

Internet Privacy:

Recent Trends

09 07 2015

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- Start Now
- Or Before
- Key Terms
- Global Perspective
- EU vs US Approach
- Data Protection Subjects
- General Principles
- Trend 1
- Trend 2
- Trend 3
- Thank You

We Are Just at the Beginning of It



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... or Already Not

1890: "the right to be let alone"

Privacy

- Appropriate use of personal information
- Right to control personal information

Data Protection

- Management of personal data
- Human rights perspective

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Key Terms (EU): All Defined?

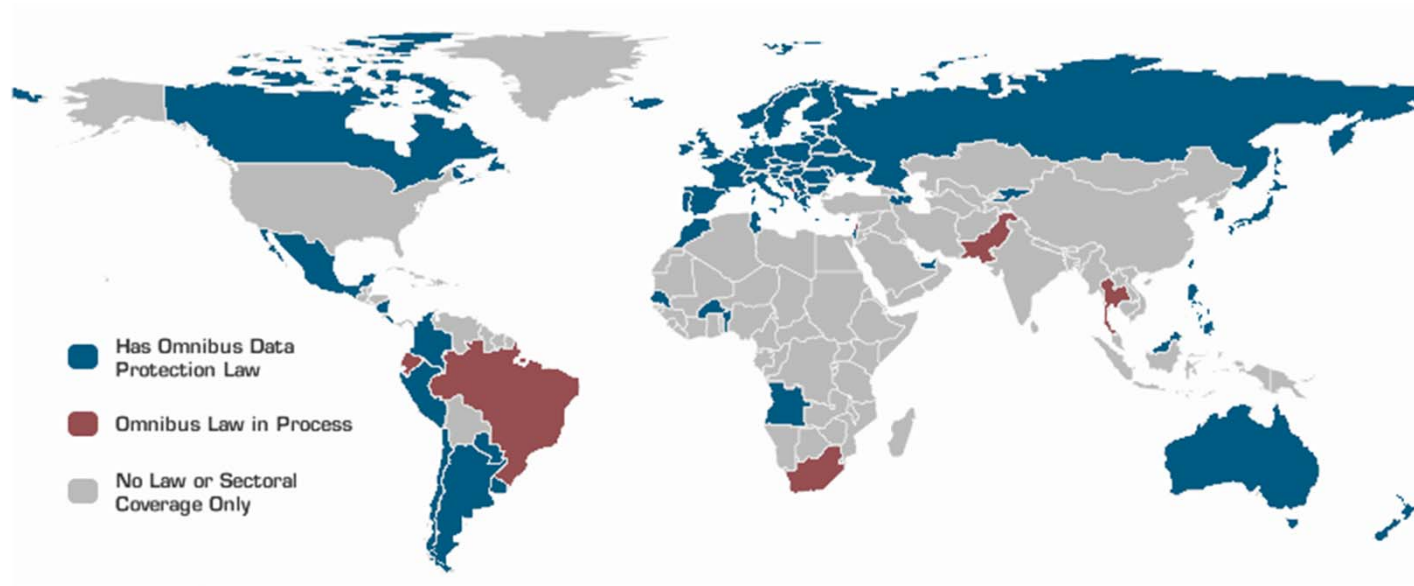
Data subject: identified or identifiable natural person, where an identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identification number or to one or more factors specific to his physical, physiological, mental, economic, cultural or social identity

Personal data: any information related to data subject

Data subject's consent: shall mean any freely given specific and informed indication of his wishes by which the data subject signifies his agreement to personal data relating to him being processed

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Global Perspective



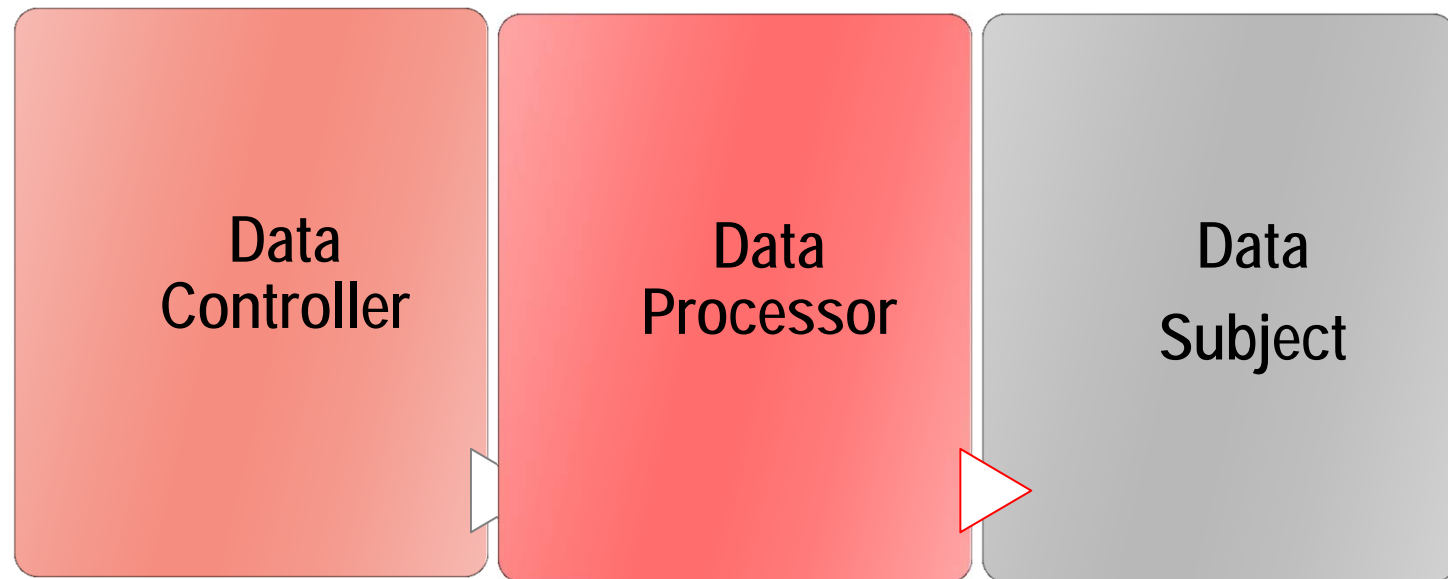
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EU vs US Approach

