

# ***Privacy by Design***

## **An Introduction**



[www.privacybydesign.ca](http://www.privacybydesign.ca)

# What is Privacy?



**Freedom of choice**  
**Personal control**  
**Informational**  
**self-determination**



# Protecting Privacy: Fair Information Practices

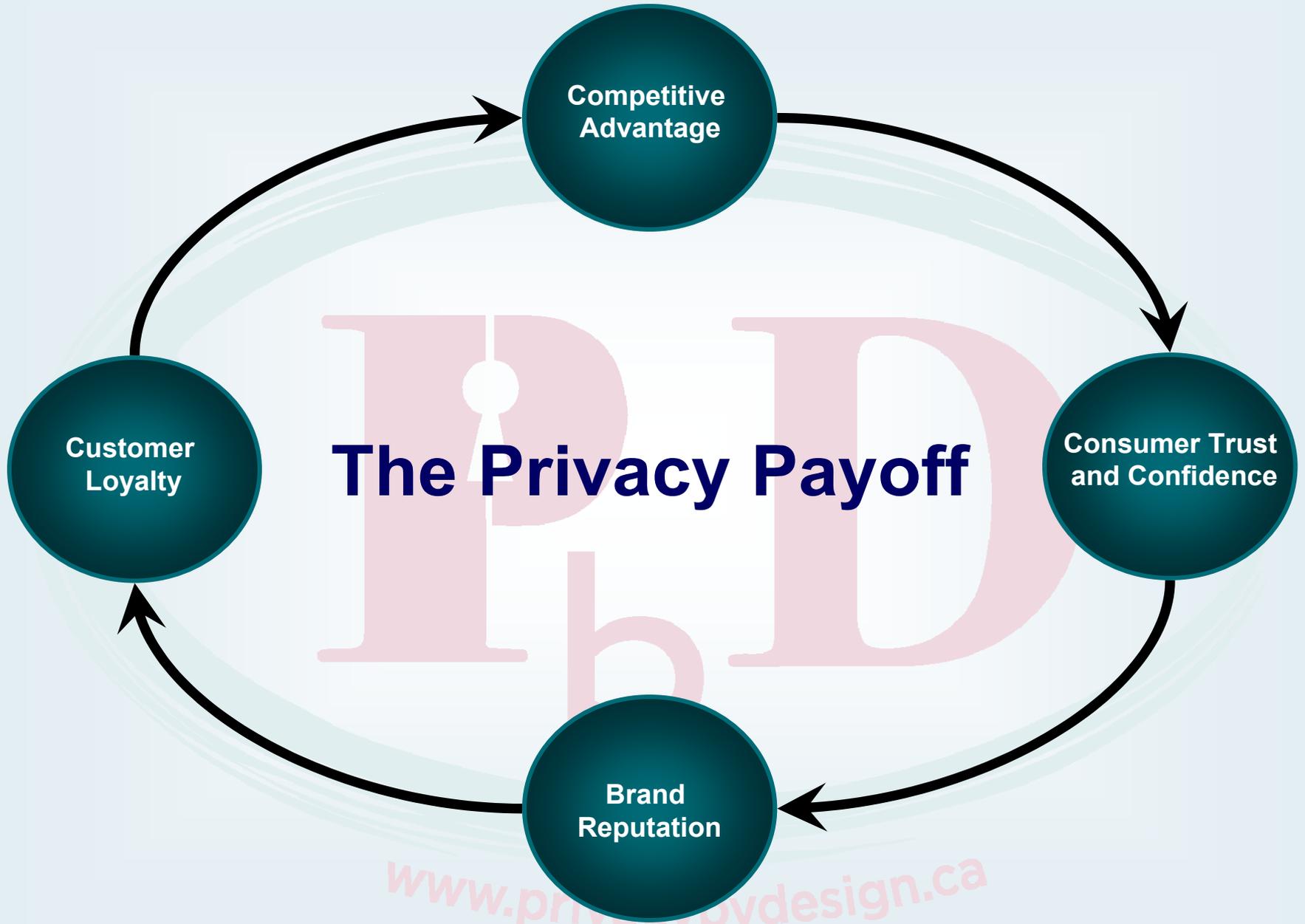
1. **Consent**
2. **Accountability**
3. **Identifying Purposes**
4. **Collection Limitation**
5. **Use, Retention and Disclosure Limitation**
6. **Accuracy**
7. **Security**
8. **Openness**
9. **Access**
10. **Compliance**



