

Privacy by Design

An Introduction

www.privacybydesign.ca



What is Privacy?





Protecting Privacy: Fair Information Practices

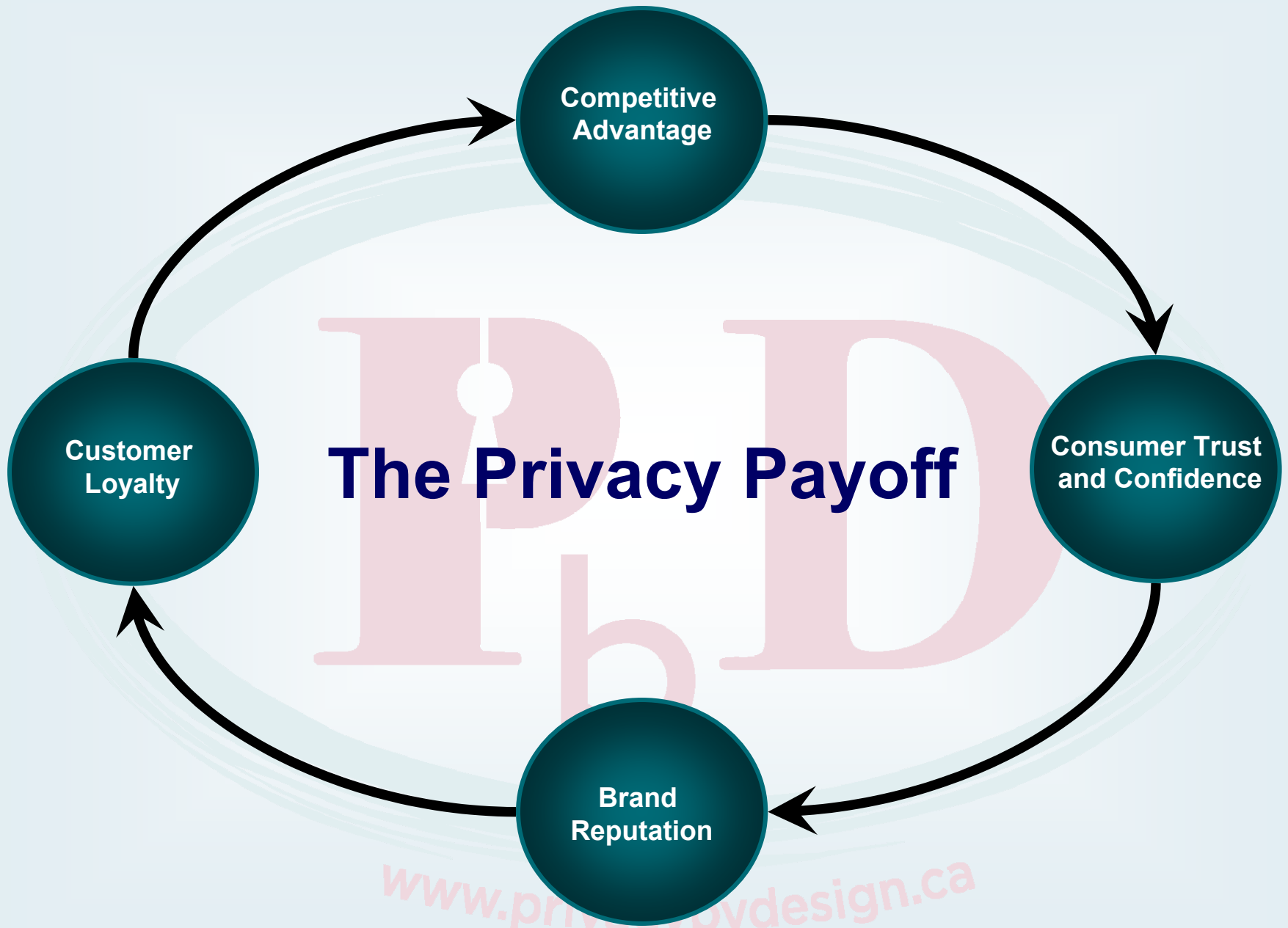
1. Consent
2. Accountability
3. Identifying Purposes
4. Collection Limitation
5. Use, Retention and Disclosure Limitation
6. Accuracy
7. Security
8. Openness
9. Access
10. Compliance