| European Union | USA |
|--------------------------|--|
| Comprehensive Model | Sectoral Model (Industry, Specific Activities) |
| Human Right | Customer Protection Issue |
| Compliance with the Laws | Compliance with the Promises |

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Data Protection Subjects



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General Principles

Fair and Lawful Processing for Specified Lawful Purposes

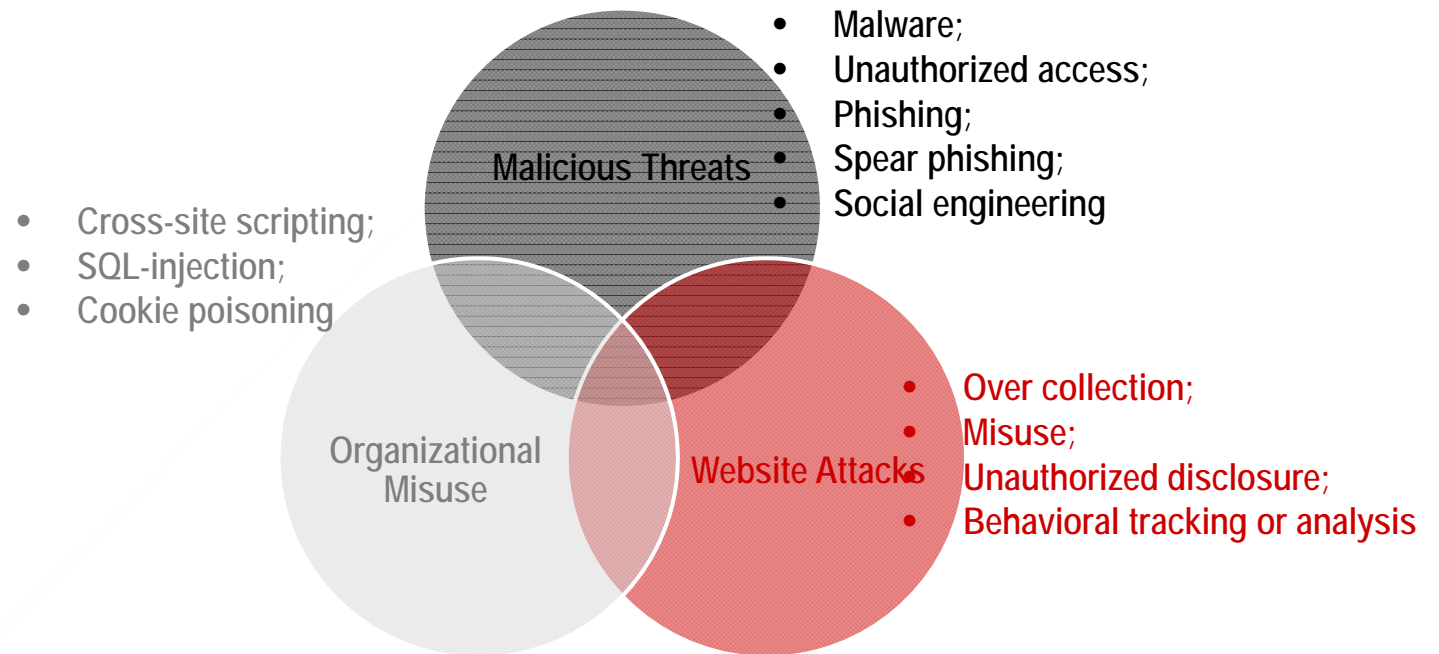
Adequacy, Relevance, Non-Excessiveness

Accuracy and Retention

Security

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Trend 1: From Internet of Things to Internet of Threats



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Trend 2: Government – Consumer – Government

Snowden Effect: National Security Agency Leak and truth about state surveillance

Localization requirements: Brazil planned - Russia implemented

Illusion of caring: DuckDuckGo, and high caring polls' results simultaneously with active data sharing

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Trend 3: Safety is Not Just Compliance

- ✓ Do Not Track Laws
- ✓ Compliance with cookies and other problematically implemented requirements
- ✓ New ways of authentication and implementation
- ✓ Simplification of user documents related to privacy

THANK YOU!

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