# Big Data Best Practice

## Data protection frameworks fit for 'Big Data'

Peter Cullen

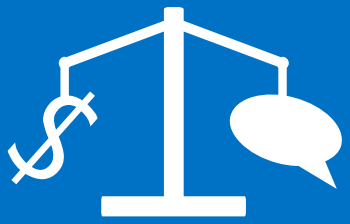
General Manager, Trustworthy Computing

Microsoft

# Goals

Consumer protection

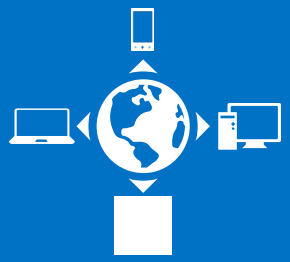
Balance & Transparency



Economic & Social Value

Enable Global Data Flow

# Technology trends with privacy implications



Ubiquitous Computing

Natural Interactions

Big Data in the Cloud, Data-Driven Innovation

Tailored, Social Experiences

New Data

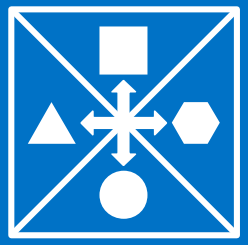
# Industry, individuals & data

"… 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

| Today | Tomorrow |
| --- | --- |
| Consent | Use Based |
| Individual burden | Organizational accountability |

