



Information and Privacy  
Commissioner/Ontario

Commissaire à l'information  
et à la protection de la vie privée/Ontario

News release

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## Privacy Commissioner Ann Cavoukian rolls out the “big guns” to prove her point about using technology to *protect* privacy: *The Privacy By Design Challenge*

TORONTO – Ontario’s Information and Privacy Commissioner, Dr. Ann Cavoukian, has been urging governments and businesses for many years to embed privacy into the design of new technologies. Now, she’s bringing in the big guns of the technology world to prove her point.

Among the 10 speakers at the *Privacy by Design Challenge* in Toronto January 28, are leading executives from major companies such as Intel, IBM, Microsoft, HP, Sun Microsystems and Facebook, as well as emerging companies such as Peratech and Privacy Analytics, which are leading with innovative privacy technologies. The focus of the conference is on the emergence and growth of privacy-enhancing technologies (PETs), which the Commissioner believes will pave the way for ensuring the future of privacy.

The Commissioner, who is co-sponsoring the conference with the Toronto Board of Trade, selected January 28 as the date for this event in order to commemorate *International Data Privacy Day*.

“In a world of increasingly savvy and inter-connected customers, an organization's approach to privacy may offer precisely the competitive advantage needed to succeed,” said Commissioner Cavoukian. “Privacy is essential to creating an environment that fosters trusting, long-term relationships with existing customers, while attracting opportunity and facilitating the development of new ones.”

*Privacy by Design* is a term the Commissioner coined in the ‘90s when she began her campaign to enlist the support of technology companies to develop technologies that *protect* privacy, rather than encroach upon it. Since then, great progress has been made in this area, as evidenced by the 10 speakers appearing at this event, wishing to showcase their privacy-protective technologies.

The guest speakers will serve on two five-person panels. Members of the first panel, and their topics, include:

- **David Hoffman**, Director of Security Policy and Global Privacy Officer, *Intel Corporation*, who will focus on “protecting personal information on mobile computers;”
- **Jeff Jonas**, Chief Scientist, Entity Analytic Solutions, *IBM*, will speak on “responsible innovations in advanced information systems;”
- **Dr. Stefan Brands**, Principle Architect, Identity & Security Division, *Microsoft Corporation*, will focus on “progress on an open platform for claims-based identity;”
- **Chris Kelly**, Chief Privacy Officer, *Facebook*, will discuss using *Facebook Connect* to protect privacy on the Web; and



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- **Victor Garcia**, Chief Technology Officer, *HP (Canada) Co.*, will focus on “services which protect personal privacy and corporate data.”

Members of the second panel, and their topics, include:

- **Dr. Khaled El Emam**, Chief Technology Officer, *Privacy Analytics Inc.*, who will address “sharing sensitive data without compromising individual privacy;”
- **Philip Taysom**, Chief Executive Officer of *Peratech Limited*, a leading-edge, U.K.-based company, and **Eileen MacDonald**, Chief Operating Officer, *GSI*, a standards organization, will separately focus on developing an on/off switch for the RFID chip in the proposed enhanced drivers’ licence;
- **Michelle Dennedy**, Chief Privacy Officer, *Sun Microsystems, Inc.*, will discuss “advances in thin client computing – a strategy that eradicates data on the end point, preventing audit and data spills;” and
- **Tom Marinelli**, Chief Information Officer and Vice-President, *Ontario Lottery & Gaming Corporation*, will present an innovative use of “biometric encryption to protect privacy in a facial recognition system.”

The *Privacy by Design Challenge* gets underway with registration and breakfast at 7:30 a.m., January 28, at the Toronto Board of Trade, with the program starting at 8 a.m. More information, including registration details, is available at <http://www.privacybydesign.ca>.

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