

Evolving Notions of Privacy

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Traditional Approach

- OECD Privacy Guidelines of 1980
- Allocates rights and responsibilities for data subjects (individuals) and data holders (organizations)
- Privacy Principles: Collection/use/disclosure limitations, access, security, accountability
- Very influential framework (many national laws, international policies) epi

New Challenges

- Spam, spim, phishing, spoofing
- Identity theft and security breaches
- Identity management
- RFID and biometric identification
- Social network services
- Cloud computing

New Opportunities

- Cryptography (secrecy, authentication, signatures)
- Privacy Impact Assessments
- Anonymity (the “solar power” of the information economy)
- Systems for meta-identity

Recent OECD Work

- OECD Policy Guidance on RFID
- OECD Policy Guidance on Online Identity Theft
- OECD Policy Guidance for Protecting and Empowering Consumers in Communications Services

Modern Approach

- OECD Privacy Guidelines is the starting point
- Application and enforcement are critical

Privacy

- Privacy = Transparency
 - Collection of personal information and decisions concerning individuals should be open and transparent to the individual
 - This is a central requirement for privacy protection in all environments
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