

IFFOR Policy Council Webinar

# Privacy & Security 2012: A Quick Tour

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- No Shortage of Activity
  - **EU Proposed Data Protection Regulation (1/25/12)**
    - Would replace current EU Data Protection Directive... eventually
    - Advantages of one regulation throughout 27 EU member countries
    - Right to be forgotten
    - Data breach notification within 24 hours of discovery
    - Penalties up to 2% of global annual revenue



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- **White House Consumer Privacy Bill of Rights (2/23/12)**
  - Seven principles: Individual Control, Transparency, Respect for Context, Security, Access and Accuracy, Focused Collection, Accountability
  - Possible legislation
- **Federal Trade Commission Privacy Report (3/25/12)**
  - Privacy by Design, Simplified Choice, and Expanded Education
  - Five new focus areas: Do Not Track, Mobile, Data Brokers, Larger Platform Providers, and Promoting Enforceable Self-Regulatory Codes
  - Possible legislation



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- Lots of Other Activity, Especially Online and Mobile
  - Google's consolidation of its consumer data and privacy policies
  - Google Street View investigations and fine
  - Google's bypassing of default privacy settings on Safari
  - iPhone and other apps collecting location and other sensitive data
  - Carrier IQ software collecting consumer data
  - Facebook IPO
  - Growing pushback against government access to foreign clouds



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- Issues Now and on the Horizon
  - Government access to private-sector data, especially problematic across borders and in the “cloud”
  - Transborder data flows generally
  - Continuing reliance on increasing irrelevant consent, especially in light of “Big Data”
  - Growing dominance of mobile technologies
  - Security
  - Government action and inaction
  - Absence of a workable, much less shared, framework of values and objectives



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