# Privacy as a Business Issue

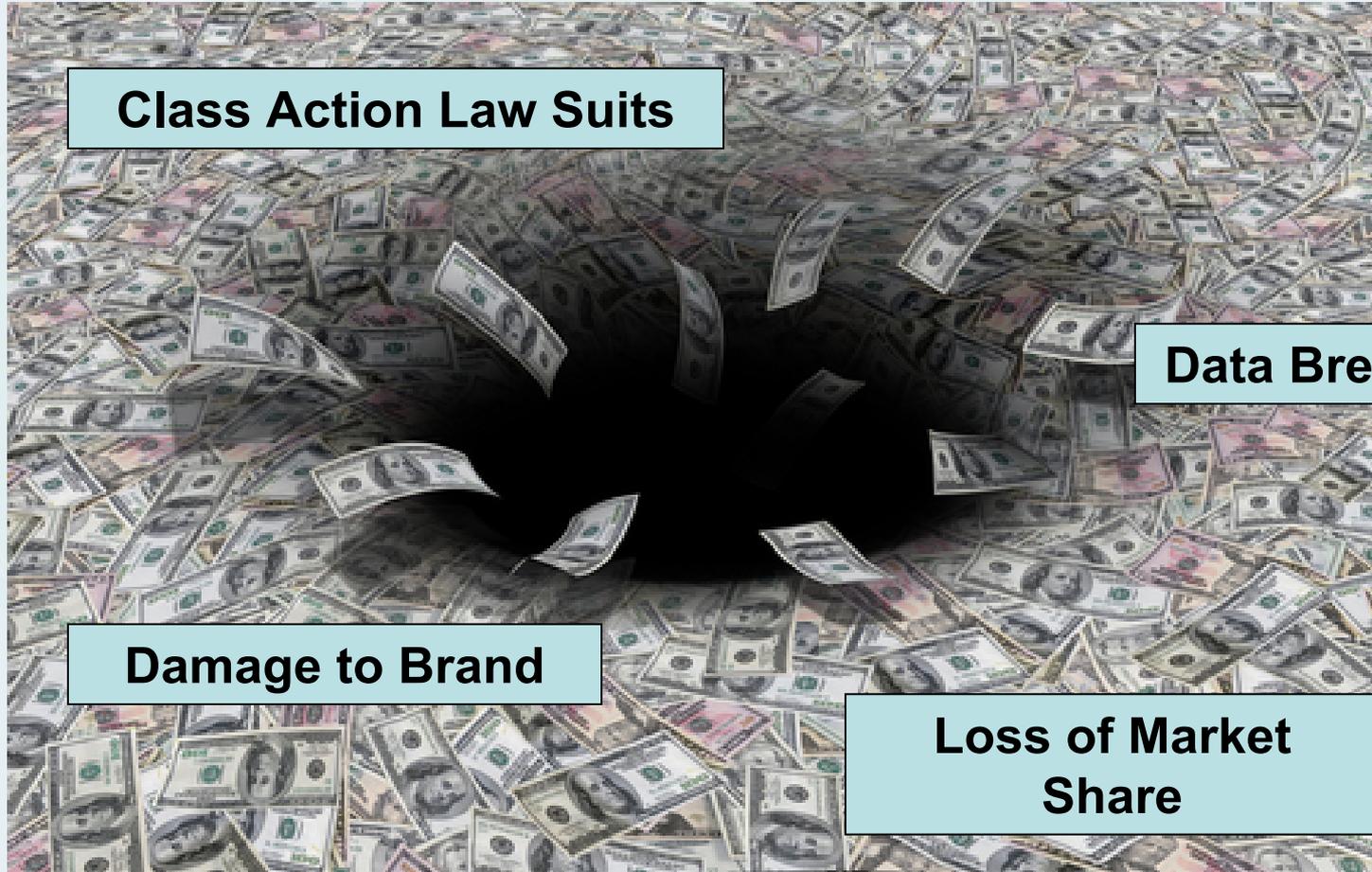
**“Anyone today who thinks the privacy issue has peaked is greatly mistaken... We are in the early stages of a sweeping change in attitudes that will fuel political battles and put once-routine business practices under the microscope.”**

