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SESSION ID: DSP-T07R

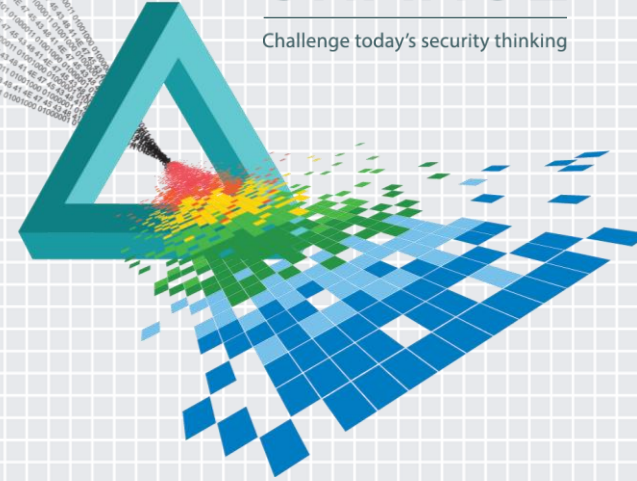
Technologies that will shape the Future Privacy Debate

J. Trevor Hughes

President & CEO
International Association of Privacy Professionals
@jtrevorhughes

CHANGE

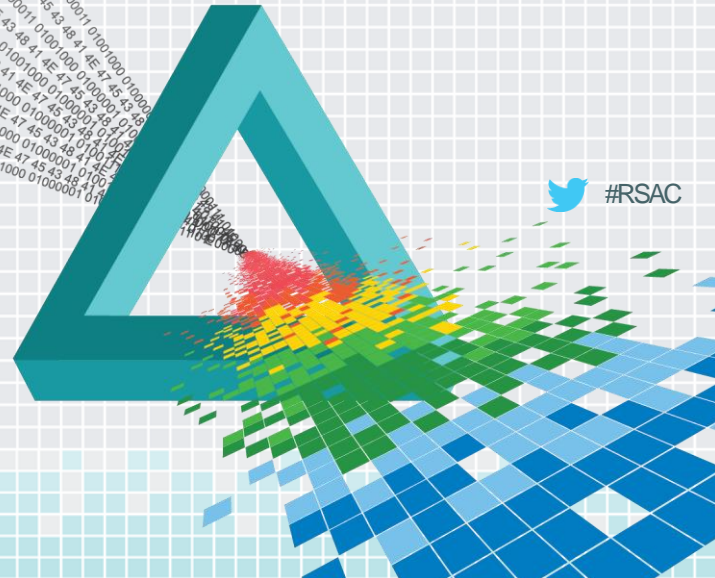
Challenge today's security thinking



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**Debates about privacy are
debates about the role of
technology in our lives and,
more broadly, society.**

