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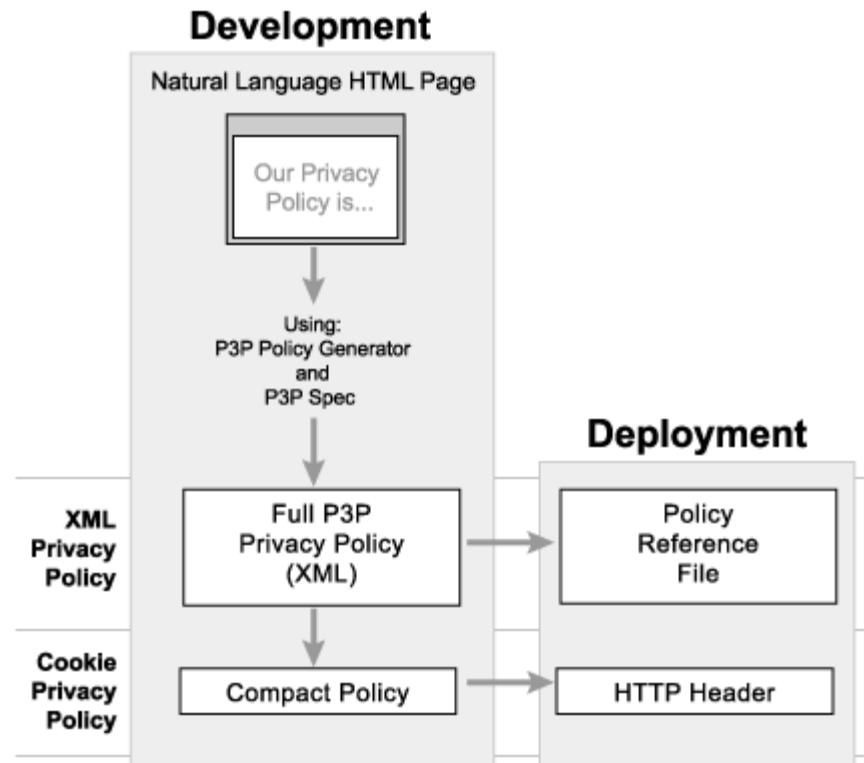
Going for the Gold; PbD is a Team Sport

Joseph Alhadeff, VP Global Public Policy, CPO, Oracle

Privacy by Design, The Gold Standard, Toronto, January 28, 2010

Traditional Concepts

- Designing privacy into technology solutions
- This was an evolution of building privacy into technology and not just bolting on – moving beyond PETs
- Tools included coding guidance for software and controls included System PIAs.

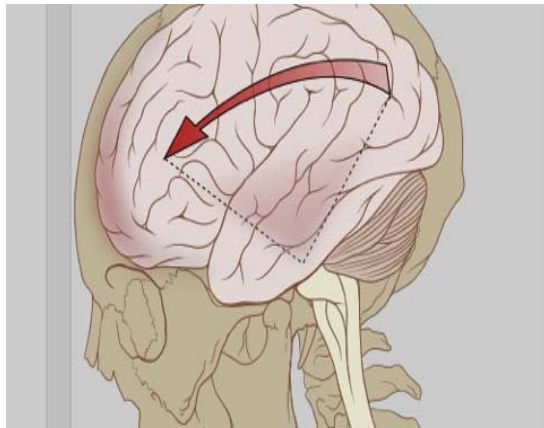


Does Not Provide a Holistic or Ecosystem Approach

- Many decisions impact privacy before and after technologists become involved
- Privacy also has to be designed into processes and inculcated into people
- “Privacy is a team sport”



