

20 in 2012

The Top Privacy Issues to Watch

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Session ID: PNG-403

Session Classification: General Interest

RSACONFERENCE2012

20 in 2012: Top Privacy Issues

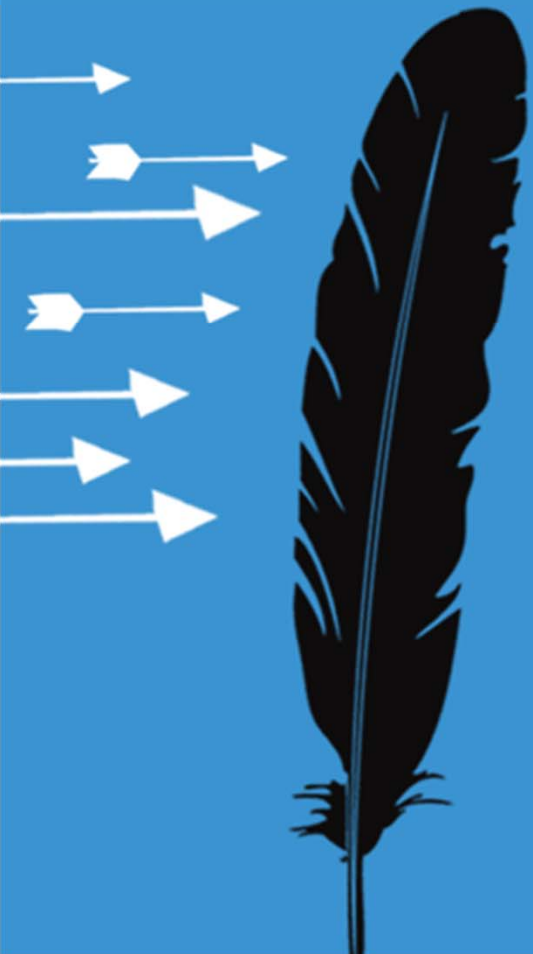
- Roughly 3 minutes per topic
- Please engage!
- We will explore:
 - US issues
 - European issues
 - Global issues
 - Tech and info security consequences
- Our goal? Better issue spotting and awareness in 2012.