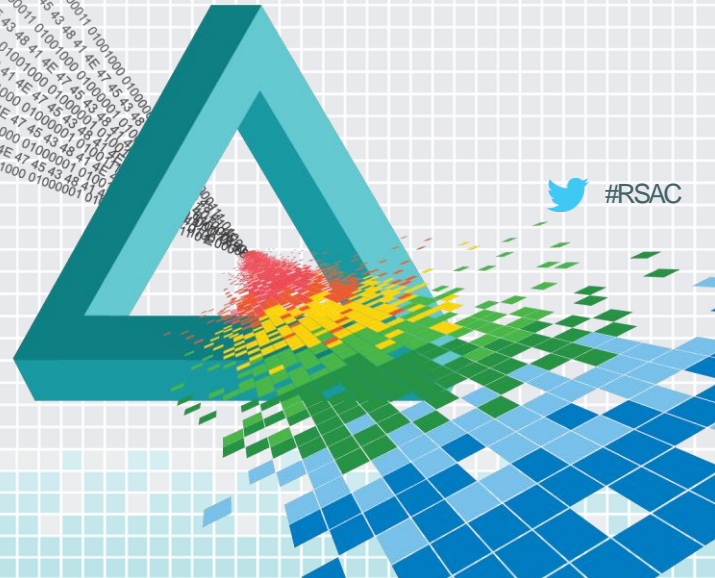


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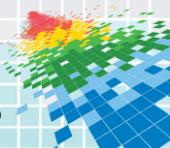
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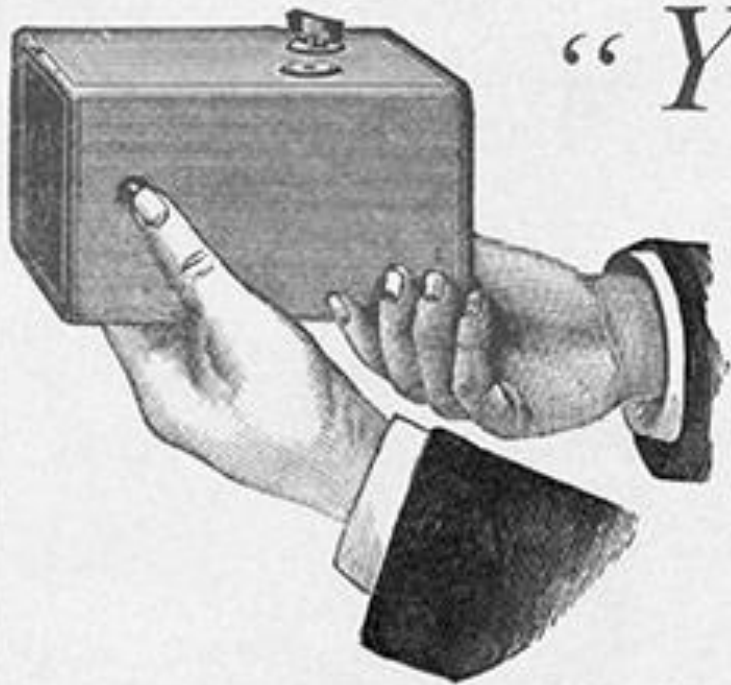
The Right to Privacy





Numerous mechanical devices threaten to make good the prediction that ‘what is whispered in the closet shall be proclaimed from the house-tops’





*“You press the button,
we do the rest.”*

OR YOU CAN DO IT YOURSELF.

The only camera that anybody can use without instructions. As convenient to carry as an ordinary field glass World-wide success.

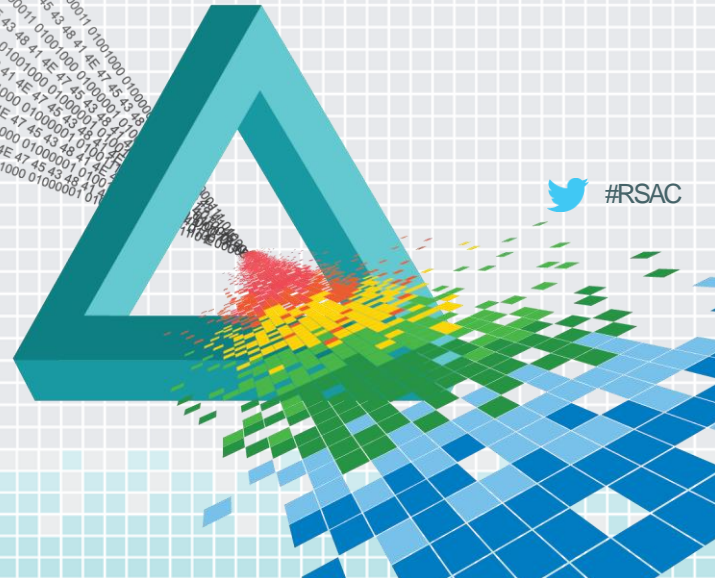
The Kodak is for sale by all Photo stock dealers.

Send for the Primer, free.

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Privacy as Control over Information