Privacy as a Business Issue

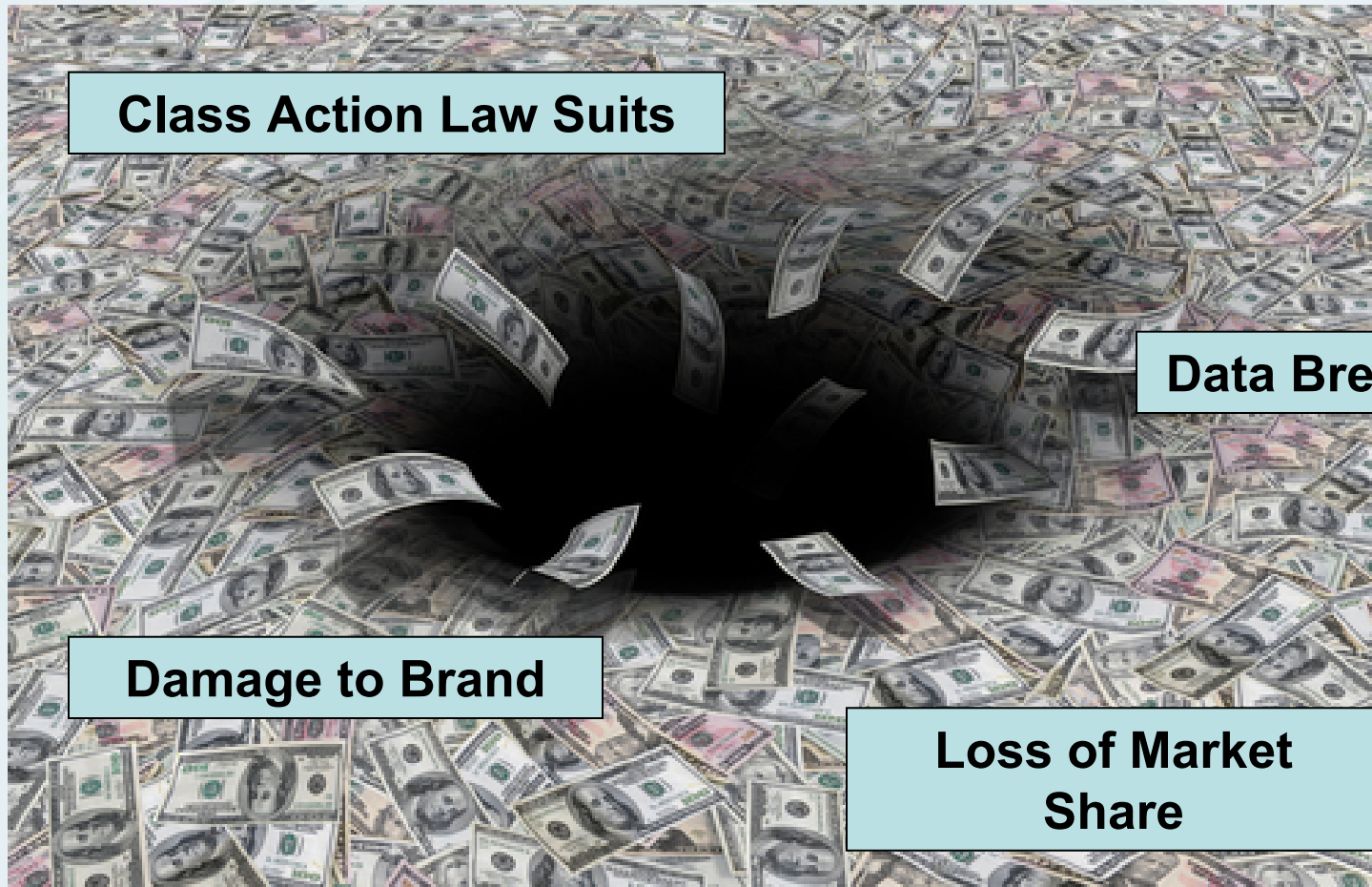
“Anyone today who thinks the privacy issue has peaked is greatly mistaken... We are in the early stages of a sweeping change in attitudes that will fuel political battles and put once-routine business practices under the microscope.”