*Forrester Research, 2001*





# The Perils of Ignoring Privacy



**Class Action Law Suits**

**Data Breaches**

**Damage to Brand**

**Loss of Market Share**



# Market Leaders are Paying Attention!

Profound shift in privacy management in the US from 1995 to 2010:

- Thousands of companies have now created Chief Privacy Officer (CPO) positions
- “Privacy has evolved over the last several years to be defined in large part by respect for what consumers expect regarding the treatment of their personal sphere.”

Kenneth A. Bamberger & Deirdre K. Mulligan,  
*Privacy on the Books and on the Ground*



# ***Privacy by Design***

***(PbD)***



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# Breaking with Tradition: The Zero-Sum Paradigm

**EXPIRED**

**WIN-LOSE**

**FALSE  
DICHOTOMIES**

**UNNECESSARY  
TRADE-OFFS**

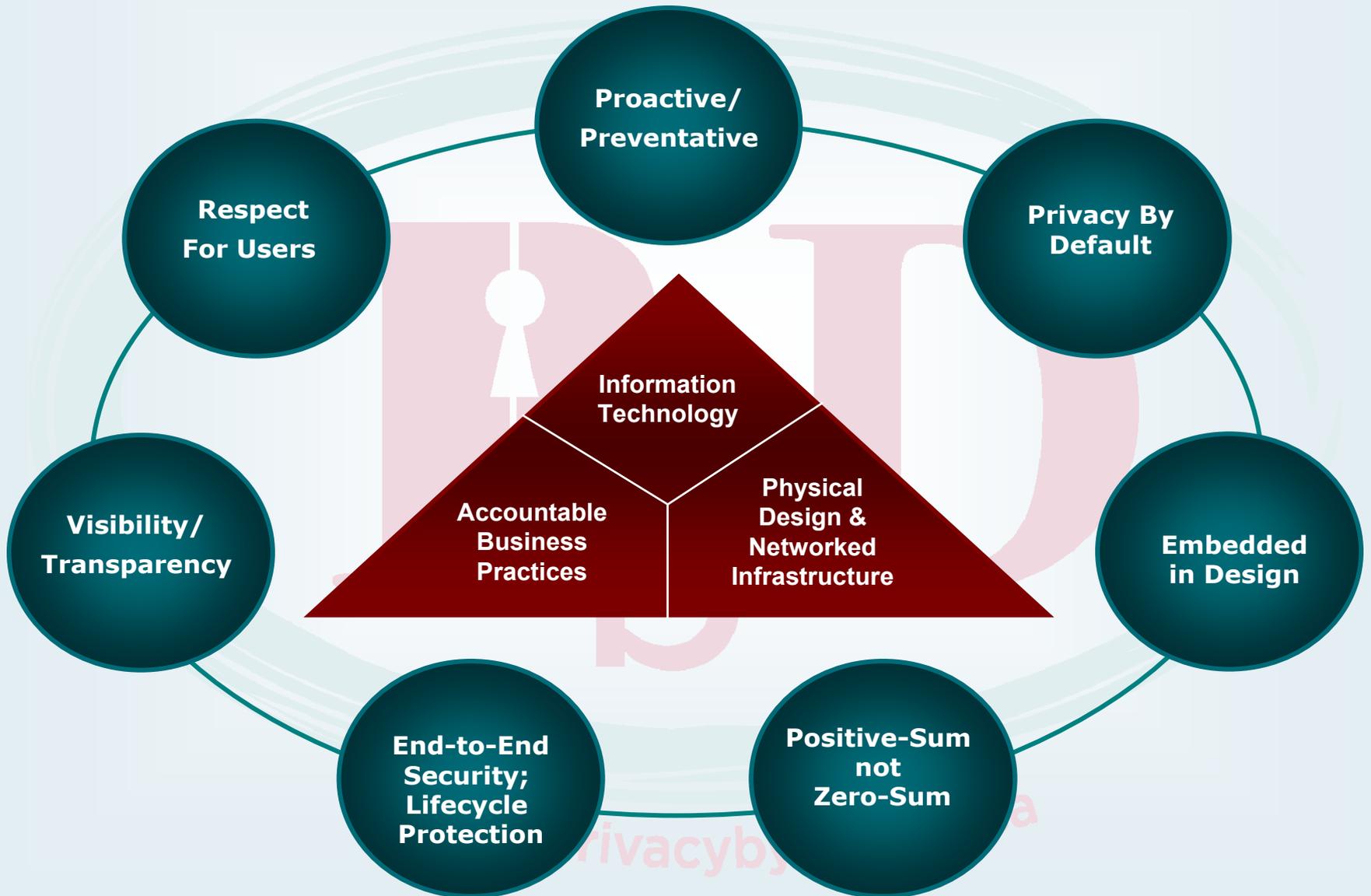


# A New Perspective on Privacy: The Positive-Sum Paradigm





# Privacy by Design: Overview





# Principle One

~~REACTIVE~~

PROACTIVE



# Principle Two

Privacy

Settings

Select a setting

High



Sites Import Advanced Default ✓

