

# ***Big Data Needs Big Privacy!***

**Ann Cavoukian, Ph.D.**

**Information and Privacy Commissioner**

**Ontario, Canada**

***Panel Session***

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# ***Privacy by Design*** **in the Age of Big Data**



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



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Information and Privacy Commissioner  
Ontario, Canada

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# Personal Data Ecosystem

*“The PDE is a set of companies, organizations, and policymakers who believe that individuals should be in control of their own personal information – employing new tools, technologies, and policies to empower them.”*

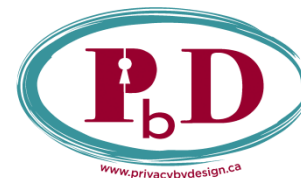
## **Privacy by Design and the Emerging Personal Data Ecosystem**



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

**Foreword by Shane Green**  
CEO of Personal

October 2012



# The Decade of *Privacy by Design*



[www.privacybydesign.ca](http://www.privacybydesign.ca)



# Why We Need *Privacy by Design*

Most privacy breaches remain undetected – as regulators, we only see the tip of the iceberg

The majority of privacy breaches remain unchallenged, unregulated ... unknown

*Regulatory compliance alone, is unsustainable as the sole model for ensuring the future of privacy*

# We Have the Means to Engage in Big Data Analytics and Preserve Our Privacy

- Just as Big Data algorithms have grown in sophistication, so too has our ability to:
  - De-identify;
  - Encrypt;
  - Obfuscate;
  - Aggregate;
  - Add “noise.”

# Privacy Does *NOT* Stifle Innovation – It Breeds It!

- The argument that privacy stifles innovation reflects a dated, zero-sum mindset;
- The flawed view that privacy must be sacrificed for innovation reflects a false dichotomy, consisting of unnecessary trade-offs;
- The opposite is true – privacy drives innovation – it forces innovators to think creatively, to find solutions that will serve multiple functionalities;
- We need to abandon zero-sum thinking and adopt a positive-sum paradigm where both innovation *and* privacy may be achieved – we need a new playbook!