



EU AT

Österreich 2006 ★ Präsidentschaft der Europäischen Union
Austria 2006 ★ Presidency of the European Union
Autriche 2006 ★ Présidence de L'Union européenne

International High Level Research Seminar on “Trust in the Net”
9th February 2006, Museum of Modern Art (MUMOK), Vienna Austria

Respecting people, their individuality and their personal information: The key to Trust in the Net, but where’s the keyhole?



**INFORMATION
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What's happening?



“More information has been produced and stored in the past five years, than at any time in human history”

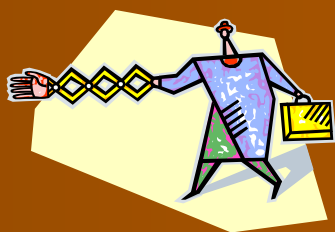
BBC News Online Magazine , 3 Nov 2003

Data stored in a Memphis hospital increased 10x in 5 yrs

Enterprisestorageforum.com, 10 June 2005

“Analysts envision a time when the [RFID] system will be used to identify & track every item produced on the planet”

Katherine Albrecht, Founder of CASPIAN (Consumers Against Supermarket Privacy Invasion and Numbering), 2002



Our personal information is also being abused – lost and stolen

- Some due to bad behaviour by others
 - Fraud of all sorts
- BUT some due to the organisation's own decisions & behaviour
 - Staff fraud etc
 - Mgt 'breaking or stretching the rules', eg CardSystems
 - Poor practice – data quality, use, disclosure, security
 - Legal, but mistaken, view of customer (or will endure)
 - too often, includes 'CRM'



Survey after survey shows the impact

Research into Community attitudes towards Privacy in Australia 2004 & 2001, OPC Australia

“Poll: Americans fear ID theft but try to protect themselves”, CNN Money, 18 July 2005

Attitudes and Behaviors of Online Consumers: A Study of Five Cities (Sydney, Singapore, Bangalore, Seoul, New York), NUS, 2003-04

The New e-Government Equation: Ease, Engagement, Privacy and Protection, Hart-Teeter Research in US, 2003

Privacy and data-sharing: The way forward for public services, UK Cabinet Office, 2002

etc

“Internalise the Externalities”

“If there’s one general precept of security policy that is universally true, it is that security works best when the entity that is in the best position to mitigate the risk is responsible for that risk. Making financial institutions responsible for losses due to phishing and identity theft is the only way to deal with the problem. And not just the direct financial losses – they need to make it less painful to resolve identity theft issues, enabling people to truly clear their names and credit histories. Money to reimburse losses is cheap compared with the expense of redesigning their systems, but anything less won’t work.”

Bruce Schneier, *A Real Remedy for Phishers*, Wired News, 6 Oct 2005,
www.wired.com/news/print/0,1294,69076,00.html

It's Accountability, not Identity

“EBay’s feedback system doesn’t work because there’s a traceable identity behind that anonymous nickname. EBay’s feedback system works because each anonymous nickname comes with a record of previous transactions attached, and if someone cheats someone else then everybody knows it.

“We do not live in a perfect world. We live in a world where information about our activities – even ones that are perfectly legal – can easily be turned against us.

“We live in a world where the police and the government are made up of less-than-perfect individuals who can use personal information about people, together with their enormous power, for imperfect purposes. Anonymity protects all of us from the powerful by the simple measure of not letting them get our personal information in the first place.”

Bruce Schneier, *Anonymity Won't Kill the Internet*, Wired News, 13 Jan 2006
www.wired.com/news/columns/1,70000-1.html

Living examples

“...privacy professionals largely speaking, are still fighting an old battle ... We need the privacy industry ... to really begin thinking about what the world looks like.”

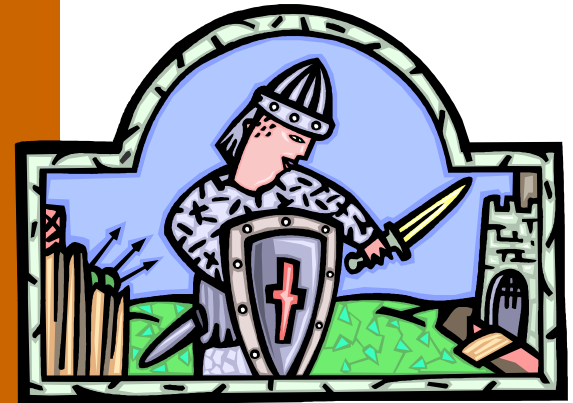
David Brailer, US National Coordinator for Health Information Technology Department of Health and Human Services in “A Daily Dashboard Q&A with Dr. David J. Brailer”, 25 Jan 2006

“After Subpoenas, Internet Searches Give Some Pause”

NY Times, 25 Jan 2006

“Bush seeks access to abortion records”

Sydney Morning Herald, 8 March 2004

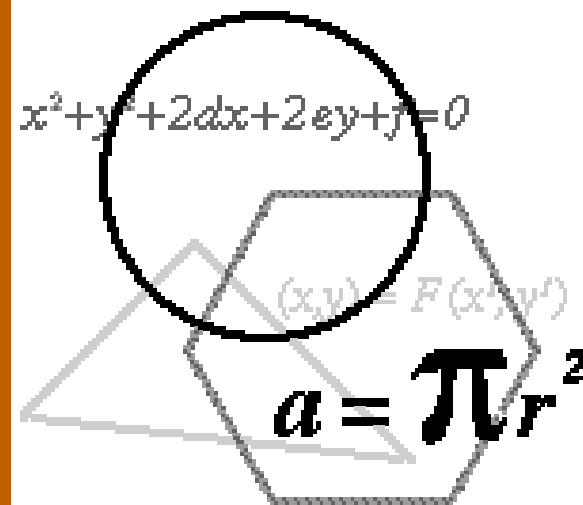


Law + Technology + Market + Transparency + Accountability

- Law = promise; enforcement; risk allocation
- Technology = delivers promise
- Market = public debate; people don't buy; nobody makes
- T+A = proof of promise kept
= governance, audit, complaints
- Key Test: how failure is handled,
— especially for the weaker party

Earlier thinking in "Proof of ID required? Getting Identity Management Right" @

www.privacy.gov.au/news/speeches/spdel2004.html



The underlying issues & instruments

▶ Control ▶ Trust ▶ Risk ▶ Accountability

Law

Technology

Governance

Safety Net

~~Privacy ?~~



A well behaved
market place

The underlying issues & instruments

Privacy ▶ Control ▶ Trust ▶ Risk ▶ Accountability

Law

Technology

Governance

Safety Net



A well behaved
market place

The future will look like this:

- Shared control
- Multiple Identities, fit for purpose
- Identity authenticated only when really needed
- No centralised databases of use
- Risk allocated appropriately
 - “Internalise the Externalities”
- Governance structures that can be held accountable
- An agent to look after you when it goes wrong



Some recommendations

- Identify, allocate risks; get parties most able to bear and mitigate; ensure & enforce accountability
 - Law
- Simplify & combine frameworks & standards; facilitate accreditation & ensure public acceptance
 - Law; Stds bodies
- Minimise data & data trail collections unless required by law &/or very transparent &/or choices; eg Anonymisers; trusted pseudonymous transactions; ID management that shares control
 - Technology
- Get the market to do the heavy lifting

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