1. FTC Report

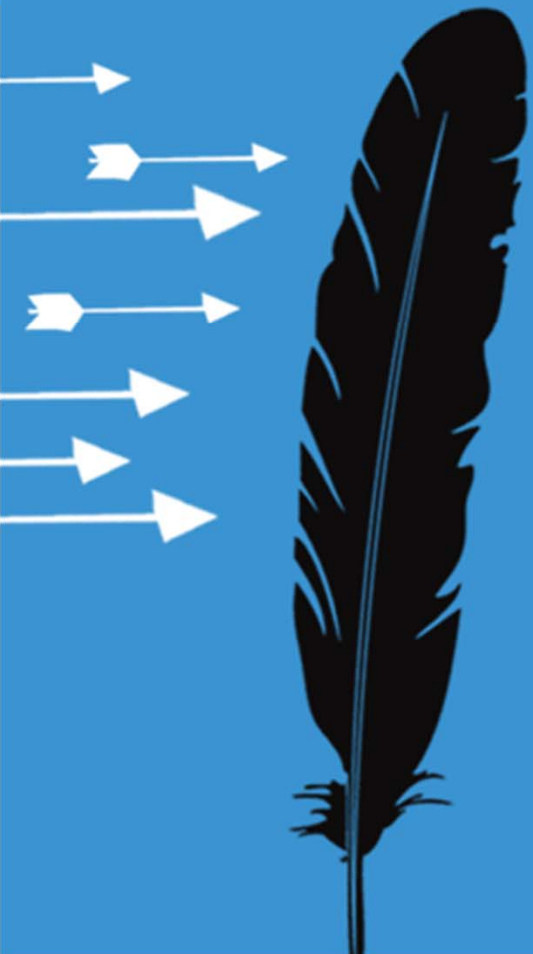
2. Dept of Commerce White Paper



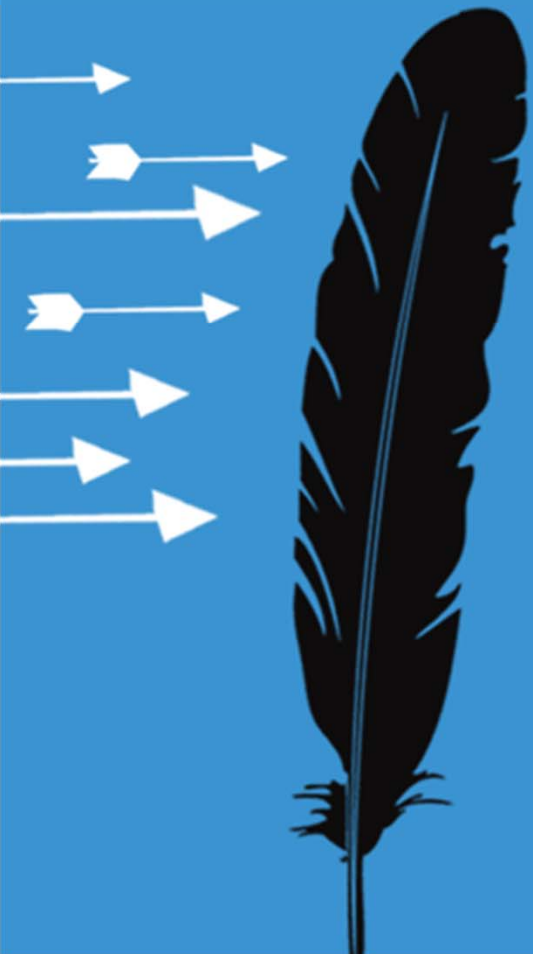


3. European Framework

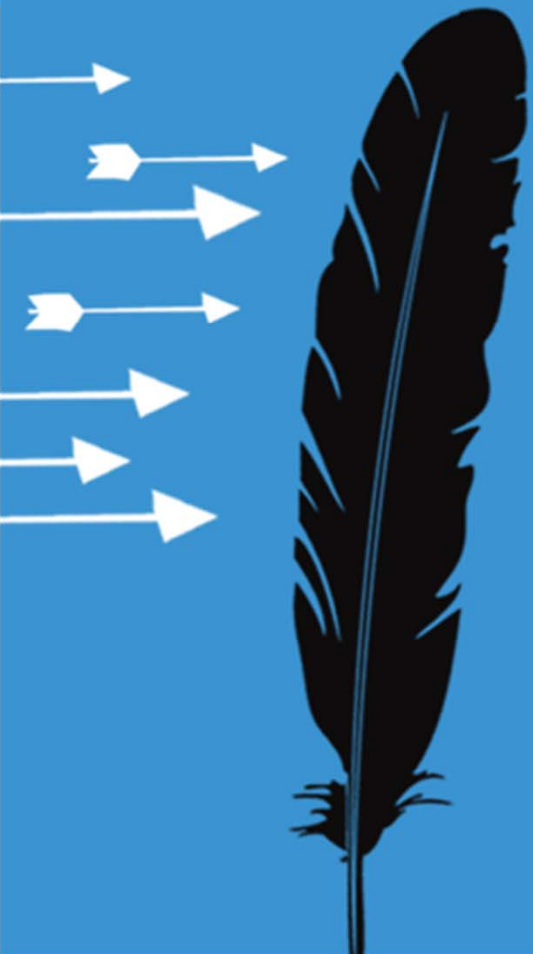
4. US Legislative Activity



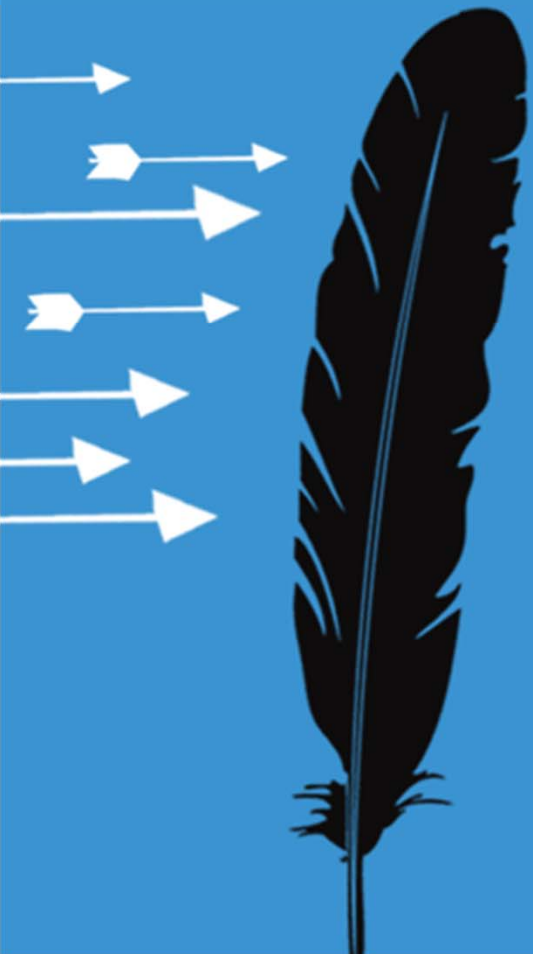
5. The Euro Cookie Directive