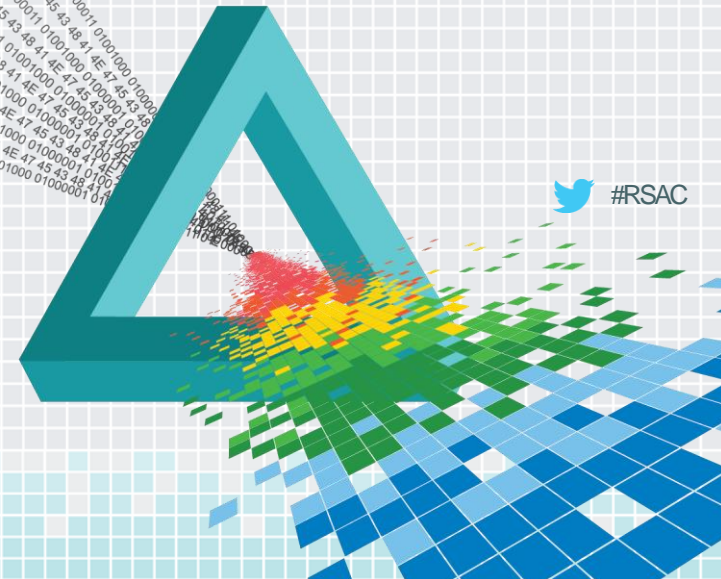




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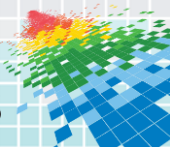
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The Fair Information Practices



The Fair Information Practices

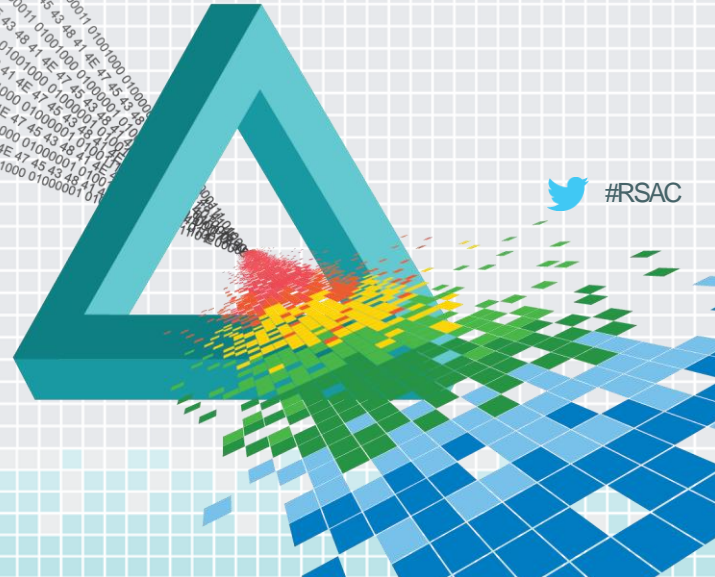
- ◆ Notice
- ◆ Data Minimalization
- ◆ Choice
- ◆ Limited Use
- ◆ Access
- ◆ Security
- ◆ Enforcement



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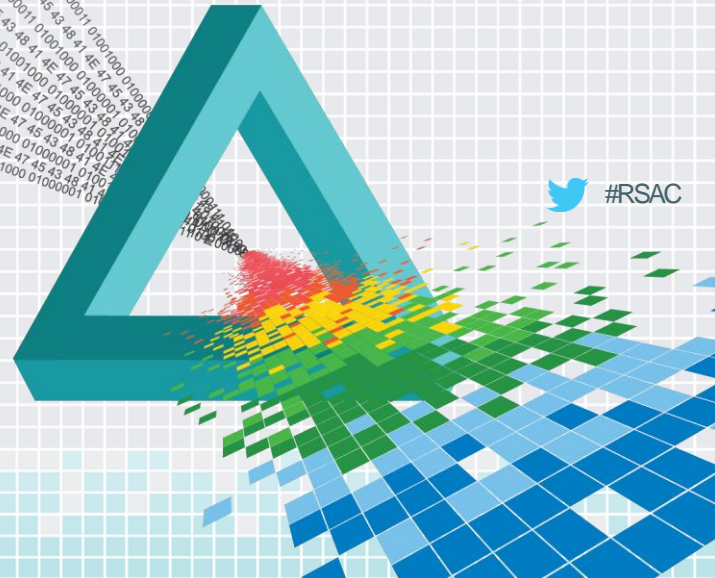
Digital Problems Analog Solutions



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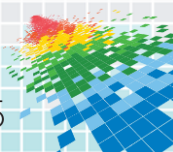
Mobile





