

Commissioner Cavoukian, Arizona State University Partner on Roadmap for Applying *Privacy by Design* to Mobile Technologies

New Report Builds on Work of Top Industry Executives

TORONTO – Ontario’s Information and Privacy Commissioner Ann Cavoukian and Arizona State University’s *Privacy by Design* Research Lab have released a new white paper that maps the way forward for achieving meaningful privacy protection in the mobile space. Commissioner Cavoukian will share highlights of the paper during a keynote presentation at the International Association of Privacy Professionals’ (IAPP) Global Privacy Summit in Washington March 11.

The new report builds on original research conducted by ASU’s new *PbD* Research Lab, which convened an expert panel of top executives from leading mobile organizations to identify privacy and security challenges in their rapidly-expanding field, and propose potential solutions, grounded in real-world experiences.

Focusing on the solutions identified by this expert panel, *The Roadmap for Privacy by Design in Mobile Communications* outlines practical tools to help developers, service providers, and users achieve mobile privacy.

“Mobile technologies raise significant privacy concerns,” Commissioner Cavoukian says, “in part because mobile devices are always ‘on.’ While this is necessary to allow for receiving incoming phone calls, text messages, etc., it also means that tracking the location of a mobile device can provide a very accurate impression of its owner’s movements throughout the day.”

The *Roadmap* argues that privacy need not become a casualty of the large and growing mobile industry. The paper lays out key privacy responsibilities and practical measures for device manufacturers, OS/platform developers, network providers, application developers/data processors, and users. It also identifies areas where collaboration across the sector is required in order to develop privacy standards, develop and utilize consumer-facing privacy icons, and build user awareness through education efforts.

“This paper clearly demonstrates that *Privacy by Design* is not a conceptual abstraction or a theoretical formulation,” says Commissioner Cavoukian. “Rather, *PbD* is an on-the-ground reality, based on practical tools and viable solutions.”

More practical tools and solutions are expected to arise out of the 2011 *Develop for Privacy Challenge* (www.develop4privacy.org), a new competition for mobile application developers to address privacy concerns surrounding mobile phones and other portable devices. The competition is sponsored by the ACLU chapters of Northern California and Washington, and the Tor project, with the assistance of Commissioner Cavoukian’s office.

Dr. Marilyn Prosch, an Associate Professor at ASU and the co-founder of the ASU *Privacy by Design* Research Lab, notes that privacy is increasingly on the radar. “Customer privacy is becoming a real issue in the boardroom. There is a growing demand for practical privacy advice that can help companies respond to this issue.”

The *Privacy by Design* Research Lab is part of the W. P. Carey School of Business at Arizona State University, and is dedicated to making sure that businesses know how to protect data and implement necessary measures. The Lab works with industry leaders to create guidelines for businesses around the world to effectively protect personal data. Researchers associated with the Lab will also encourage organizations to use these new guidelines by offering educational materials and programs to train privacy consultants.

Privacy by Design (PbD), a concept developed by Commissioner Cavoukian in the '90s, has now been widely adopted globally by a growing number of organizations and jurisdictions. It prescribes that privacy be embedded directly into the design and operation, not only of information technologies, but also of business processes and networked infrastructure. Instead of treating privacy as an after-thought – “bolting it on after the fact” – *PbD* is proactive and preventative in nature – a highly effective approach in today’s world of increasingly interconnected technologies and extensive data collection (for more information, see www.privacybydesign.ca).

Today’s paper, entitled *The Roadmap for Privacy by Design in Mobile Communications: A Practical Tool for Developers, Service Providers, and Users*, is available at www.ipc.on.ca.

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