

***Privacy by Design –
Paving the Way to Big Data with Big Privacy***

Ann Cavoukian, Ph.D.

**Information and Privacy Commissioner
Ontario, Canada**

***Respect Network
December 19, 2013***



It's Time for a Change:

Change the Paradigm to

Positive-Sum,

NOT

Zero-Sum

Positive-Sum Model: *The Power of “And”*

***Change the paradigm
from zero-sum to
a “positive-sum” model:
Create a win-win scenario,
not an either/or (vs.)
involving unnecessary trade-offs
and false dichotomies ...
replace “vs.” with “and”***

The Decade of Privacy by Design



www.privacybydesign.ca



Adoption of “Privacy by Design” as an International Standard

Landmark Resolution Passed to Preserve the Future of Privacy

By Anna Ohlden – October 29th 2010 - http://www.science20.com/newswire/landmark_resolution_passed_preserve_future_privacy

JERUSALEM, October 29, 2010 – A landmark Resolution by Ontario's Information and Privacy Commissioner, Dr. Ann Cavoukian, was approved by international Data Protection and Privacy Commissioners in Jerusalem today at their annual conference. The resolution recognizes Commissioner Cavoukian's concept of Privacy by Design - which ensures that privacy is embedded into new technologies and business practices, right from the outset - as an essential component of fundamental privacy protection.

Full Article:

http://www.science20.com/newswire/landmark_resolution_passed_preserve_future_privacy



Privacy by Design:

Proactive in 33 Languages!

1. English

2. French

3. German

4. Spanish

5. Italian

6. Czech

7. Dutch

8. Estonian

9. Hebrew

10. Hindi

11. Chinese

12. Japanese

13. Arabic

14. Armenian

15. Ukrainian

16. Korean

17. Russian

18. Romanian

19. Portuguese

20. Maltese

21. Greek

22. Macedonian

23. Bulgarian

24. Croatian

25. Polish

26. Turkish

27. Malaysian

28. Indonesian

29. Danish

30. Hungarian

31. Norwegian

32. Serbian

33. Lithuanian



Privacy by Design: The 7 Foundational Principles

1. **Proactive** not **Reactive**:
Preventative, not Remedial;
2. Privacy as the **Default** setting;
3. Privacy **Embedded** into Design;
4. **Full** Functionality:
Positive-Sum, not Zero-Sum;
5. End-to-End **Security**:
Full Lifecycle Protection;
6. Visibility and Transparency:
Keep it **Open**;
7. Respect for User Privacy:
Keep it **User-Centric**.



Privacy by Design
The 7 Foundational Principles

Ann Cavoukian, Ph.D.
Information & Privacy Commissioner
Ontario, Canada

Privacy by Design is a concept I developed back in the 90's, to address the ever-growing and systemic effects of Information and Communication Technologies, and of large-scale networked data systems.

Privacy by Design advances the view that the future of privacy cannot be assured solely by compliance with regulatory frameworks; rather, privacy assurance must ideally become an organization's default mode of operation.

Initially, deploying Privacy-Enhancing Technologies (PETs) was seen as the solution. Today, we realize that a more substantial approach is required — extending the use of PETs to PETS *Plus* — taking a positive-sum (full functionality) approach, not zero-sum. That's the "*Plus*" in PETS *Plus*: positive-sum, not the either/or of zero-sum (a false dichotomy).

Privacy by Design extends to a "Trilogy" of encompassing applications: 1) IT systems; 2) accountable business practices; and 3) physical design and networked infrastructure.

Principles of *Privacy by Design* may be applied to all types of personal information, but should be applied with special vigour to sensitive data such as medical information and financial data. The strength of privacy measures tends to be commensurate with the sensitivity of the data.

The objectives of *Privacy by Design* — ensuring privacy and gaining personal control over one's information and, for organizations, gaining a sustainable competitive advantage — may be accomplished by practicing the following 7 Foundational Principles (*see over page*):



The Age of Big Data ... Open Data *and* Big Privacy

Big Data – Yes

Open Data – Yes

Personal Data - No

BIG Privacy – Radical Control

- **User control is critical**
- **Freedom of choice**
- **Informational determination**

Context is key!

**Launch of Our New White Paper
with the Respect Network:**

Big Data Meets Big Privacy!

December 2013



“ ... Big Data derives economic value from its use of personal data – to such an extent that if personal information is considered to be the “new oil,” then Big Data is the machinery that runs on it.”

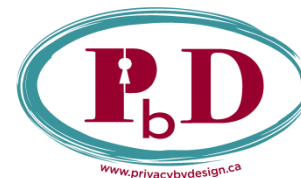
**Big Privacy:
Bridging Big Data and
the Personal Data Ecosystem
Through *Privacy by Design***



December 2013

Ann Cavoukian, Ph.D.
Information and Privacy Commissioner
Ontario, Canada

Drummond Reed
Co-Founder and CEO
Respect Network



Concluding Thoughts

- Lead proactively with *Privacy by Design*;
- Change the paradigm from the dated “zero-sum” to the doubly-enabling “positive-sum strategy;”
- Deliver *both* privacy AND security, privacy AND Big Data, in an empowering “win-win” paradigm – abandon false trade-offs;
- Embed privacy as a core functionality:
the future of privacy (and freedom)
may very well depend on it!

How to Contact Us

Ann Cavoukian, Ph.D.

Information & Privacy Commissioner of Ontario

2 Bloor Street East, Suite 1400

Toronto, Ontario, Canada

M4W 1A8

Phone: (416) 326-3948 / 1-800-387-0073

Web: www.ipc.on.ca

E-mail: info@ipc.on.ca