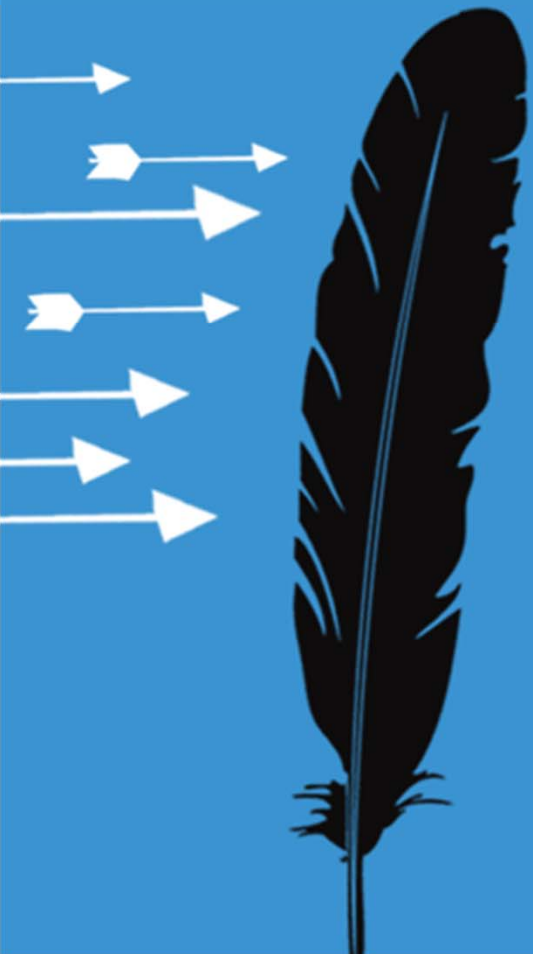
6. Notice of Security Breach



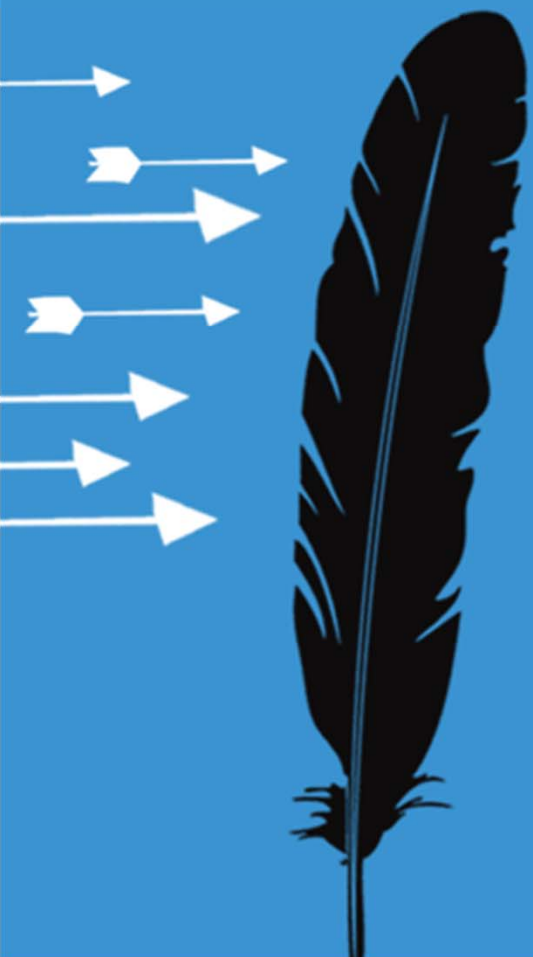
7. Online Behavioral Advertising



7. Facebook



8. Location Privacy



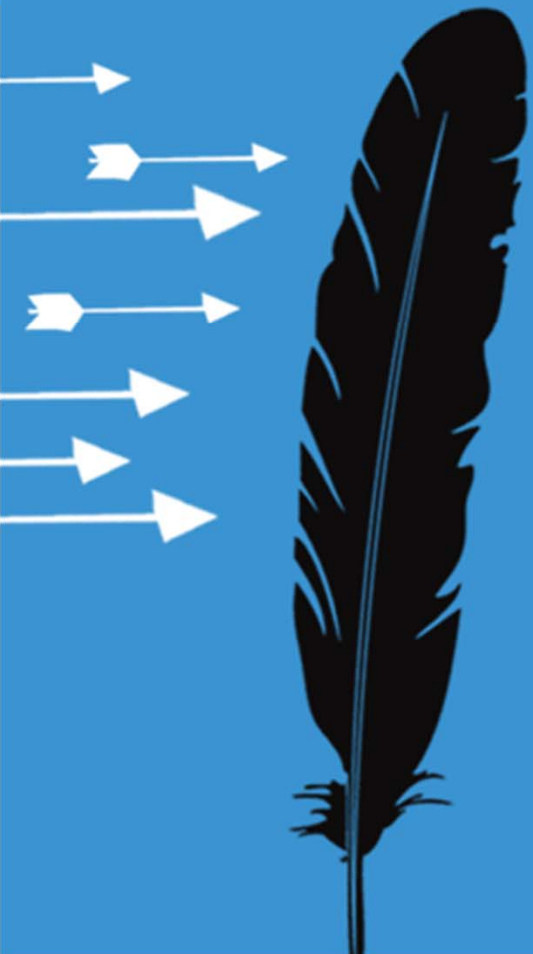


9. Mobile Privacy

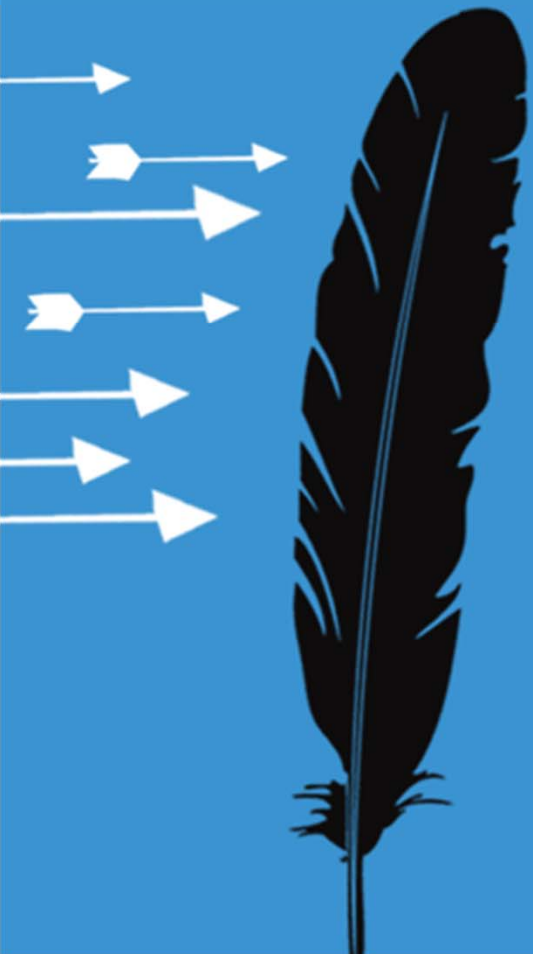


