

Privacy Principles in IT - Relevance for Business

Workshop on Privacy in PETweb

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Privacy Protection in IT

Privacy Protection

Collect, Store, Process, Transfer, Delete

Flow of Personal Data

Identify, Authenticate,
Link person, give right
express ownership

Identity Management



Privacy Protection matters.

Reputation

Privacy Relevance

Branding loss

Customer loss

Competitive loss

Business loss



Privacy Protection matters.

Privacy Relevance

> Legal Compliance

> > **Fines**

Exclusion from tender

Legal processing

Branding

loss

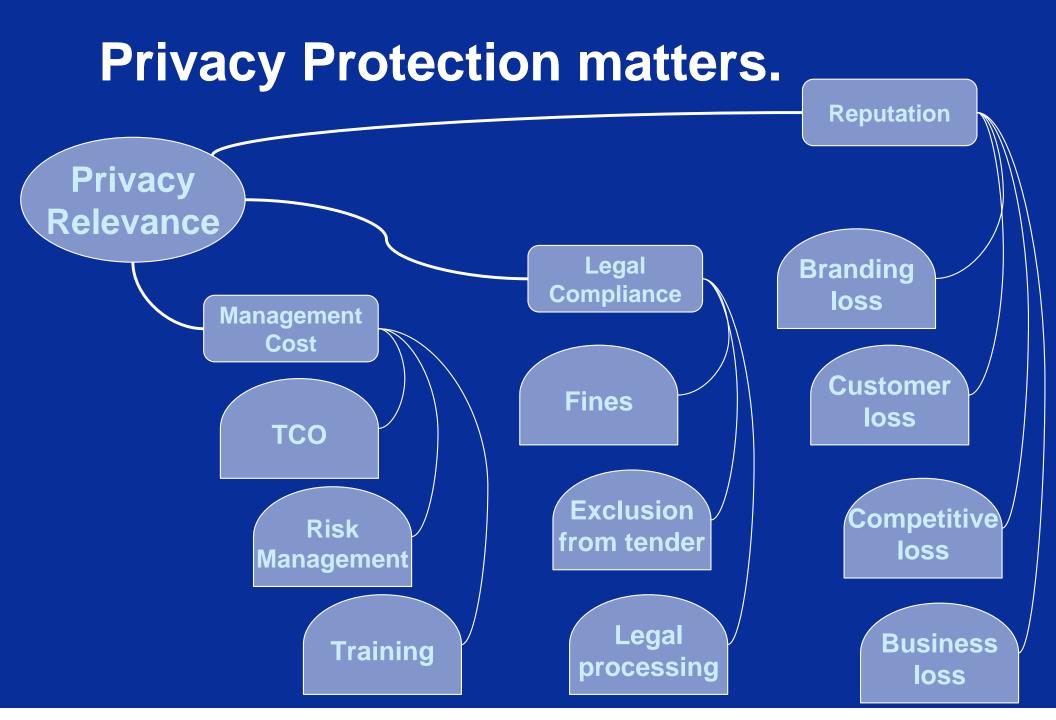
Customer loss

Reputation

Competitive loss

Business loss







Legal view: Principles

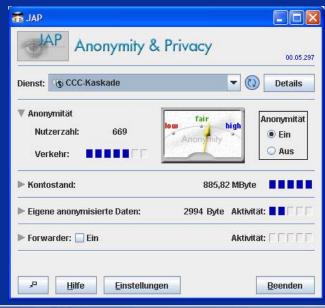
Fundamental legal privacy principles

- 1. Principles concerning the fundamental design of products and applications
 - 1.Data minimization (maximum anonymity and early erasure of data)
 - 2. Transparency of processing
 - 3.Security
- 2. Principles concerning the lawfulness of processing:
 - a)Legality (e.g. consent)
 - b)Special categories of personal data
 - c)Finality and purpose limitation
 - d)Data quality
- 3. Rights of the data subject:
 - a)Information requirements
 - b)Access, correction, erasure, blocking
 - c)Objection to processing
- 4. Data traffic with third countries
- 5. Notification requirements
- 6.Processing by a processor responsibility and control
- 7.Other specific requirements resulting from the Directive on Privacy and Electronic Communications 2002/58/EC/, Data Retention Directive 2006/24/EC and the Norwegian legislation.



Technology view: PETs





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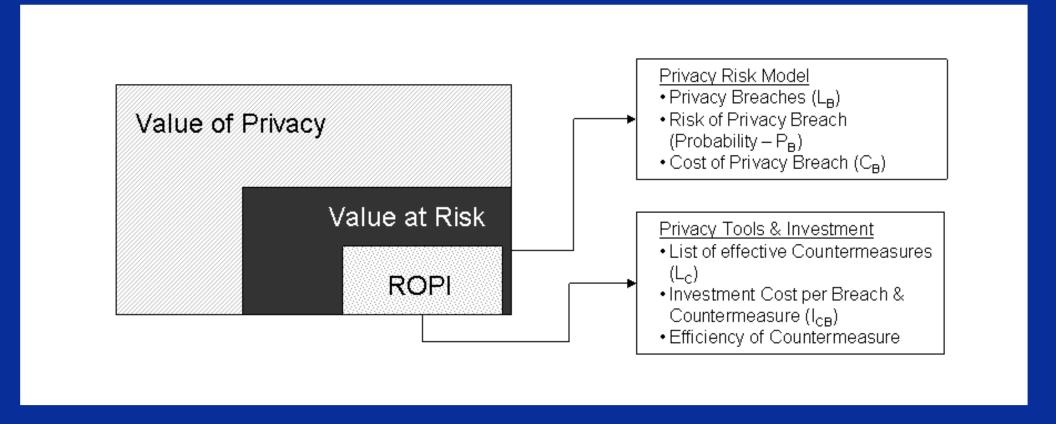








Business view: Return On Privacy Investment ROPI





Privacy Investment Decision Instruments

System
Environment
Analysis
Instrument

Legal frame Technical frame User requirements Business Models Privacy Impact Analysis Instrument

Threats to privacy
Threat impact model
Impact analysis

Countermeasures Instrument

Catalog of protection PET catalog

Insurance coverage

Hope & Pray

Total Cost of Ownership Instrument

Model of cost, Effectiveness and efficiency of privacy protection

Abstraction of PET into function, price and QoS

Design & Deployment Instrument

Business process model

Life cycle

Best practices

Assurance

What is the system about?

Where are the problems?

What can be done?

What can we afford?

How will it be put in place?



Summary

- Privacy management is part of IT management
- Privacy-enhancing technology is available
- Some of the business implications are not well researched



References

- The PETweb project: petweb.nr.no
- State of the Art of Privacy-enhancing Technology: publ.nr.no/4589



Duality of Privacy Risks

