The Awakening: How Europe’s Data Protection Regulation Has Affected Privacy of Personal Information Around the World

ALIA Information Online 2019 – 13 February 2019
About me...
Dilemma: Data is being collected everywhere, all the time.

Privacy is dead

It’s still not great, but getting better
Facebook is laughing all the way to the bank as Americans shrug off privacy concerns

By DAVID LAZARUS  FEB 04, 2019  |  9:35 AM
But first, a question...
Privacy is a basic human right.
In Europe.

Increased territorial scope
Consent
Breach notification
Right to Access
Right to be Forgotten
Data Portability
Privacy by Design
Data Protection Officers
General Data Protection Regulation
25 May 2018
The work to comply is challenging and complex...

...but having two standards is even more difficult.
Tech Giants Brace for Europe’s New Data Privacy Rules
The cost of not dealing with GDPR

4% of Global Turnover or €20M ($32M AUD) whichever is greater

In Australia Privacy Act, $2.3M AUD per incident
The CNIL’s restricted committee imposes a financial penalty of 50 Million euros against GOOGLE LLC

21 January 2019

On 21 January 2019, the CNIL’s restricted committee imposed a financial penalty of 50 Million euros against the company GOOGLE LLC, in accordance with the General Data Protection Regulation (GDPR), for lack of transparency, inadequate information and lack of valid consent regarding the ads personalization.

On 25 and 28 May 2018, the National Data Protection Commission (CNIL) received group complaints from the associations None Of Your Business ("NOYB") and La Quadrature du Net ("LQDN"). LQDN was mandated by 10,000 people to refer the matter to the CNIL. In the two complaints, the associations reproach GOOGLE for not having a valid legal basis to process the personal data of the users of its services, particularly for ads.
It’s not just consumer services…
In the “paid for” apps world too...
Clearer definition of what “personal” means
Definition of Security & Privacy Controls.

Establishment of a Data Protection Officer
Controllers, Processors and Data Flows
Data Portability, Right to Delete

YES!

PERHAPS
Explicit Consent
Speedy Breach Notification

MAYBE

YES!
The data economy still exists wherever it can

But has been changed forever by GDPR
The Data Economy

Daniel’s new corollary: Even if you are paying, unless you read deeply between the lines, you may still be the product!

If you are not paying for it you’re not the customer, the product, you’re the product being sold.

-Andrew Lewis (blue_beetle)
ARTIFICIAL INTELLIGENCE

GDPR hinders EU, pushes US and China ahead in AI race

The implementation of the GDPR, without carveouts to ease the use of personal data in AI systems, demonstrates the EU's favor toward data privacy,

13 August 2018 | Shares
In this Privacy Tracker series, we look at laws from across the globe and match them up against the EU General Data Protection Regulation. The aim is to help you determine how to avoid duplication as you move toward GDPR compliance and help you focus your efforts. In this installment, elevenM’s Tim de Sousa compares Australia’s Privacy Act 1988 with the GDPR.
Australia passes new law to thwart strong encryption

Apple previously decried Australian efforts: "Encryption is simply math."
Balance

Security & Privacy

Utility
Trust
Data will always be collected

Collection != Privacy Violation

Set principles for use & sharing

TRUST!

If you collect it, use it wisely and get rid of it when you’re done!

Serve the user!
References

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• https://www.domo.com/learn/data-never-sleeps-6
• https://www.teachprivacy.com