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

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Privacy by Design

(PbD)

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Breaking with Tradition: The Zero-Sum Paradigm

EXPIRED

WIN-LOSE

**FALSE
DICHOTOMIES**

**UNNECESSARY
TRADE-OFFS**



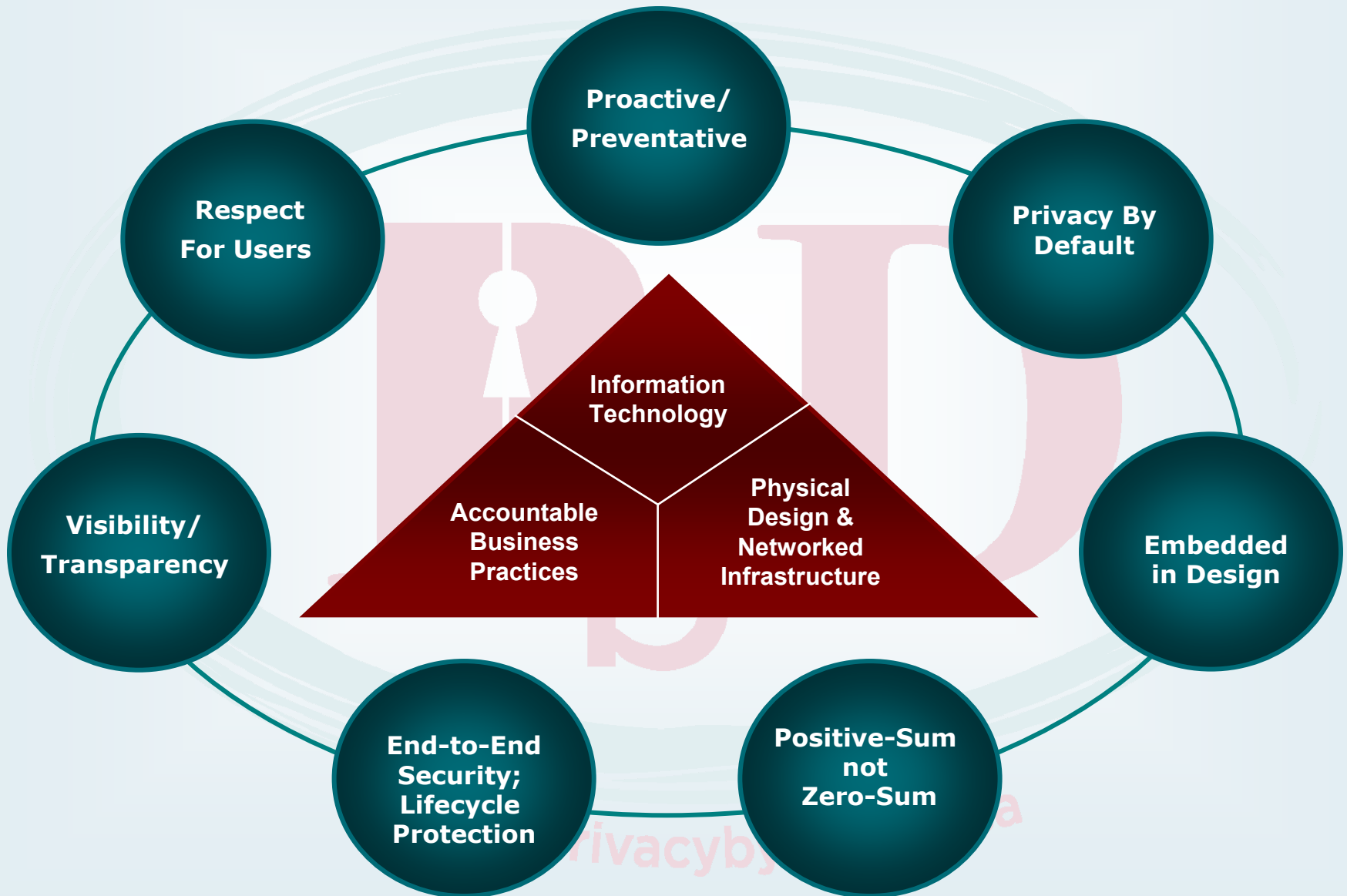
A New Perspective on Privacy: The Positive-Sum Paradigm



