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StoryCorps @ RSAC Podcast Transcript  
Episode 3: "You Cannot Have Privacy Without Security"  
TREVOR HUGHES & ART COVIELLO, APRIL 7, 2016

NARRATOR: Welcome to the RSA Conference 2016 StoryCorps podcasts. Please enjoy this conversation between Art Coviello and Trevor Hughes. Art is president of Art Coviello Associates, LLC, and founded the Digital Equilibrium Project. Trevor is President and CEO of the International Association of Privacy Professionals, and works on the project with Art. Trevor begins the conversation.

TREVOR HUGHES: Well, good morning, Art.

ART COVIELLO: Hi.

TREVOR HUGHES: Just this week you received the lifetime achievement award from RSA for really a massive career of contributions to the field of information security.

ART COVIELLO: I'm a tech guy.

TREVOR HUGHES: Yep.

ART COVIELLO: You're a lawyer. Privacy tends to be more about policy...

TREVOR HUGHES: Yep.

ART COVIELLO: ...and how information is used. Security tends to be about how things get protected.

TREVOR HUGHES: Right.

ART COVIELLO: You cannot have privacy without security.

TREVOR HUGHES: Indeed.

ART COVIELLO: So my job is to help enable your privacy. Your, your job is to, to define what privacy rights should be.

TREVOR HUGHES: We have a substrata, a foundation of privacy laws around the world. The challenge there is that laws have a tendency to be dated as soon as they're passed. And what that creates is a gap. I call it a public policy gap. Between the leading edge of our best laws and the best thinking we can do from a public policy perspective and the bleeding edge of business innovation and technology innovation, we have this

public policy gap that creates real risk for organizations and real concerns and potential harm for citizens and consumers.

ART COVIELLO: The other thing is we can't anticipate the changes to our actual humanity as a result of all of this technology. Things like social media, which are, are only, you know, five to ten years old are having a dramatic impact on our discourse.

TREVOR HUGHES: Facebook, the leading social media platform, has over 1.5 billion users around the world, and they've generated those users in I think just 11, it might be 12 years at this point. And if you compare that to say Christianity they have just over 2 billion adherents and it's taken them 2000 years to generate that many people following that faith. And that speed of adoption I think really challenges our ability as societies to develop the norms, the tools, the mechanisms that recalibrate privacy and security within those new domains.

ART COVIELLO: It seems on the surface to be a good thing, but law enforcement is increasingly frustrated to - almost monumentally by the fact that they can't get at evidence that would allow them to prosecute criminals.

TREVOR HUGHES: There is a story in the media right now where the FBI has requested through the courts that Apple unlock an iPhone that was possessed by a terrorist actually, someone who perpetrated a shooting in San Bernardino, California. I don't know what's right or wrong but as a society we need to decide where do we draw those lines? How much do we value security in certain circumstances and how much do we value privacy?

With your leadership we have brought together a number of people to work on something that is now called the Digital Equilibrium Project, and it really is meant to be a dialog, a conversation, a mechanism to bring people together from the various perspectives and constituencies in this new digital economy. And you have been very successful with bringing some incredibly influential voices to the table.

What I have the ambition to do is to create that dialogue so that there is fluency across those domains, so that when an information security professional, when someone responsible for national security or protecting against terrorism, or protecting the security of a network inside an organization says something - an information privacy professional will understand it. Their ear will be tuned to that language so that they can come back and say "I get it, right, I understand that value, I

understand that interest, here's my world and what we have to accommodate, work through, figure out so as to achieve both of these important goals."

ART COVIELLO: I now would tend to agree with you. We're, we're never actually going to solve this problem, but if we allow social norms and legal constructs to develop on their own, we might not be particularly satisfied with the results, and that's really I think what the goal of our project is now - to help people form that higher level of understanding. Understand other points of view so that as these social norms develop, as these legal constructs develop, they're developed with an eye towards all of the constituencies being represented.

TREVOR HUGHES: It really is fantastic that we are generating that dialogue. I think that is the key. I'm wondering as we look forward into the future, if we can learn from everything that we've done before, you and I, in our respective fields.

ART COVIELLO: And my concern is with this rush of technology we might have some catastrophic lessons to learn before we actually come to a more civilized resolution of these issues. But at the end of the day, technologists are, are optimists. So I am hoping that, uh, that'll be a soft landing from a potential

catastrophe. And I've always been inspired by President Kennedy's words in a speech he gave at American University's commencement in 1963.

It was six months after the Cuban Missile Crisis, and he said we all inhabit this small planet. We all breathe the same air and we all cherish our children's future. And what he was getting at was the need for all countries to come together to solve this problem of nuclear non-proliferation. He also said in that same speech that our problems are manmade. Therefore, they can be solved by man.

TREVOR HUGHES: When I look at the future, I try to take lessons from the past, and I hope that we can proactively preemptively address some of those concerns. We need to get privacy and security right because they have emerged as the first and primary concerns coming out of this digital economy, and if we can address those so that we meet the expectations of citizens and consumers and societies with regards to security and privacy - while still generating the benefits of the digital economy - that's really good work and that's what keeps me coming into the office every day, and it's what makes me very proud to be here at RSA and working with people like you.

ART COVIELLO: That's what drives me as well.

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