Mobile

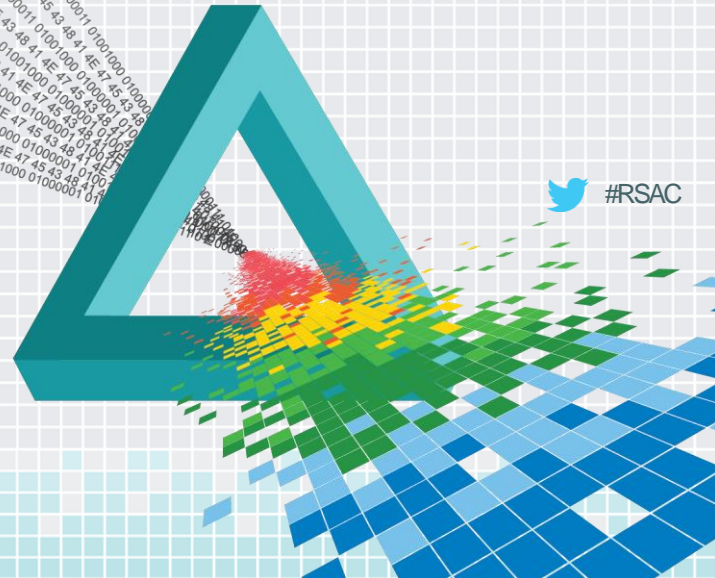
- ◆ Transparency of data practices on device
- ◆ Facility of user control
- ◆ Unknown standards on location data
- ◆ Contextual (work v. personal) challenges
- ◆ Multi-Party Environments
- ◆ Watch the Gatekeepers – The Soft Law of Privacy



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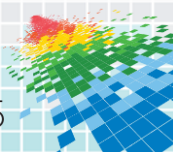
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Wearables



Wearables

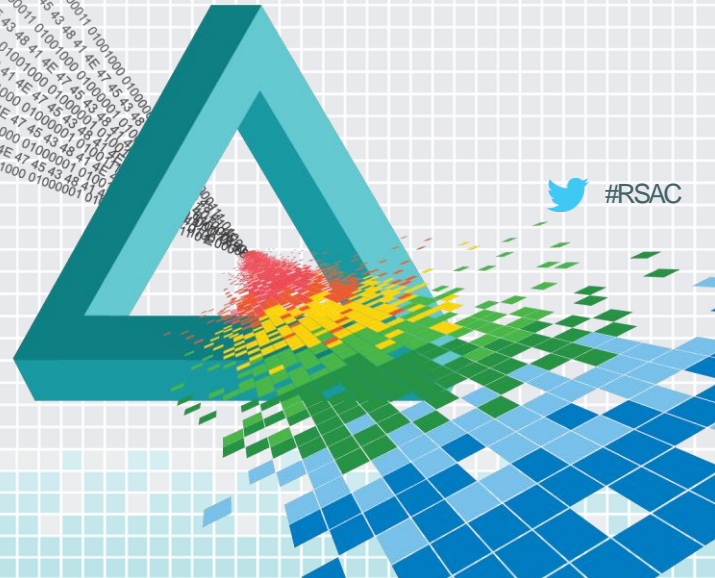
- ◆ Connection to health data
- ◆ Life logging
- ◆ Privacy and insurance?
- ◆ Privacy and employers?
- ◆ Privacy and public health?



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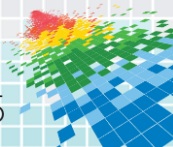
Big Data





Big Data

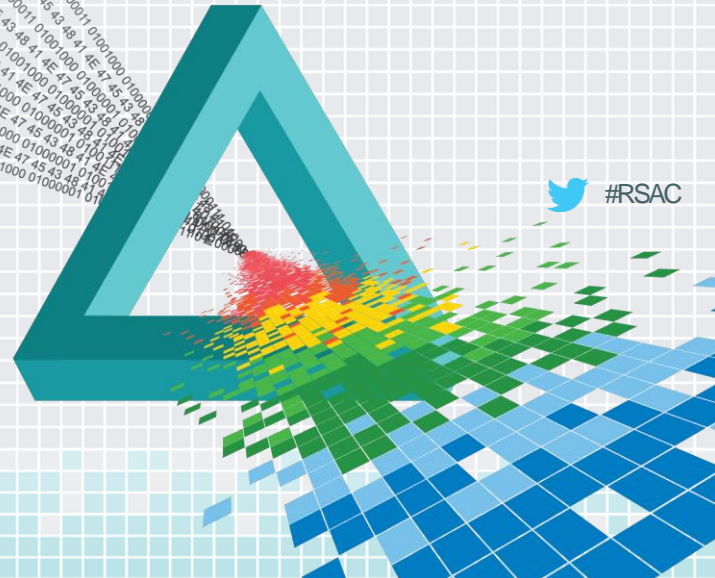
- ◆ Contrary to limited use principle
- ◆ How do we provide notice for unknown uses?
- ◆ Who gets to determine benefit to consumer, citizen, society for future uses of data?
- ◆ When connected to IoT, how can Fair Information Practices apply?