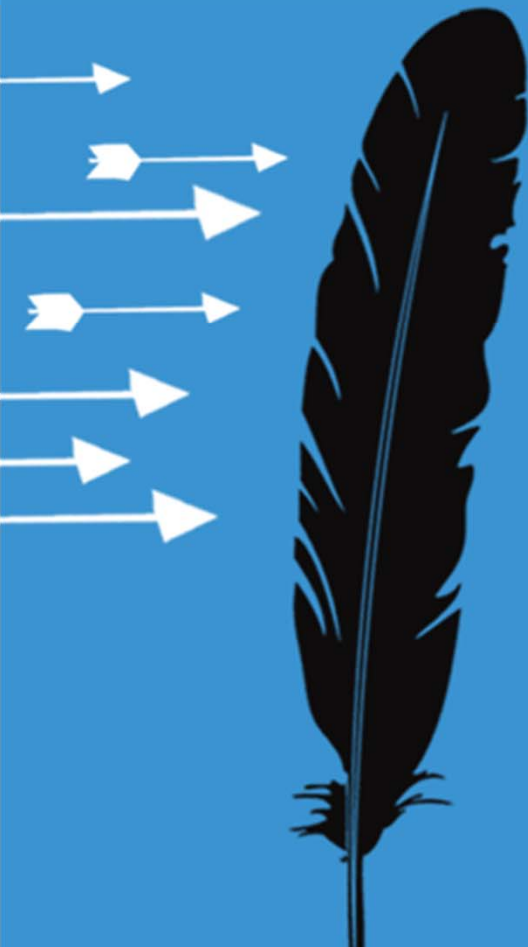
10. Surveillance

11. Accountability



12. Privacy by Design



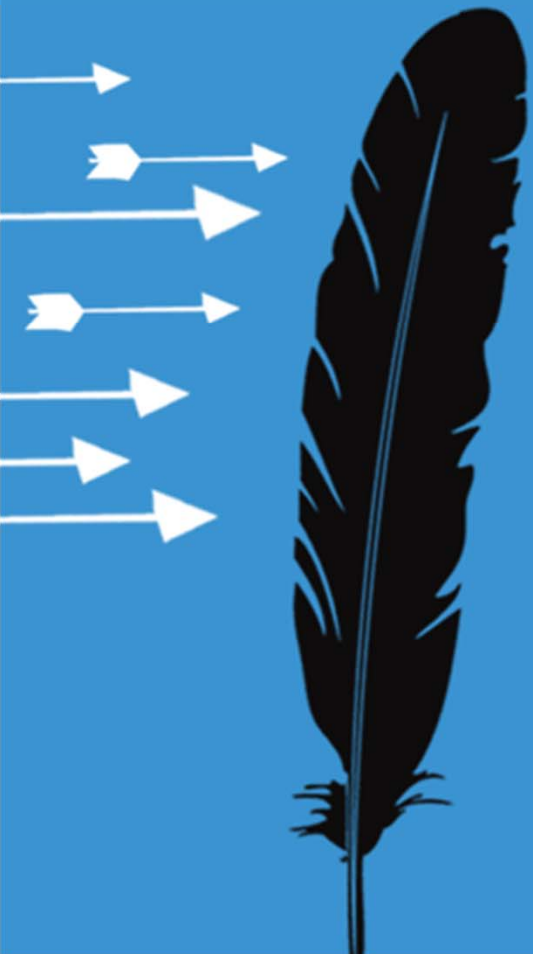


13. Privacy by Default



14. Emerging Markets

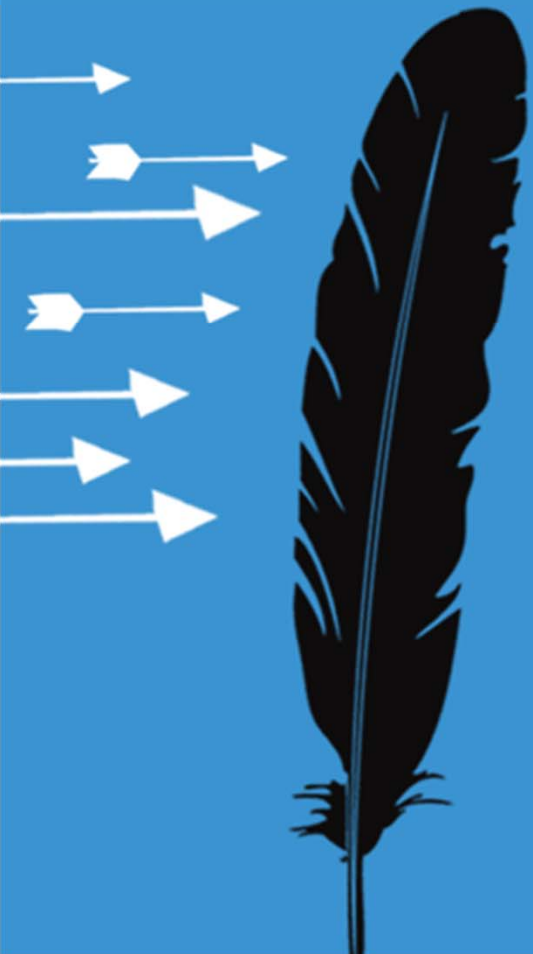
15. Fines, fines, and more fines



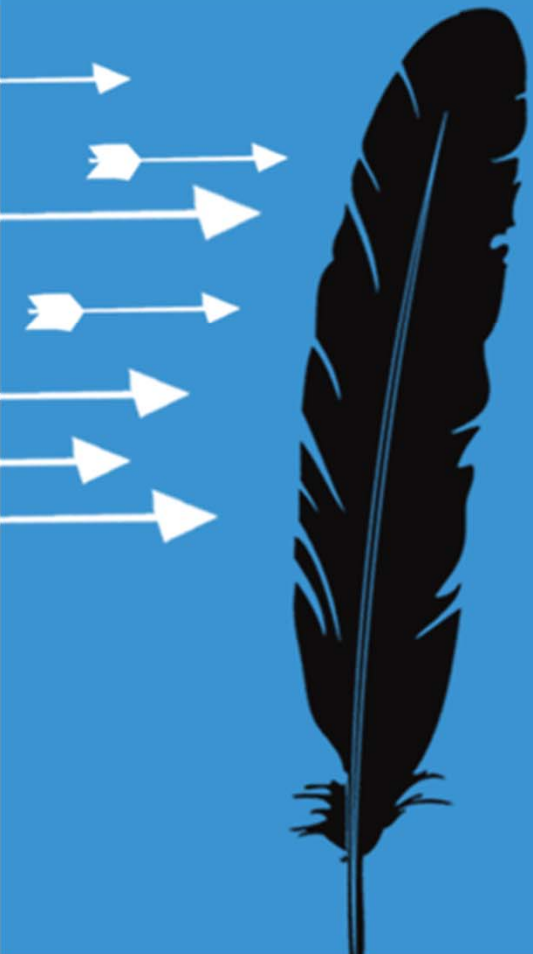


