

# PRIVACY: New Technologies / Solutions

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# Whose side are you on?



**Privacy depends on  
Your perspective**



# The Privacy Horizon

## Foretelling the Future Technology



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# Privacy Basics

**What is Personally Identifiable Information or PII?**

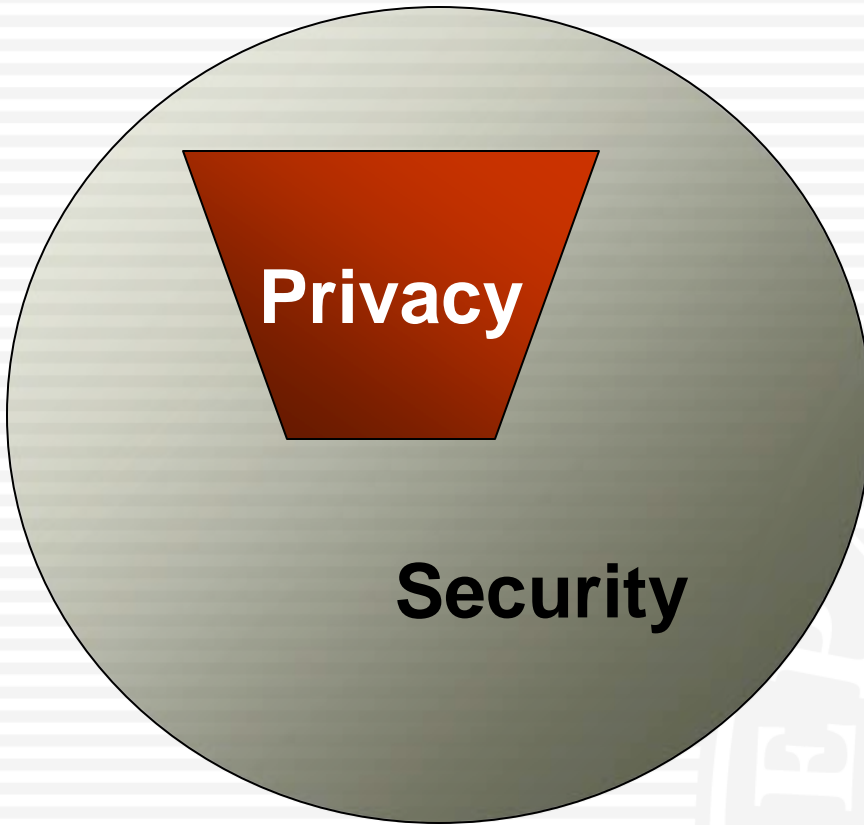
**It is those pieces of information which will go where you go when you leave your job.**

**Your Name, home address, home phone number home e-mail address, date of birth, SSN.**



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# Basic Principles of Privacy



**You can't have Privacy without Security**

**But**

**You can have Security without Privacy**

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# Basic Principles of Privacy

privacy



- **Notice/ Awareness**
- **Choice/ Consent**
- **Access/ Participation**
- **Integrity/ Security**
- **Enforcement / Redress**

# Basic Principles of Privacy



**Only collect the amount of PII that you Need to do your job.**

**Don't give away more PII then what they Need to do their job.**

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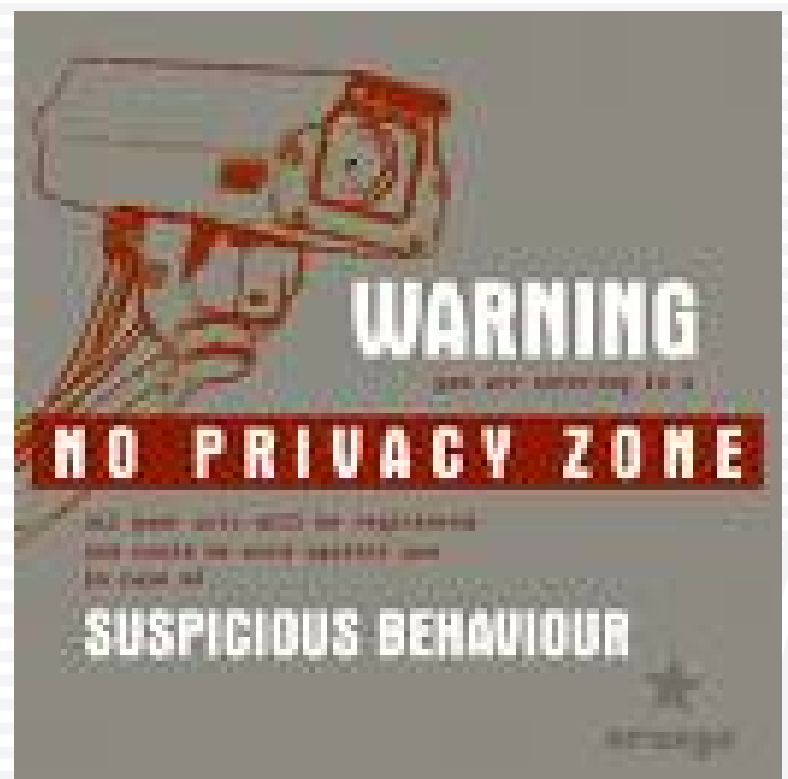
# Basic Principles of Privacy

