Big Data Best Practice
Data protection frameworks fit for 'Big Data'

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Technology trends with privacy implications

- Ubiquitous Computing
- Natural Interactions
- Big Data in the Cloud, Data-Driven Innovation
- Tailored, Social Experiences
- New Data
“... In this new world, it seems increasingly clear the privacy challenges posed by a data-centric society cannot be addressed adequately by traditional privacy principles which focus heavily on the collection of data and the notices provided at the time collection occurs.”

TwC Next Paper - 2012
Today's privacy framework challenges

- Trust Models
- Business Practices/Processes
- Accountable Technology
- Enforcement
An evolved privacy framework

<table>
<thead>
<tr>
<th>Today</th>
<th>Tomorrow</th>
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<tbody>
<tr>
<td>Consent</td>
<td>Use Based</td>
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<tr>
<td>Individual burden</td>
<td>Organizational accountability</td>
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What this doesn’t mean

Models need to evolve but that does not mean we throw away the old models:

Consent  Accountability  Risk Based  Transparency
Where we’ll need to evolve

Policy & Legislation

Business Processes

Enforcement

Technologies
Technology example

Trustworthy data exchange

Data

Provenance
Privacy controls

Metadata
How do we get there?