

Data protection in the Brave New World

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Umbrella is not enough!



Already landing: A tidal wave of new data

Three simple ideas ...

- Dilemma – opportunity for new business but a potential threat to privacy of a citizen
- Data protection principles are determined by state-society relations
- New technologies help to design new solutions

Some observations ...

- Almost all data today is digital but laws and regulations have not been up to
- Preparing to fight the yesterdays war
- Hierarchical society and organisations vs networked world
- Loss of central control \neq loss of control but control by individual
- State should assist the individual to do so

Privacy by design ... issues

- Existing useage: incorporation of privacy concerns into the planning of new information systems
- Problem: building new systems versus updating existing ones ...
- Extended definition: user makes choices about his/her privacy settings, designing his/her preferred level of exposure
- Example: digital medical file system in Estonia
- Safeguard: checking your own data and its use by others

Privacy by design ... lessons

- Best practice on default settings .. Always err on the citizen protection side
- Provide a person comprehensive overview of his/her data from one stop shop
- Educate the citizen to exercise the power you have given him/her.

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THANK YOU!

