



CONSUMER IDENTITY WORLD USA 2018

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SEATTLE, USA

Privacy by Design

Supporting Privacy by Design with formal standards



What is Privacy by Design?

Privacy by design is based on seven "foundational principles":

- Proactive not reactive; preventative not remedial
- Privacy as the default setting
- Privacy embedded into design
- Full functionality – positive-sum, not zero-sum
- End-to-end security – full lifecycle protection
- Visibility and transparency – keep it open
- Respect for user privacy – keep it user-centric

Why does it matter?

The biggest healthcare data breaches of 2018 (so far)

Healthcare continued to be a lucrative target for hackers in 2017 with weaponized ransomware, misconfigured cloud storage buckets and phishing emails dominating the year. In 2018, these threats will continue and cybercriminals will likely get more creative despite better awareness among healthcare organizations at the executive level for the funding needed to protect themselves.

This collection highlights some of the biggest breaches across the industry – and points to some mistakes to avoid in the future.

- Healthcare IT News Staff

Why Uber's hacking scandal is worse than all the others

- Uber's coverup of a massive data hack is a deserved public relations nightmare.
- This comes on the heels of the sexual harassment accusations that forced major firings at Uber earlier this year.
- Uber is facing a moment of truth. It needs to clean up its act, or get crushed.

Is Google is tracking you? Find out here

With location reporting, Google can track your whereabouts, which you may find useful, interesting or invasive. Learn how to check if Google is tracking you and how to stop it if it is.

Cambridge Analytica and Facebook: The Scandal and the Fallout So Far

Revelations that digital consultants to the Trump campaign misused the data of millions of Facebook users set off a furor on both sides of the Atlantic. This is how The Times covered it.

Right to be forgotten

ECJ to rule on whether 'right to be forgotten' can stretch beyond EU

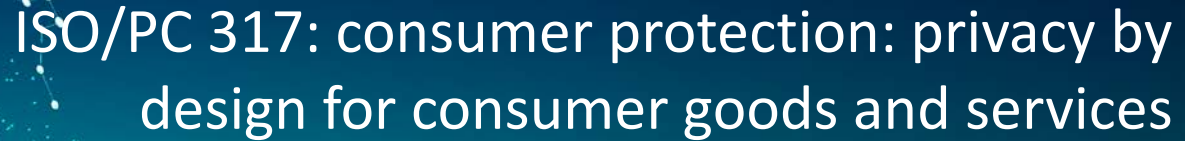
Current efforts to develop standards

Security Standards

- ISO 27001: information security management
- ISO 27018: cloud data protection

Privacy efforts in progress

- ISO/PC 317: consumer protection: privacy by design for consumer goods and services
- ISO 27552: privacy information management



ISO/PC 317: consumer protection: privacy by design for consumer goods and services

Goals of the standard

- Set of preventative international guidelines for ensuring consumer privacy is embedded into the design of a product or service
- Help companies comply with regulations and avoid potentially devastating data breaches that erode consumers' confidence in the digital world
- Give consumers greater confidence in their purchases and take back control over the use of their data



Current status

2018

March: New project approved by ISO to develop a standard

June: Draft standard and outline released. Call for TAGs to comment

July – Present: Development of working draft by the US TAG

November: ISO PC 317 meeting in London, UK to review working draft feedback

To participate: For information on joining the TAG, please [contact OASIS](mailto:communications@oasis-open.org) (communications@oasis-open.org)

The Future of Information Security and Privacy – Today.

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