

Privacy by ReDesign

Building a Better Legacy

www.privacybydesign.ca



Privacy by Design

- **Embed privacy** directly into the design and operation of information technologies, business practices and networked infrastructure, **right from the outset.**

Reality

- Most organizations have existing or legacy systems, and relatively mature businesses practices;
- Replacing such systems outright is **rarely on the agenda.**

Is it....



?

No!!!

(Of course not!)



Privacy by Design is just as relevant to established systems as it is to nascent ones – enter...

Privacy by
Re*Design*

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What is

Privacy by ReDesign?



A framework for
proactively
assessing gaps in
how personal
information is used
and managed, and
addressing those
missing gaps
systematically



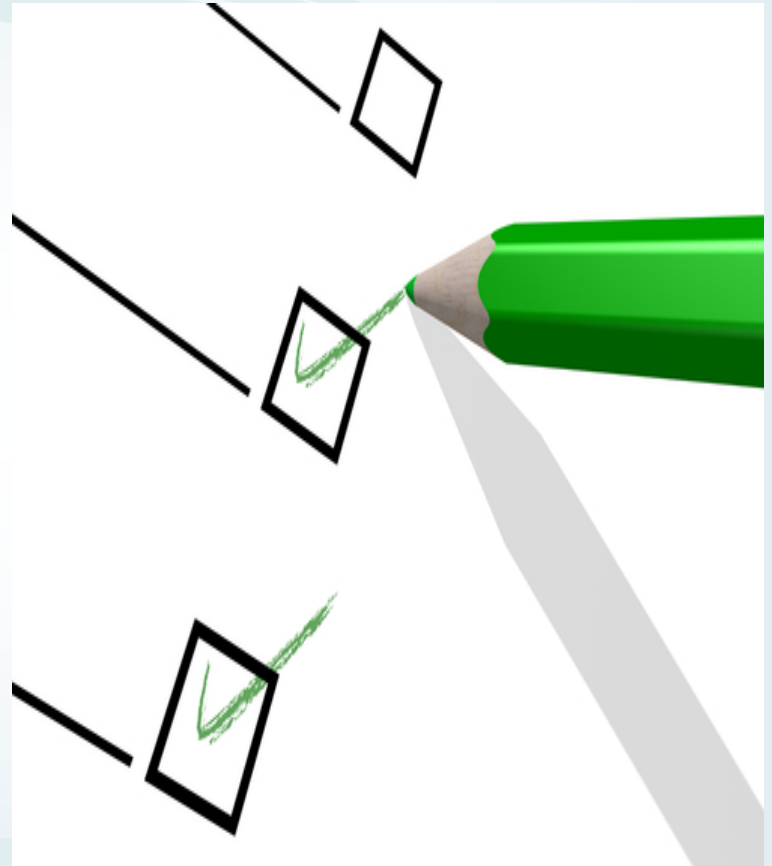
Why Wait?!



The First Step: Identifying *Privacy by ReDesign* Projects

Start with risk management, continuous improvement, or other existing processes;

In response to internal, external, competitive, or consumer forces.





Prioritizing Projects: Asking the Right Questions

Are we collecting personal information? Is it sensitive?

Do we collect more personal information than we really need?

Is privacy the default? Can users control their privacy settings?

Do we protect information equally throughout its lifecycle?

**Do we communicate privacy policies to
internal and external stakeholders?**

**Do people understand what we do with their personal
information?**

Do we ask people to choose between privacy and functionality?

Have we taken the interests of users into account?

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Getting to the Heart of the Matter:

Rethink

Redesign

Revive

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Organizing Project Work

	Rethink	Redesign	Revive
Objective	Identify business and privacy requirements associated with the target system	Design and develop new controls to meet business and privacy requirements	Rollout redesigned, privacy-enhanced system
Key Activities	<p>Confirm/establish business requirements</p> <p>Evaluate existing system privacy controls against <i>PbD</i> Principles</p> <p>Identify deficiencies (gap analysis)</p> <p>Define strategic business objectives, control requirements and initial implementation strategy</p>	<p>Design and build controls that meet business objectives while supporting <i>PbD</i> principles</p> <p>Eliminate earlier existing non-compliant controls</p> <p>Implement new controls</p> <p>Test new controls</p>	<p>Revalidate the redesigned target system against <i>PbD</i> Principles</p> <p>Deploy</p> <p>Confirm successful integration of redesigned target system</p>
Outcome	Clear project objectives developed	Redesigned target system with new privacy controls in place	Organizationally-integrated target system aligned with <i>PbD</i> Principles



Laying the Foundations of Success

- ***Building a Culture of Privacy: Strong Leadership and Goal-Setting***
 - *Commitment to privacy at the highest levels*
- ***Protecting Privacy: Using Systematic and Verifiable Methods***
 - *Apply all Fair Information Principles equally*
- ***Full Functionality: Achieving Win-Win Results – Avoiding Unnecessary Trade-offs***
 - *Create a win-win strategy*



The Desired End State

Fully implemented, *Privacy by ReDesign* is enterprise-wide in scope, encompassing **ALL** aspects of the corporate eco-system

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

www.privacybydesign.ca

Take a look!

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