# What this doesn't mean

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

Consent

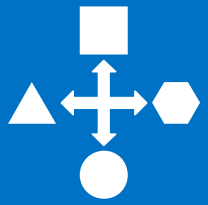
Accountability

Risk Based

Transparency

# Where we'll need to evolve

Policy & Legislation



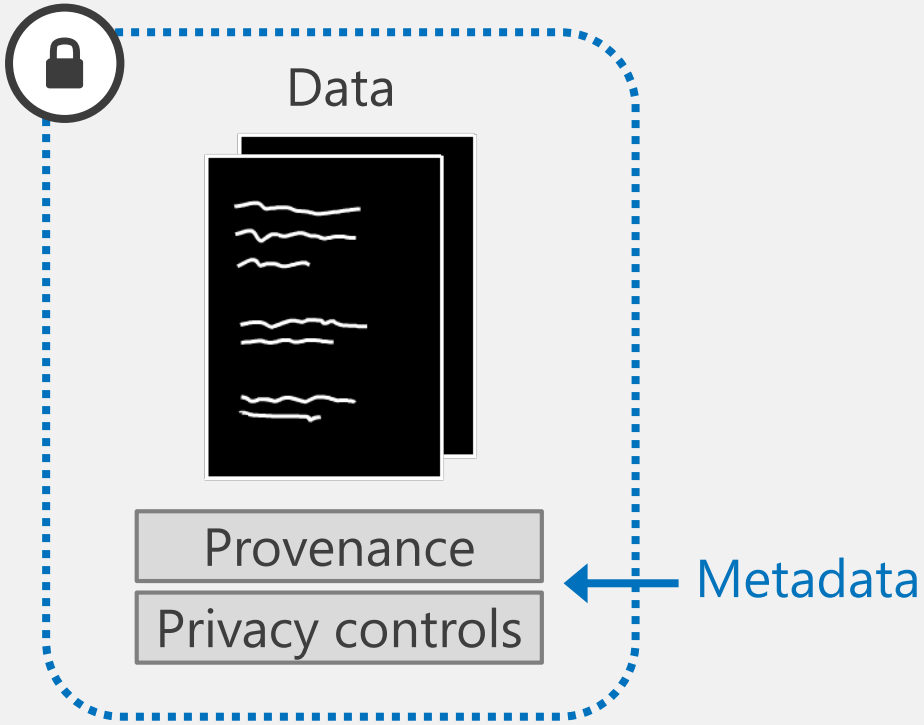
Business Processes

Enforcement

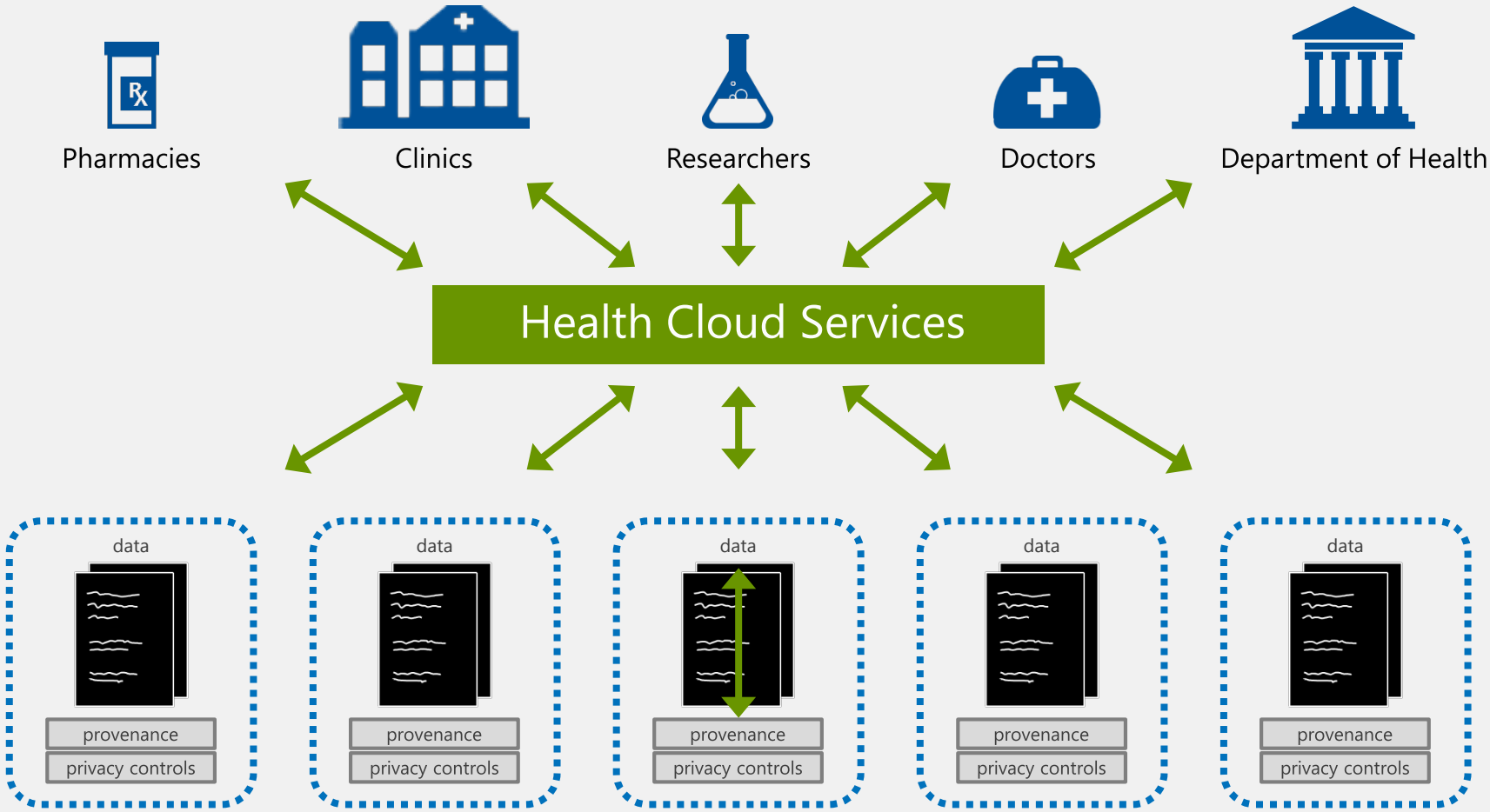
Technologies

# Technology example

Trustworthy data exchange



# Healthcare scenario



# How do we get there?

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