16. Class Actions

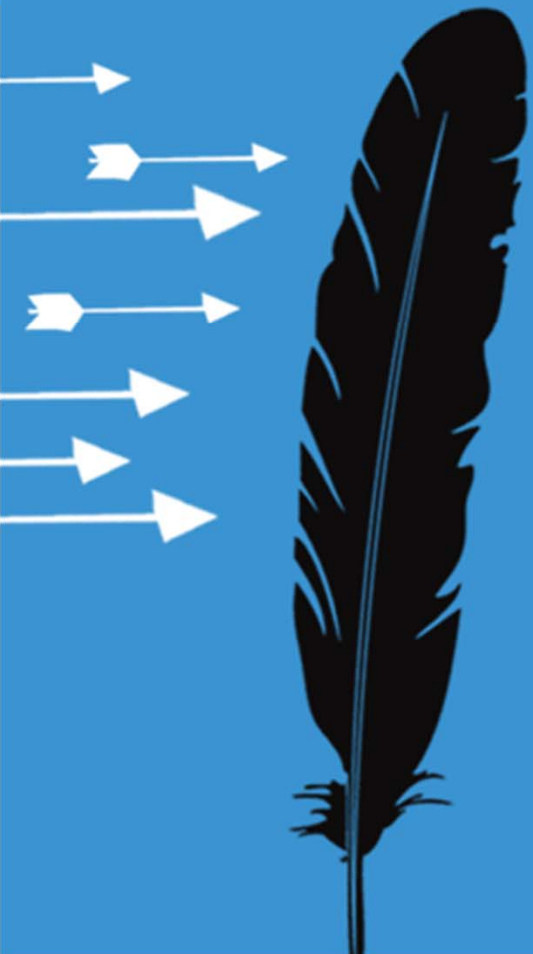
17. Personal Liability



18. Proactive Privacy (Training & Awareness)



19. The Exxon Valdez





20. We are all privacy professionals

And What to Do?

- Stay aware!
 - Track FTC report and enforcement actions
 - Track European framework
 - Track risk environment – especially class actions
- Build privacy before launch
 - Make it a part of product development process
 - Integrate privacy impact assessments
- Build response plans
 - Data breach
 - Privacy problem



Thanks!

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