organizations to think about their data differently and act "reasonably"

↪ Privacy is becoming part of the information security profession

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Anonymity: Solution and Problem

Sweeny and the MA Group Insurance Commission

- De-identifying records is extraordinarily difficult

- You understand data in a modern context, you are the one who understands and can explain the issue

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Perfect Security Does Not Mean Perfect Privacy

FTC action against Aaron's rent-to-own

- Privacy demands good security. Too much security risks violating individual privacy.

- You are responsible for information systems. You know what potential problems result from poor choices.

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Europe is not the United States

Max Schrems versus Facebook

✍ Understanding data in a modern organization is specialized knowledge. You have the knowledge so you understand the difficulty of complying with an unexpected request. Know the company's obligations and bake them into procedures/processes.

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Internet of Things = Tons of Personal Data

LG Smart TVs collecting personal information

✍ You manage the data streams. Help ensure requests from marketing and product development are reasonable. Your organization must understand "consent."

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Privacy Demands Security

The FTC case against Wyndham Hotels and Resorts

- You are expected to understand how to protect your systems. Following modern security best practices are a must to protect privacy.

Just Because You Can Doesn't Mean You Should

Target, Google and Path

✍ Regulatory compliance is a must, but enforcement action can result from doing things the public does not expect. Make sure your company understands "reasonable expectation."
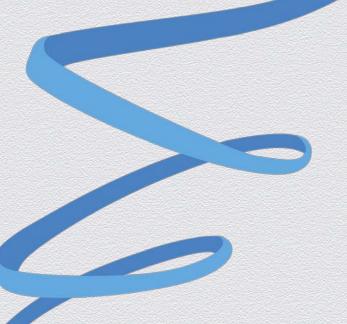
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Integrate Privacy Into Your Career

- The C-suite recognizes privacy as a risk to mitigate

- Implement data breach protection and response

- Implement privacy controls into security programs

- Help maximize data use, not just minimize

- Help your organization go global

- Be a conduit to legal, marketing, human resource

- Help properly vet new systems and solutions

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Questions?

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