Now... Sequential and Disjointed



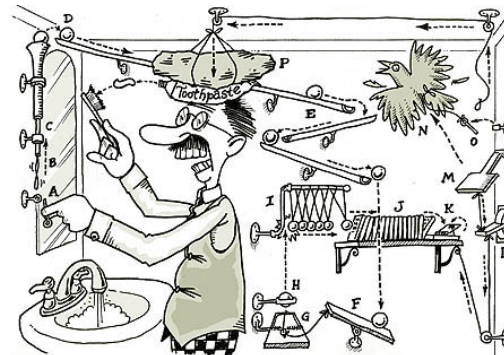
Idea



Failure to Communicate

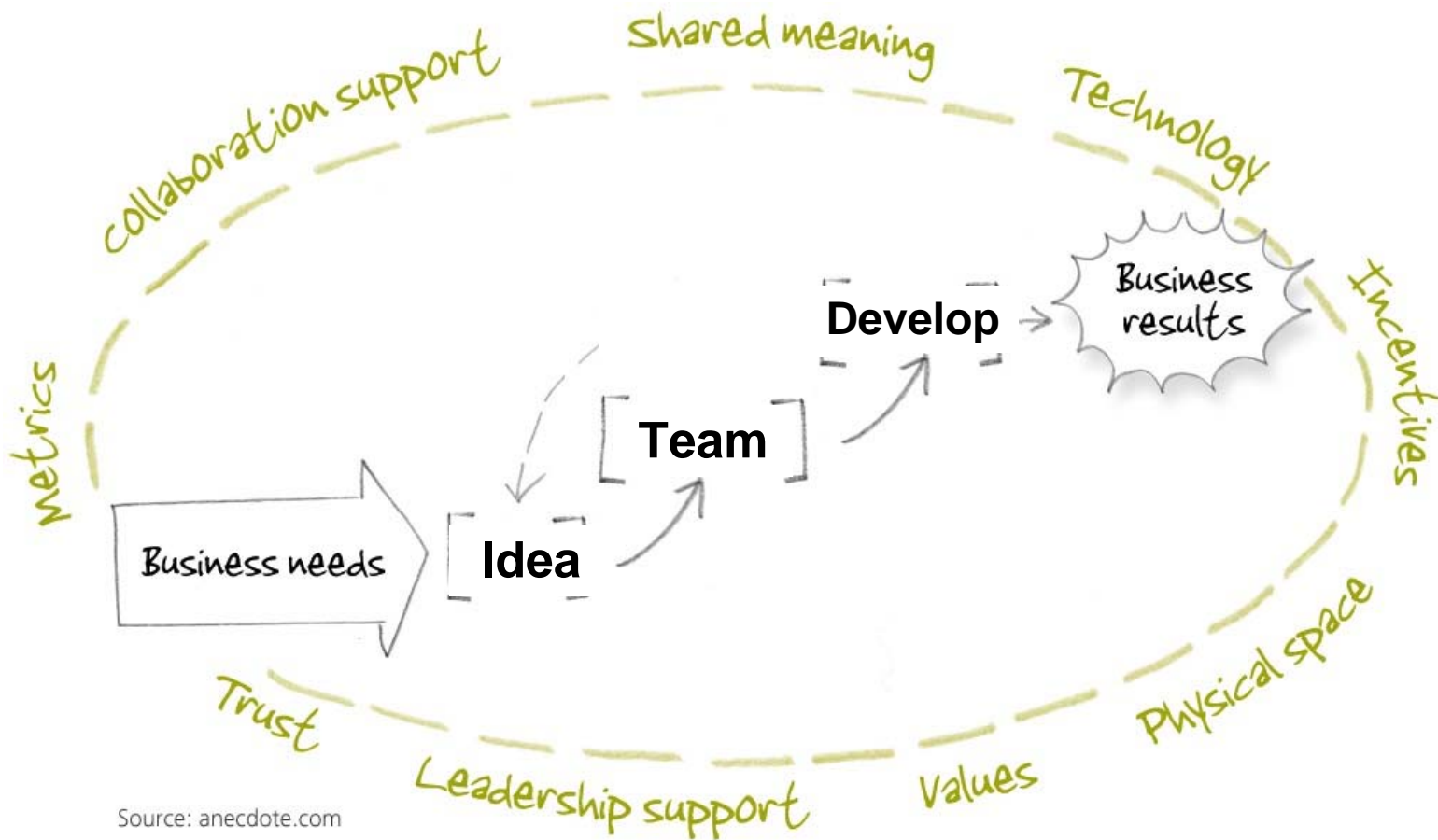


Technical Band Aids



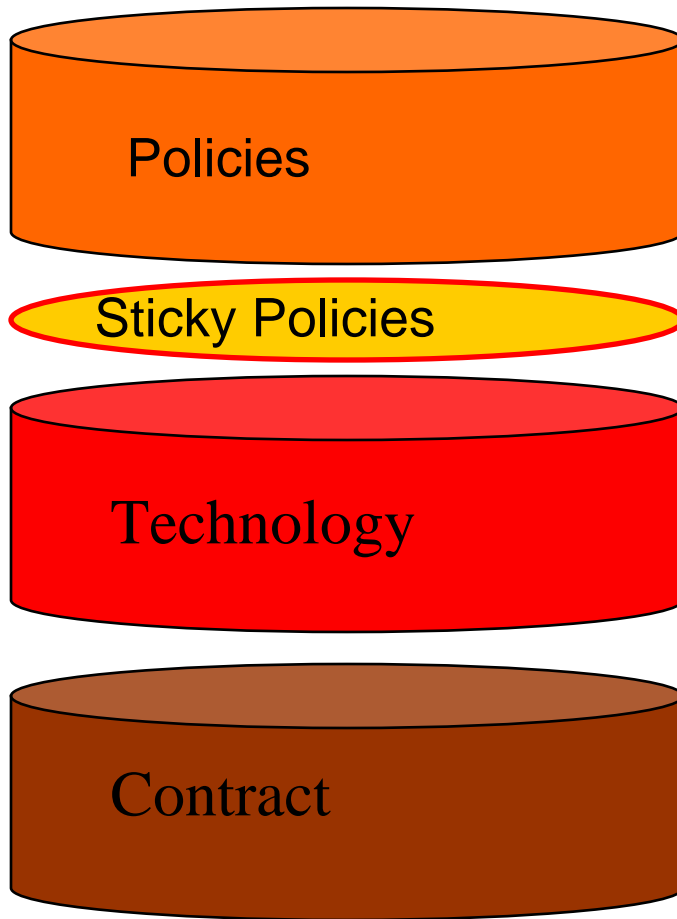
Overboard

Emerging Collaborative Model...



Source: anecdote.com

It's The Ecosystem...



Some Ecosystem Examples/Tools

TAS³

- Trusted Architecture for Securely Shared Services
- EU FP7 Project
- Trusted Architecture for health and employment data
- Ecosystem considerations
 - Getting beyond the first hop
 - End-to-end
 - Accountability
- Enabling collaboration across disciplines

FPIA

- Federated privacy impact assessment
- Ecosystem considerations
 - Getting beyond the first hop
 - End-to-end
 - Accountability
- Evaluating Collaboration

The Alternative?



ZERO PRIVACY

You're fooling yourself, there is no privacy on the internet

\o/ MotivatedPhotos.com