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Facial Recognition

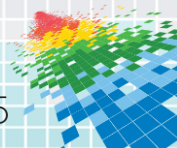


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Facial Recognition

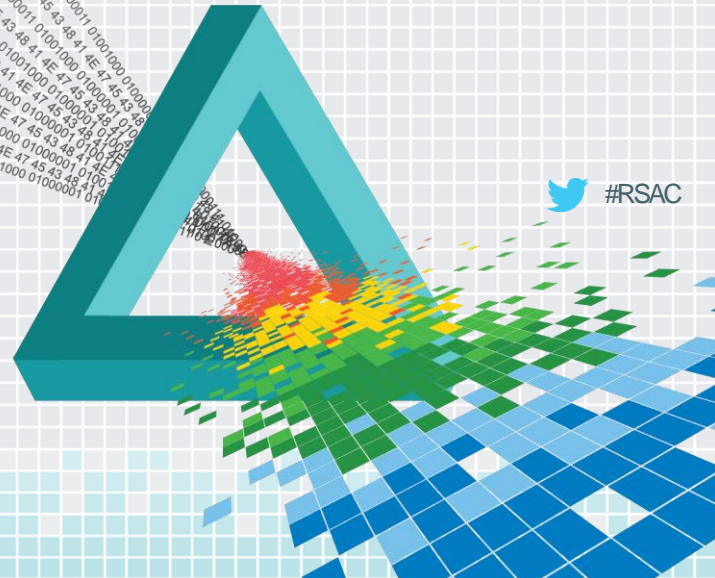
- ◆ The anonymity of the crowd
- ◆ The shifting status of PII and identifiability
- ◆ Connections to ubiquitous surveillance



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Convergence

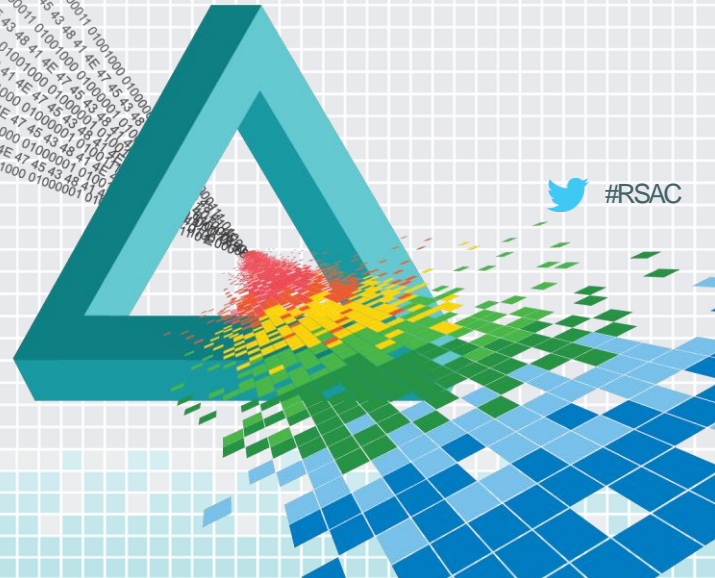




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History Repeats Itself

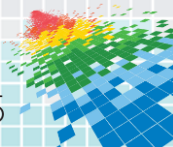






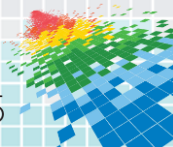
History Repeats Itself

- ◆ Debates about privacy are debates about technology in society
- ◆ Society will continue to create normative values to respond
- ◆ Law and policy will be woefully slow in documenting social norms
- ◆ The result? Risk for public and private sector organizations that get privacy wrong.



So what to do?

- ◆ Compliance
- ◆ Privacy By Design
- ◆ Accountability
- ◆ Informational Ethics
- ◆ Privacy as a critical skill set for every professional who touches data.



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Thanks!

@jtrevorhughes
@privacyprofessionals

