Commissioner Ann Cavoukian Rolls Out the "Big Guns" to Prove Her Point about Using Technology to *Protect* Privacy: *The Privacy by Design Challenge*

January 2009

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Ontario's Information and Privacy Commissioner, Dr. Ann Cavoukian, has been urging governments and businesses for many years to embed privacy into the design of new technologies. That's why she brought in the big guns of the technology world to prove her point.

Among the 10 speakers at the *Privacy by Design Challenge* in Toronto on January 28, 2009 were leading executives from major companies such as Intel, IBM, Microsoft, HP, Sun Microsystems and Facebook, as well as emerging companies such as Peratech and Privacy Analytics, which are leading with innovative privacy technologies. The focus of the conference was on the emergence and growth of privacy-enhancing technologies (PETs), which the Commissioner believes will pave the way for ensuring the future of privacy.

The Commissioner, who co-sponsored the conference with the Toronto Board of Trade, selected January 28 as the date for this event in order to commemorate the international celebration of Data Privacy Day.

"In a world of increasingly savvy and inter-connected customers, an organization's approach to privacy may offer precisely the competitive advantage needed to succeed," said Commissioner Cavoukian. "Privacy is essential to creating an environment that fosters trusting, long-term relationships with existing customers while attracting opportunity and facilitating the development of new ones."

Privacy by Design is a term the Commissioner coined in the '90s when she began her campaign to enlist the support of technology companies to develop technologies that *protect* privacy, rather than encroach upon it. Since then, great progress has been made in this area, as evidenced by the 10 speakers who appeared at this event, wishing to showcase their privacy-protective technologies.

The guest speakers served on two five-person panels. Members of the first panel, and their topics, included:

- **Jeff Jonas**, Chief Scientist, Entity Analytic Solutions, *IBM*, spoke on "responsible innovations in advanced information systems";

- **David Hoffman**, Director of Security Policy and Global Privacy Officer, *Intel Corporation*, focused on "protecting personal information on mobile computers";

- **Dr. Stefan Brands**, Principal Architect, Identity & Security Division, *Microsoft Corporation*, focused on "progress on an open platform for claims-based identity";

- **Chris Kelly**, Chief Privacy Officer, *Facebook*, discussed using Facebook Connect to protect privacy on the Web; and

- **Victor Garcia**, Chief Technology Officer, *HP (Canada) Co.,* focused on "services which protect personal privacy and corporate data."

Members of the second panel, and their topics, included:

- **Dr. Khaled El Emam**, Chief Technology Officer, *Privacy Analytics Inc.*, addressed "sharing sensitive data without compromising individual privacy";

- **Eileen MacDonald**, Chief Operating Officer, *GS1 Canada*, described their coordinating role in the development of an on/off switch for Enhanced Driver's Licences;

- **Philip Taysom**, Chief Executive Officer, *Peratech Limited*, demonstrated a technology which enabled on/off switches for Enhanced Driver's Licences;

- **Michelle Dennedy**, Chief Privacy Officer, *Sun Microsystems, Inc.*, discussed "advances in thin client computing – a strategy that eradicates data on the end point, preventing audit and data spills"; and

- **Tom Marinelli**, Chief Information Officer and Vice-President, *Ontario Lottery & Gaming Corporation*, presented an innovative use of "biometric encryption to protect privacy in a facial recognition system."