

Emerging Trends in Privacy

Ram Ramadoss, CISA, CISM, CISSP, CRISC, CIPP
Director, CRP Privacy and Information Security Oversight
Catholic Health Initiatives
April 9, 2015

Pew Internet and Society poll - 91% of Americans surveyed either agreed or strongly agree that consumers have lost control of their personal information and data.

Whether it's fear of a third party monitoring our mobile phone activity or concern about the safety of online transactions, people are increasingly concerned about their privacy, and **they're pointing the finger at business, not maleficent hackers.**

Agenda

Overview

Emerging Technologies and Trends

- Digital Consent and Choice

- Big Data and Analytics

- BYOD and Mobile Devices

- Social Media

- Bring Your Own Cloud

- Smart Virtual Personal Assistants

What can we do as an Organization?

Regulatory Change

- Data localization
- Reform of the EU Directive / new EU Regulation
- US Consumer Privacy Bill of Rights
- US-EU Safe Harbor

Emerging/Evolving Technologies

- Geo-location data
- Wearables
- Cloud storage
- Smart metering

Heightened Threat Landscape

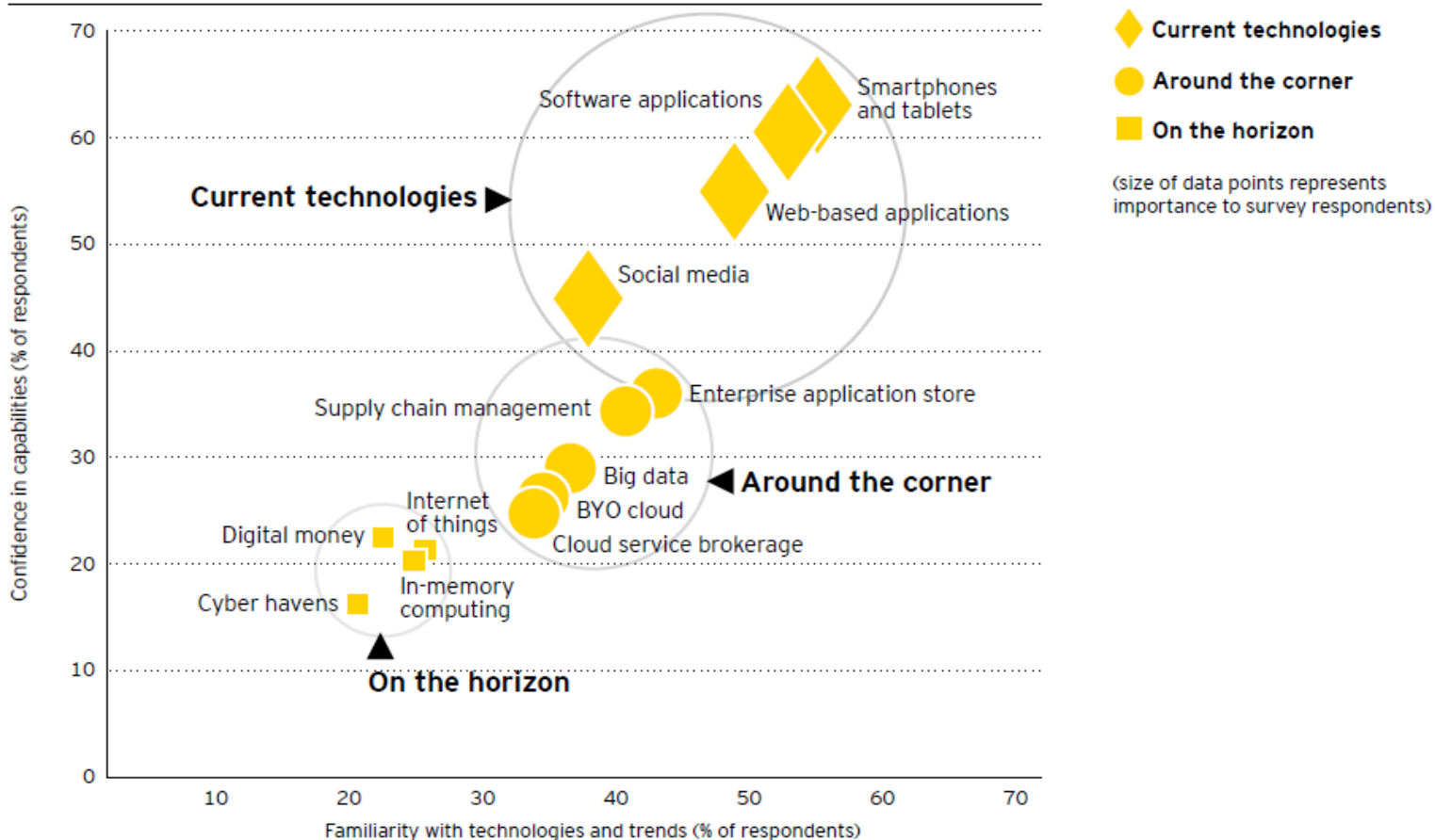
- Privileged User vulnerabilities
- "Hacktivism"
- Criminal groups

Governance

- Boards, Audit and Compliance Committees and Senior Leadership
- Heightened visibility of privacy initiatives
- Globalization of standard approach
- Upcoming increase in audits / risk assessments / demand for compliance by customers

Emerging Technologies and Trends (E&Y Privacy Trends 2014)

Emerging technologies and trends



Digital Consent and Choice

Growing demands for digital consent agreements and increased transparency!

Prevent the collection of their personal data

Ability of an individual to limit certain uses of their personal information.

Big Data and Analytics

Data collection, storage, analysis of large and granular set of data

How we can address privacy concerns?

- Opt-in Models
- Privacy and Security practices
- Anonymizing the data
- Minimize the exposure of identifiable information

BYOD and Mobile Devices

Mobile Device Management (MDM) and monitoring
Mobile OS malware and lack of controls
Texting Confidential Information

Best Practices

- Mobile Device User Agreement
- Annual Training / Ongoing Communications
- MDM software / Guest Wireless
- Employee Off-boarding process

Social Media

Data aggregation can provide deeper insights

Companies think this as public data

Collection anonymizing the data and protection

Best Practices

- Social Media Use and Monitoring Policy
- Acceptable Use Policy
- Data Aggregation, Analytics and Marketing

Bring Your Own Cloud

Shadow IT

Complete loss of control over data

Best Practices

- Policy and education
- Evaluation of private cloud solutions
- Manage approved vendor(s)

Smart Virtual Personal Assistants (SVPA)

Uses semantic and natural language processing

Calendars, email, and contact lists

Emu was a clever stand-in for a personal secretary

What can we do as an Organization?

- Accountability
- Privacy Impact Assessment (PIA)
- Education and enforcement
- Integrate privacy reviews
- Privacy Champions
- Privacy Culture