

DMDC | Information and Technology for Better Decision Making

# PRIVACY: New Technologies / Solutions

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## Whose side are you on?



**Privacy depends on  
Your perspective**

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## 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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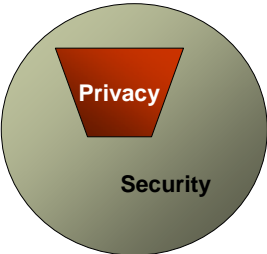
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## Basic Principles of Privacy



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

**But**

**You can have Security without Privacy**

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## Basic Principles of Privacy



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

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## Basic Principles of Privacy



- Only collect the amount of PII that you Need to do your job.**
- Don't give away more PII than 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



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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.



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### Trends in IT Privacy

#### Partial Anonymity

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



**Near field communication (NFC)**

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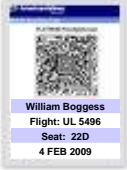
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### Trends in IT Privacy

**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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