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News Release

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A Call to Action: International privacy experts urged to carry *Privacy by Design* concept to own jurisdictions

Embed privacy into the design of technology, business practices and infrastructure, to protect personal freedoms: Commissioner Cavoukian

TORONTO – An all-star cast of international privacy professionals will gather in Madrid on Monday to consider how the concept of *Privacy by Design* can be employed in their own jurisdictions. Dr. Ann Cavoukian, Information and Privacy Commissioner of Ontario, Canada (IPC) and Yoram Hacoen, Head of the Israeli Law, Information and Technology Authority (ILITA), are co-hosting *Privacy by Design: The Definitive Workshop*.

The pre-conference event will capitalize on the world's leading privacy experts meeting together in Madrid for the 31st *International Conference of Data Protection and Privacy Commissioners*. Holding the co-located workshop immediately before the international privacy conference presents a unique opportunity to take advantage of an existing gathering, and share the benefits of *Privacy by Design* with key global influencers.

Commissioner Cavoukian's *Privacy by Design* concept is based on embedding privacy into the design of new technologies, business practices and infrastructure by proactively treating privacy as the default, rather than adding protection after-the-fact.

Privacy by Design: The Definitive Workshop is a one-day event featuring a number of distinguished Commissioners, including: Peter Hustinx, European Data Protection Supervisor; Peter Schaar, Federal Commissioner for Data Protection and Freedom of Information – Germany; Dr. Alexander Dix, Berlin Commissioner for Data Protection and Freedom of Information; Marie Shroff, New Zealand Privacy Commissioner; Stephen Lau, former Hong Kong Privacy Commissioner for Personal Data; Malcolm Crompton, former Australian Privacy Commissioner; Pamela Jones-Harbour, Commissioner, U.S. Federal Trade Commission; and Mozelle W. Thompson, former Commissioner, U.S. Federal Trade Commission.

The event is sponsored by Intel, the National Association for Information Destruction (NAID), Facebook, Oracle, Google and Impinj. Exhibitors include Nymity, NAID, University of Toronto, McAfee, Impinj and the Rick Hansen Spinal Cord Injury Registry.



2 Bloor Street East
Suite 1400
Toronto, Ontario
Canada M4W 1A8

2, rue Bloor Est
Bureau 1400
Toronto (Ontario)
Canada M4W 1A8

416-326-3333
1-800-387-0073
Fax/Télé: 416-325-9195
TTY: 416-325-7539
<http://www.ipc.on.ca>

Three *Privacy by Design* white papers co-authored by the IPC will be launched at the event:

- *Remote Home Health Care Technologies: How to Ensure Privacy?*
– co-authored by Intel and GE Healthcare;
- *Privacy by Design: Essential for Organizational Accountability and Strong Business Practices*
– co-authored by Hewlett-Packard and The Centre for Information and Policy Leadership; and
- *A Pragmatic Approach to Privacy Risk Optimization* – co-authored by Nymity.

“When I first developed *Privacy by Design* back in the ’90s, it was never intended to live in an ivory tower. I thought it could bring about real changes in our everyday lives with respect to protecting privacy,” says Commissioner Cavoukian. “The protection of privacy and personal information cannot be treated as a regional issue. Privacy transcends jurisdictions – technology knows no bounds.”

For example, this year Commissioner Cavoukian worked with Max Snijder, CEO of the European Biometrics Forum, to produce *The Relevance of Untraceable Biometrics and Biometric Encryption*, a paper on the use of biometrics for authentication purposes – an issue currently at the forefront in countries including Israel, the Netherlands and Canada. The paper will be released as part of a special biometric and national identification documents panel at the *Privacy by Design Workshop*.

“The objective of *Privacy by Design* is to ensure that privacy is protected now, and well into the future,” adds Yoram Hacoen. “In many cases, this can be achieved through the use of Privacy-Enhancing Technologies (PETs) – technologies that protect privacy without adversely impacting business operations. If we change the paradigm to allow the existence of privacy alongside functionality, then the future of privacy grows more certain.”

“Privacy can no longer be assured solely by compliance with regulatory frameworks,” says Commissioner Cavoukian. “Rather, we must strive to make privacy – the cornerstone of our rights and freedoms – the default mode of operation – globally.”

The Workshop builds on the inaugural *Privacy by Design Challenge* event staged at Toronto Board of Trade in January of this year – where leading businesses and technology companies presented their latest innovations in PETs. The second *Privacy by Design Challenge* is scheduled in Toronto for January 28, 2010, to again mark International Privacy Day.

For more information on *Privacy by Design* and the *Privacy by Design Workshop*, please visit, www.privacybydesign.ca.

Media Contact:

Angus Fisher
Communications Manager, IPC
Direct line: 416-326-3902
Cell phone: 416-627-0307
Toll free: 1-800-387-0073
angus.fisher@ipc.on.ca