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Privacy by Design: Overview





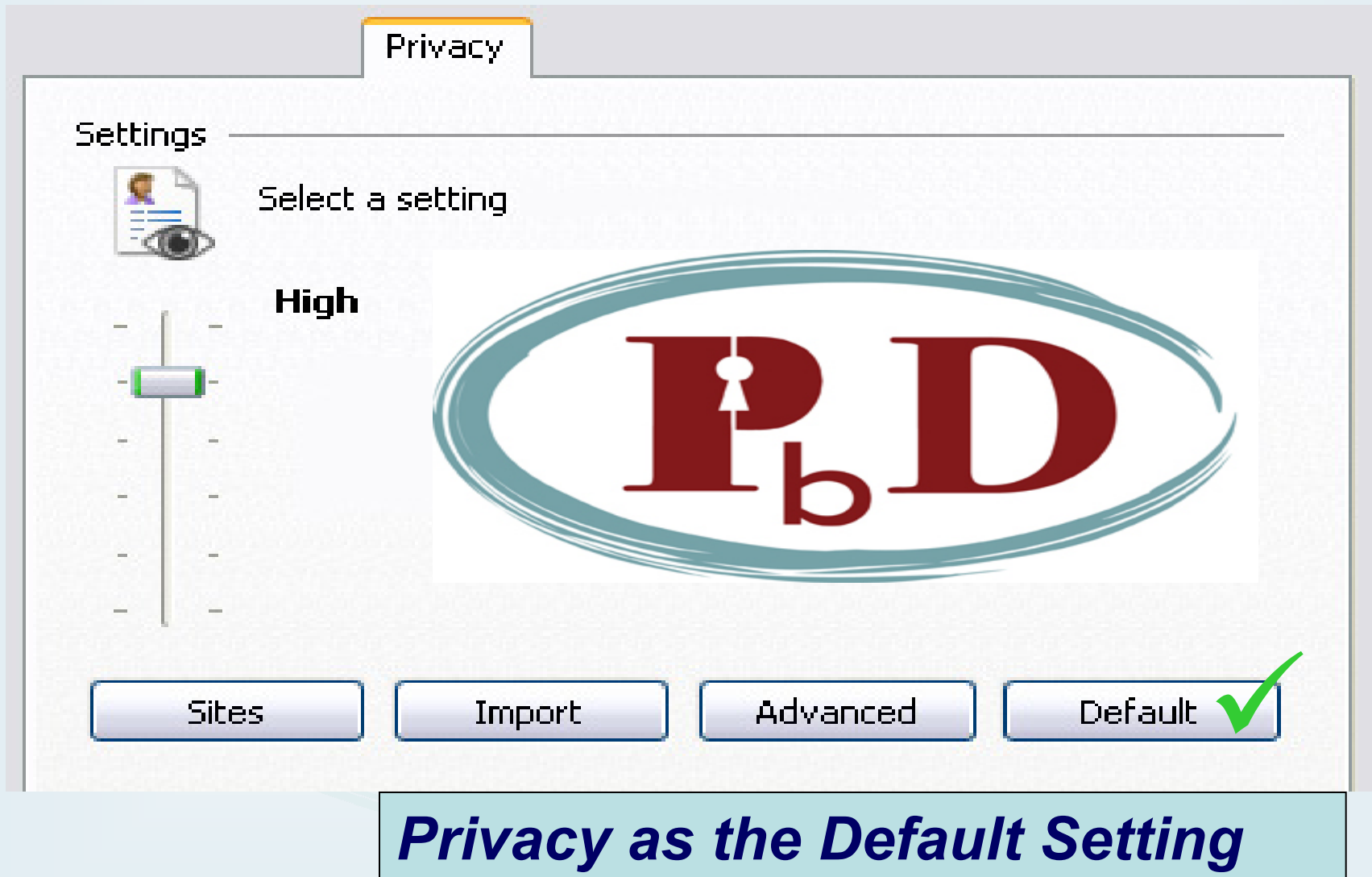
Principle One

~~REACTIVE~~

PROACTIVE