***Privacy as the Default Setting***

www.privacybydesign.org



# Principle Three



**Privacy Embedded into Design**



# Principle Four

**Full Functionality**

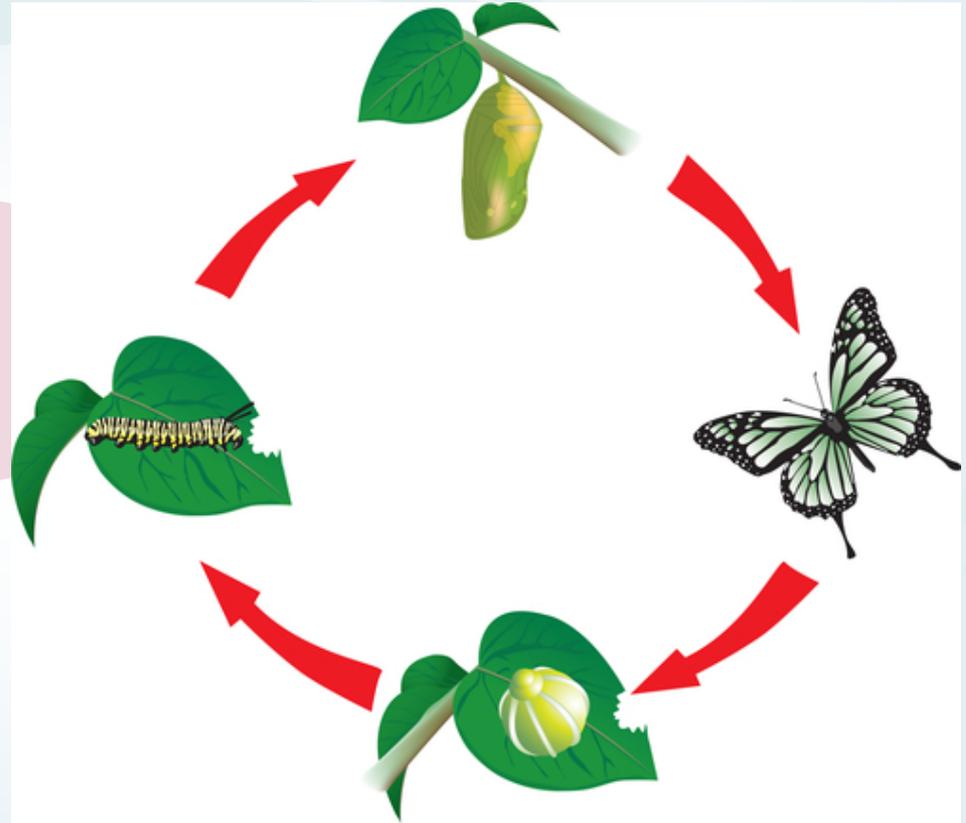


**Positive-Sum  
NOT Zero-Sum**



# Principle Five

***End-to-End  
Security:  
Full Lifecycle  
Protection***





# Principle Six



**Visibility and Transparency**

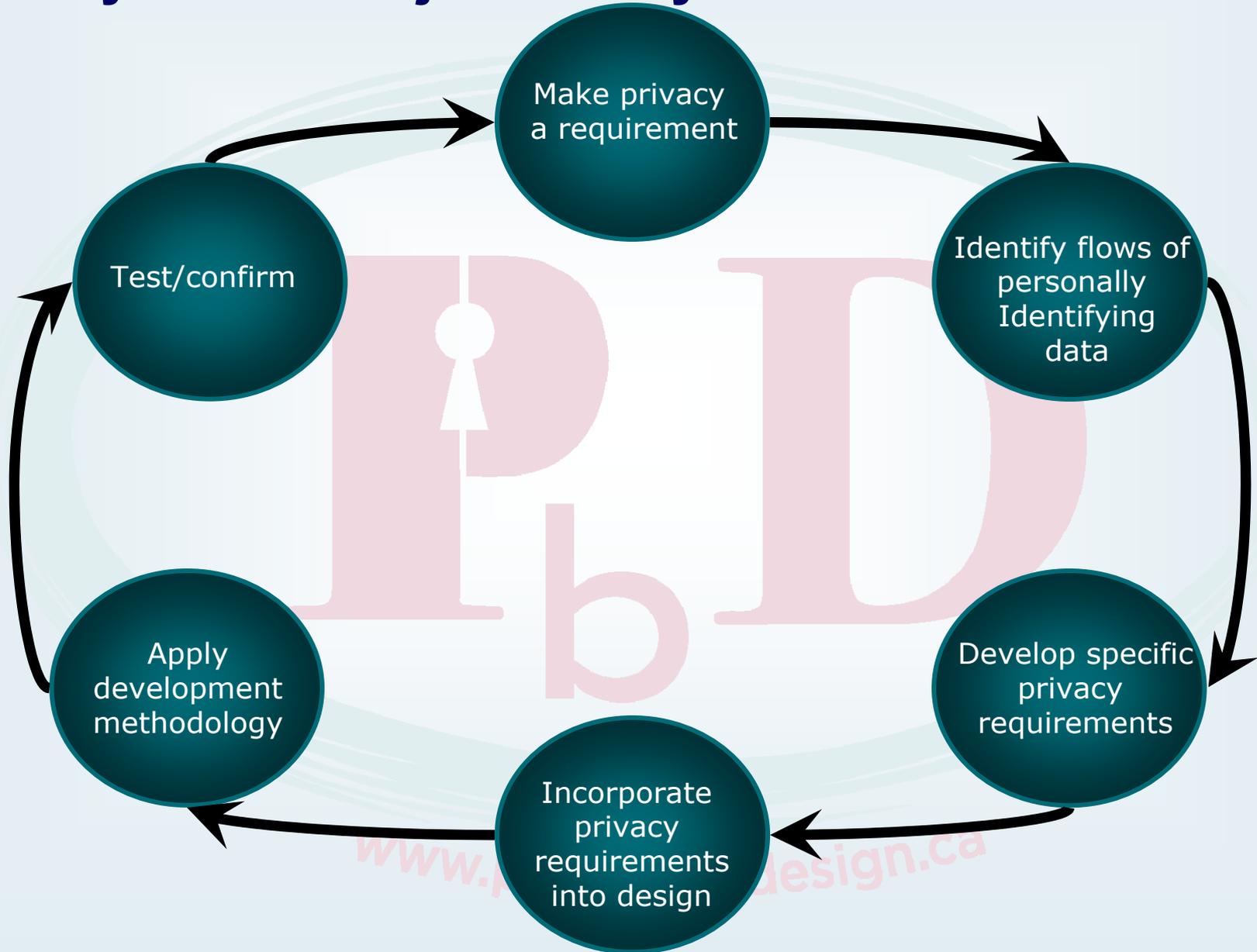


# Principle Seven



**Respect for User Privacy**

# Operationalizing *PbD*: Privacy in the Project Lifecycle



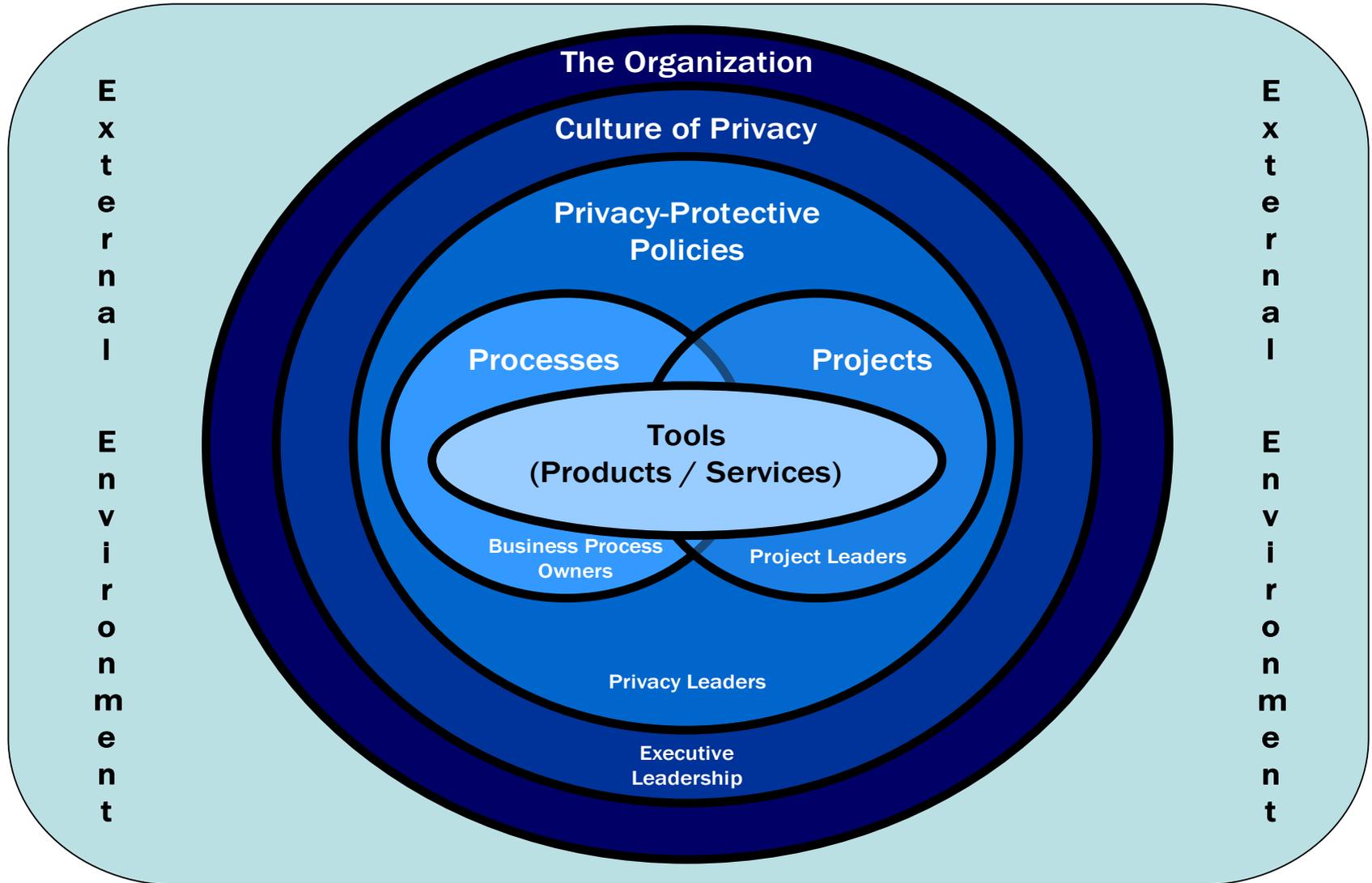


# How PIAs Can Help

- **Privacy Impact Assessment (PIA)**
  - Risk management tool that identifies the actual or potential effects of a proposed or existing system, technology, or program
    - Promotes systemic analysis of privacy issues
    - Supports informed decision-making
    - Early warning device
    - May reduce costs



# The Ultimate Goal: *PbD* Embedded Throughout the Organization



**More information and a growing library of resources are available at**

**[www.privacybydesign.ca](http://www.privacybydesign.ca)**

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