- **Privacy start with you.**
- **Protect your own information.**
- **Most PII data leave you possession by crossing your lips.**



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# Trends in IT Privacy



## Social Pressure

**What are Your Obligations To Announce Your Intentions.**

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# Trends in IT Privacy

## Partial Anonymity

**Limiting the  
Information  
Necessary to  
Do the task**

## Voting



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# Trends in IT Privacy

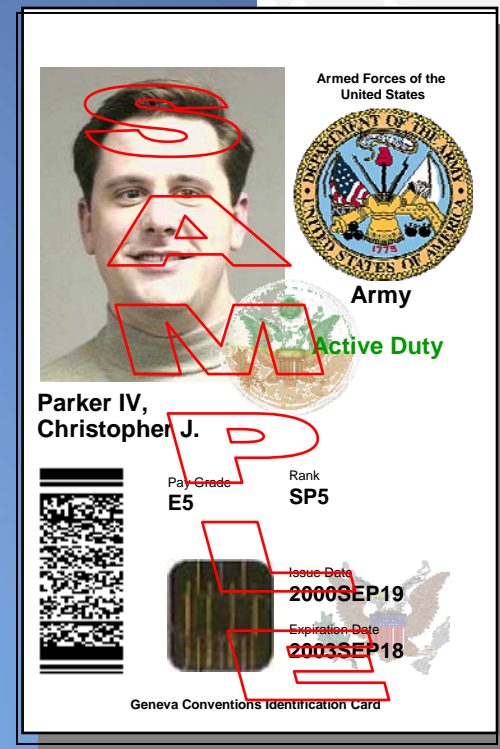
## Technology on the Move



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# Trends in IT Privacy

## Technology on the Move



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# Trends in IT Privacy

## Technology on the Move



Armed Forces of the United States

Department of the Army

Army

Active Duty

Parker IV, Christopher J.

Pay Grade: E5      Rank: SP5

Issue Date: 2000SEP19

Expiration Date: 2003SEP18

Geneva Conventions Identification Card

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# Trends in IT Privacy

## Technology on the Move



## Why is this Attractive?

- Comes with a Chip
- Comes with a Pin Pad
- Can be Personalized
- Comes with COM
- Comes with Camera

## Potentials

- For Biometrics integration
- Near Field Communication
- Someday it may be a weapon.

# Trends in IT Privacy



## Partial Anonymity

**This could be your Boarding pass for Your flight.**

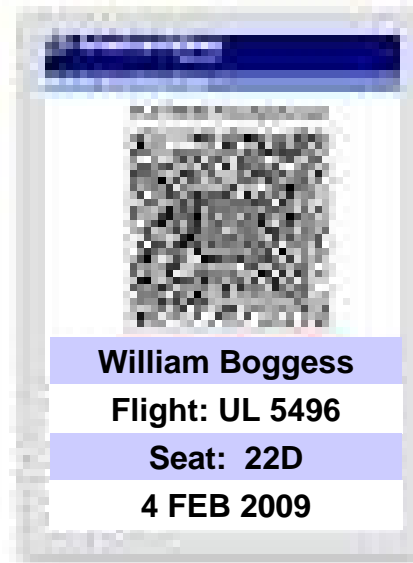
## Near field communication (NFC)

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# Trends in IT Privacy

## Partial Anonymity

**Another screen can show the information for other functions.**



## Near field communication (NFC)

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# Trends in IT Privacy



## Multiple Authentications



## Near field communication (NFC)

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# Trends in IT Privacy

## Scary IT – Mash-Ups



**What if we combine  
the two: Near Field  
Communication and  
Boarding Passes.**

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# Reminder

**Privacy information is all around us.**

**It's your job to protect it, not someone else.**

**Once it is lost, it is gone.**

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# QUESTIONS?

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