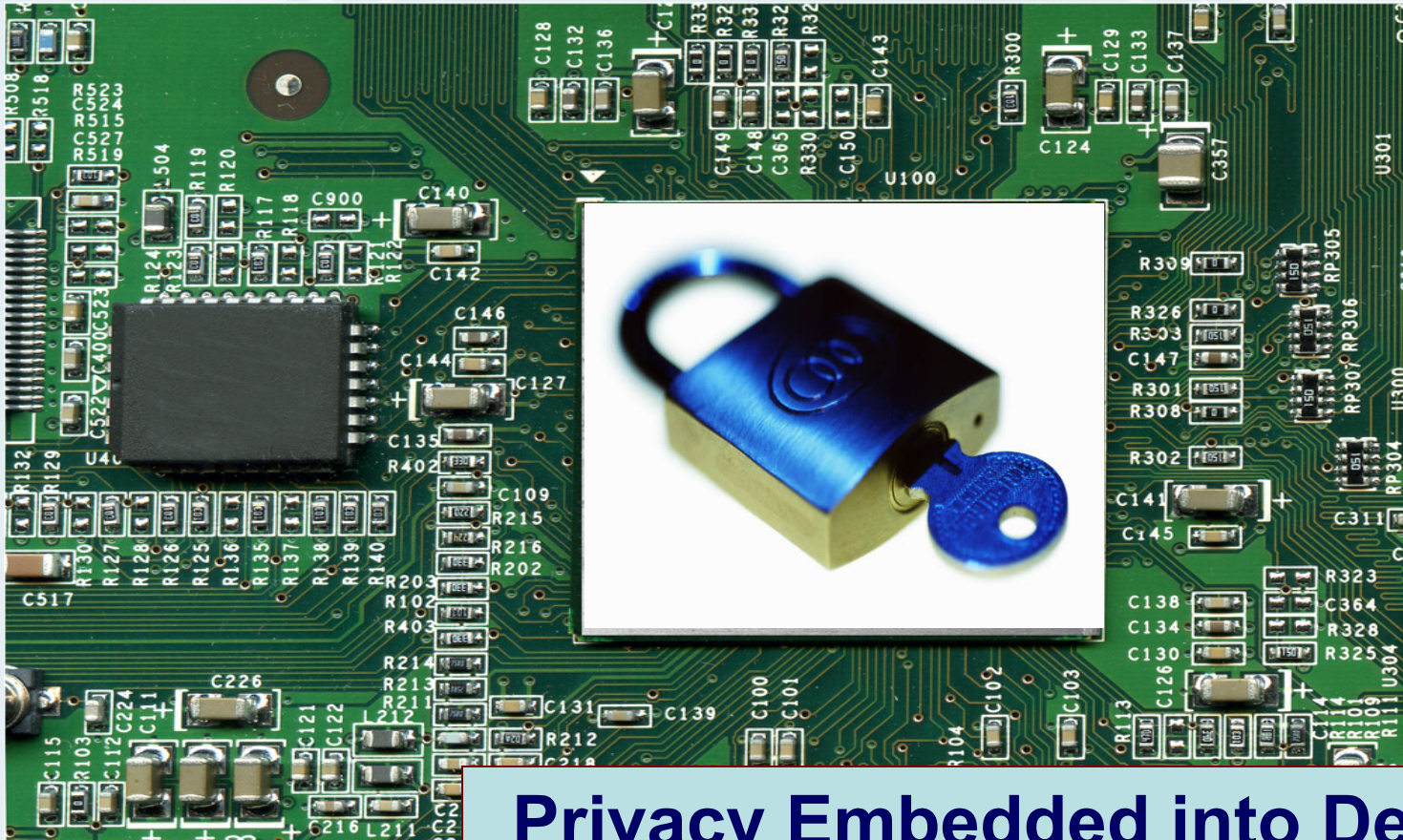


Principle Two





Principle Three



Privacy Embedded into Design

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Principle Four

