



News Release

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“Privacy by ReDesign” — a new Ontario solution, headlines at international privacy conference

TORONTO — Data Protection Authorities and Privacy Commissioners from across the globe will learn today about *Privacy by ReDesign* — an innovative new extension of *Privacy by Design (PbD)* — which embeds privacy into existing mature and legacy systems.

Dr. Ann Cavoukian, Information and Privacy Commissioner of Ontario, Canada, will deliver this message at a special seminar on Tuesday, November 1, in Mexico City. The session, entitled “*Privacy by ReDesign: A Transformative Process*” is being held on the opening day of the 33rd International Conference of Data Protection and Privacy Commissioners.

“Working with Professor Marilyn Prosch from Arizona State University’s *Privacy by Design* Research Lab, we have extended *PbD*’s principles to apply not only to new systems, but also to mature and legacy systems. *Privacy by ReDesign* offers a holistic framework to *transform* existing systems to ensure the delivery of privacy protection by using already proven *Privacy by Design* principles,” says Commissioner Cavoukian.

“In the aftermath of a privacy breach, organizations often react by launching retrofitted, band-aid privacy “fixes” within their operations. *Privacy by ReDesign*, which is undertaken before a breach, comprehensively assesses existing gaps in how personal information is used and managed, and addresses those gaps systematically, creating a transformative process to protect privacy.”

“*PbRD* is a new approach for software designers and process engineers to consider and adopt, which is why it is critical to reach out to them as they actually build the systems and technologies upon which we increasingly rely — so much so, that I have called this, “*The Year of the Engineer.*”

New Report on the State of *Privacy by Design*

In a separate session on Tuesday, Commissioner Cavoukian will address global Data Protection Authorities and Privacy Commissioners to discuss a report she has released on *PbD* developments in the past year, following the landmark Resolution unanimously passed at last year’s Conference recognizing *PbD* as an essential component of fundamental privacy protection.

Entitled *Privacy by Design: Strong Privacy Protection — Now, and Well into the Future*, this report highlights dozens of *PbD* applications from all corners of the world including those of numerous regulators, legislators, notable associations, institutions and other key players in the privacy sphere.



Led by the Office of the Information and Privacy Commissioner of Ontario, Canada, the report also summarizes key activities over the past year that have advanced *PbD* in many areas including [Smart Meters and the Smart Grid](#), [Mobile Devices](#), [Health Information](#), [Digital Marketing](#), [Biometric Encryption](#), Big Data, [Regulatory Innovation](#) and SmartData.”

“This year, as part of what is clearly a growing trend, we have seen organizations operationalize the 7 Foundational Principles of *Privacy by Design*, and embrace its proactive approach, which is doubly-enabling in nature, satisfying the needs of business **and** consumers, governments **and** citizens,” says Commissioner Cavoukian.

“My office remains committed to advancing the understanding of the application of *PbD* and *PbRD* internationally.”

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