Full Functionality

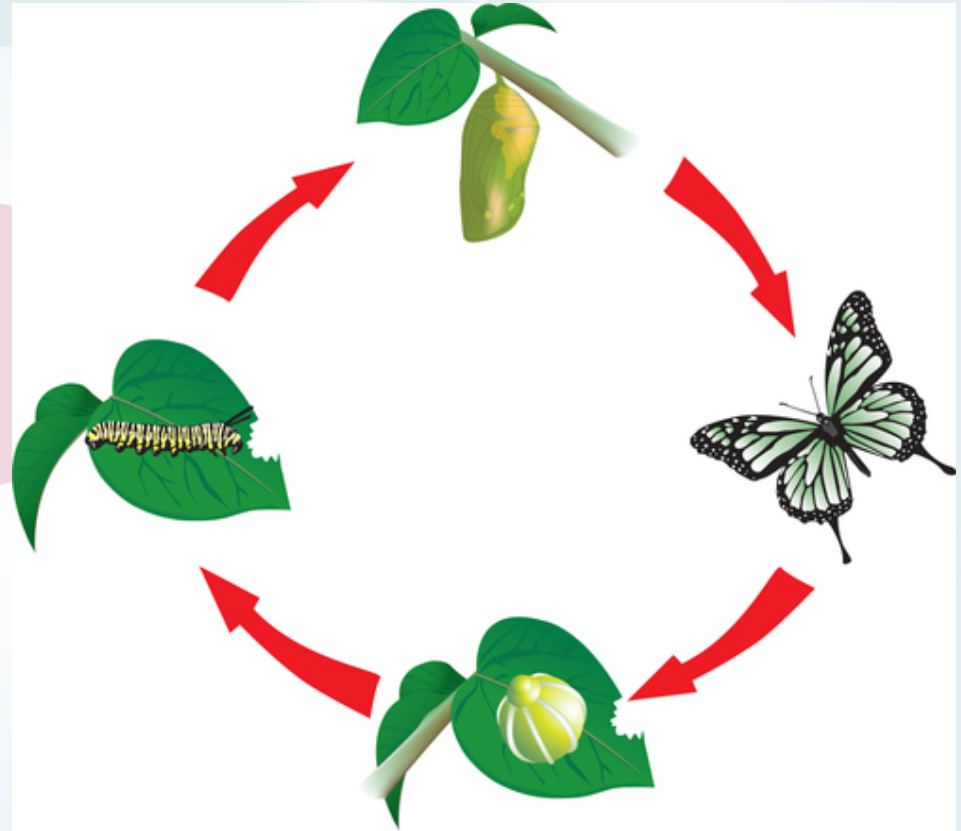


**Positive-Sum
NOT Zero-Sum**



Principle Five

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





Principle Six



Visibility and Transparency



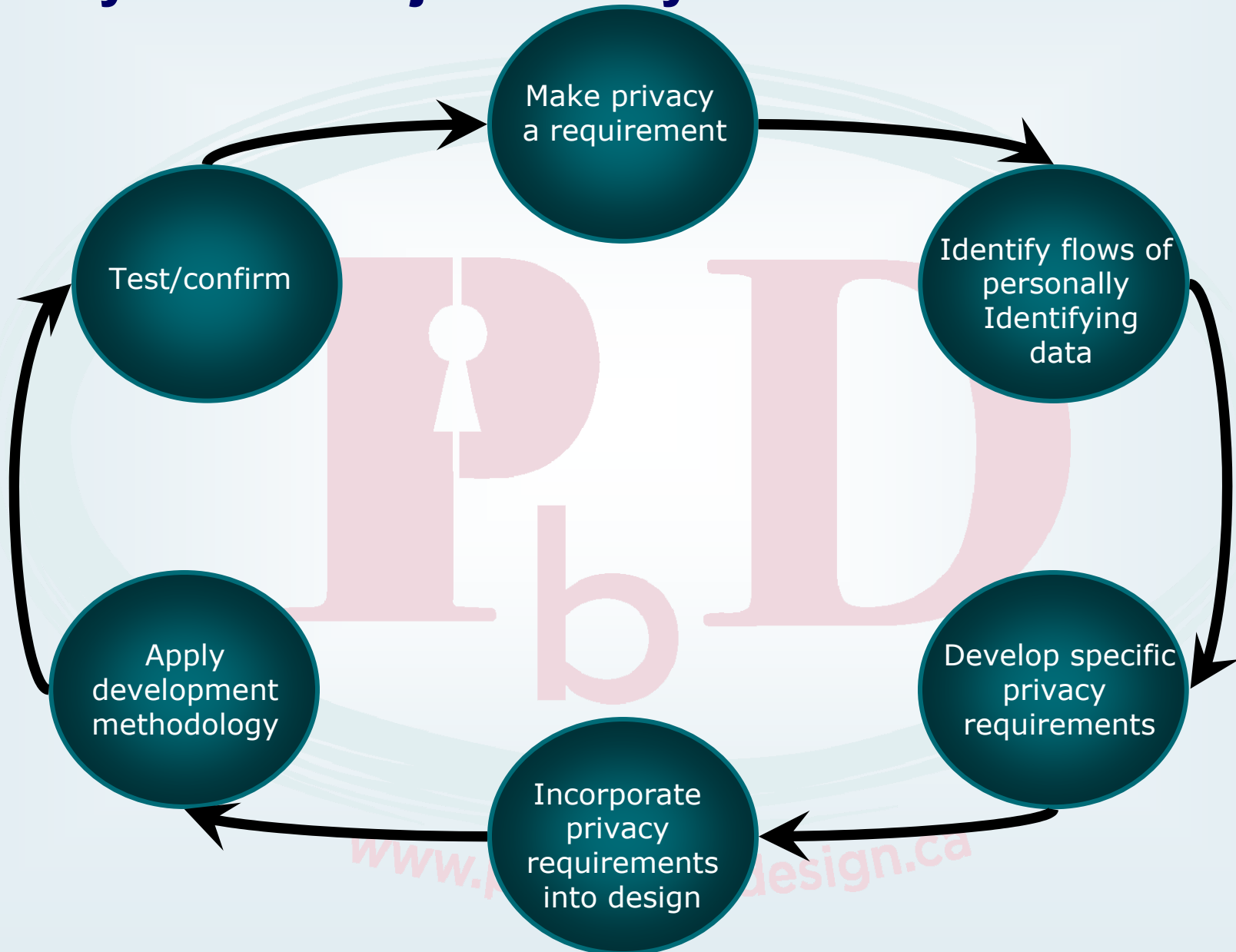
Principle Seven



Respect for User Privacy



Operationalizing *PbD*: Privacy in the Project Lifecycle



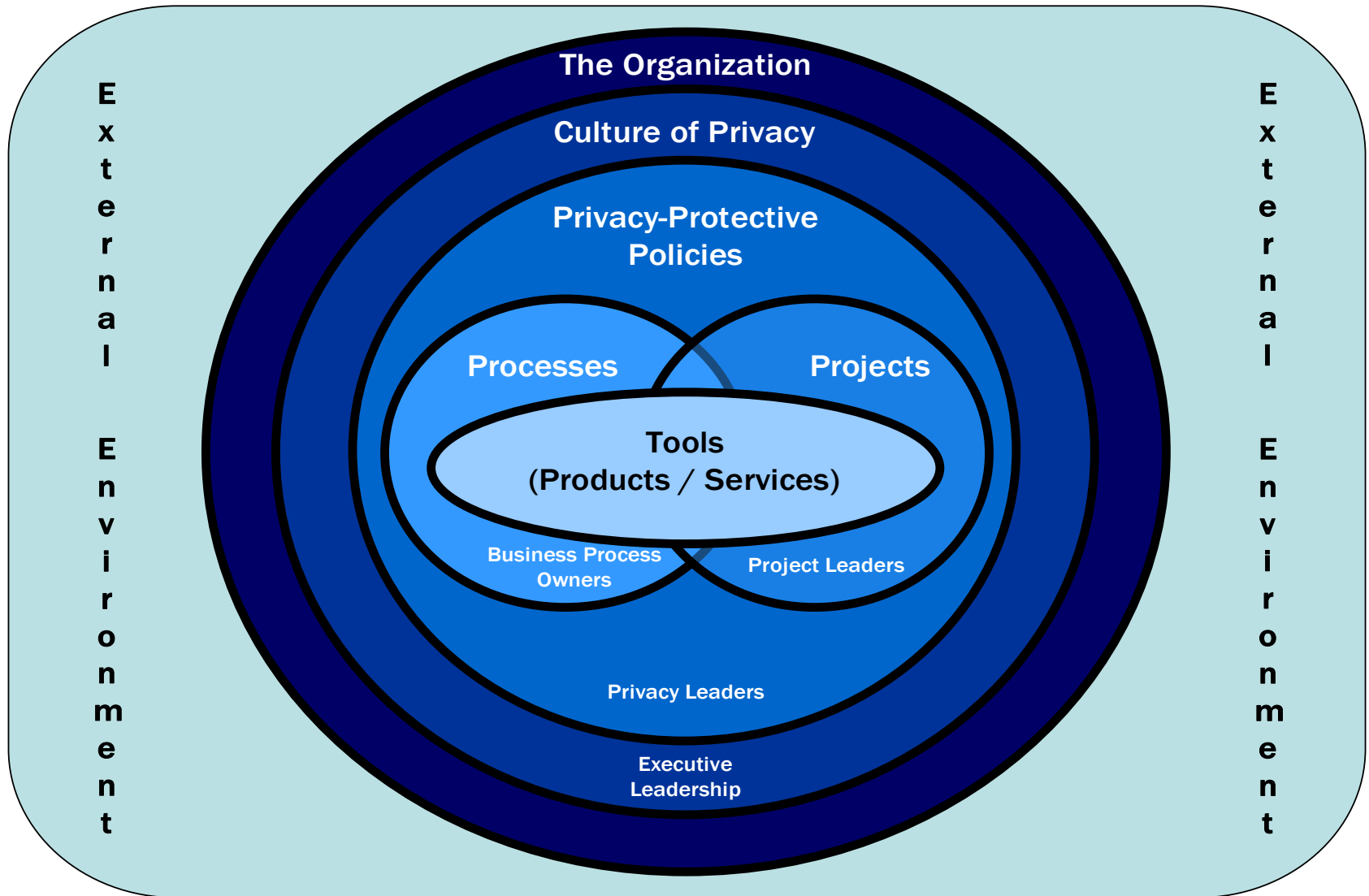


How PIAs Can Help

- 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

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