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# You can have your cake and eat it too: Fostering the innovative and accountable use of Big Data

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Australian Information Industry Association

Navigating Big Data

Canberra, 13 March 2013

# About IIS

- Building trust and privacy through global thought leadership and consultancy work for a range of public and private organisations
- **Services:** privacy governance & strategy, privacy impact assessments and audits, regulator, customer & stakeholder engagement, identity management, privacy training.....



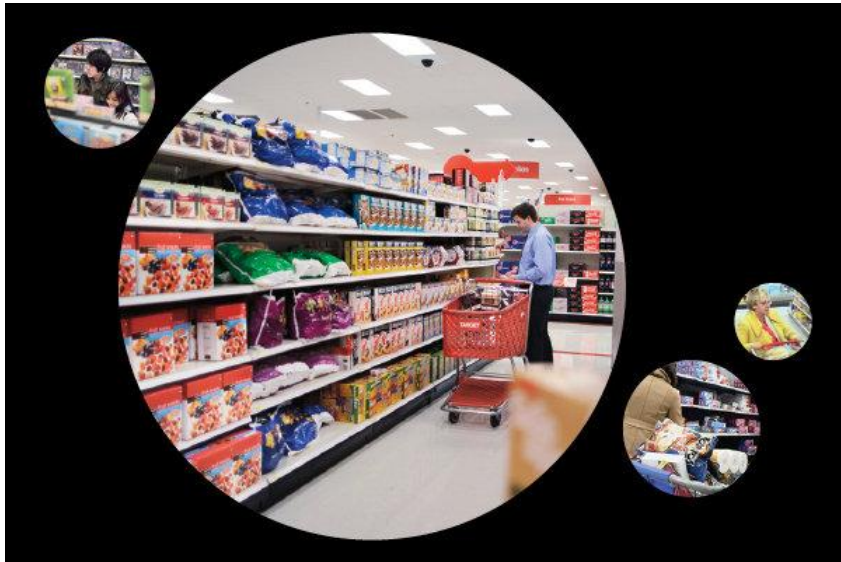
Australian Government



Commonwealth Bank



# Big Data is here



google.org Flu Trends

[Google.org home](#)

[Dengue Trends](#)

Flu Trends

Home

Select country/region

[How does this work?](#)

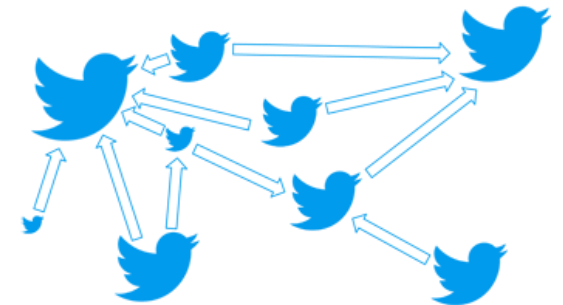
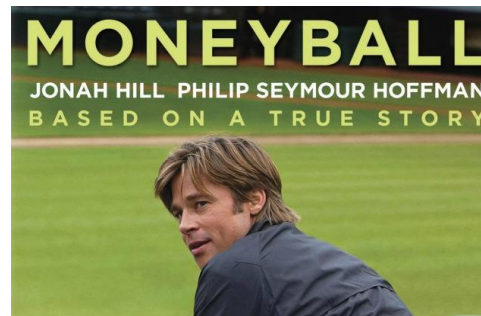
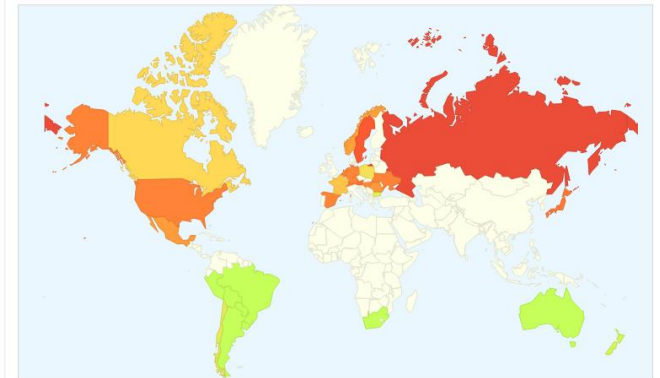
[FAQ](#)

Flu activity

Intense  
High  
Moderate  
Low  
Minimal

Explore flu trends around the world

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more](#)



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# How it works

➤ **Big Data**

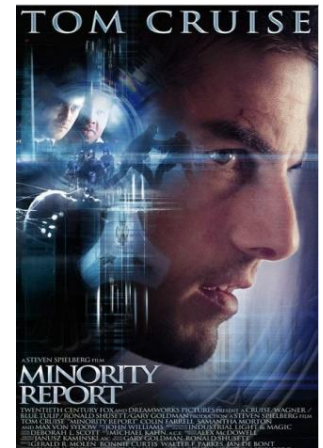
➤ **Analytics**



- Producing correlations → Discovery
- Making predictions → Application
- Probabilities, NOT certainties

➤ **Implications**

- “Big Data saves babies”
- “End of privacy as we know it”



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# Big Data is changing things

## TRADITIONAL APPROACH

Data actively collected with user awareness

Definition of personal data is predetermined and binary

Data collected for specified use

User is the data subject

Individual provides legal consent but is not truly engaged

Policy framework focuses on minimizing risks to the individual

## NEW PERSPECTIVE

Most data from machine to machine transactions and passive collection – difficult to notify individuals

Definition of personal data is contextual and dependent on social norms

Economic value and innovation come from combining data sets and subsequent uses

User can be the data subject, the data controller, and/or data processor

Individuals engage and understand how data is used and how value is created

Policy focuses on balancing protection with innovation and economic growth

*World Economic Forum,  
‘Unlocking the Value of Personal Data’, February 2013, p 7.* **Building trust and innovative privacy solutions**

# Big Data and privacy

➤ “Trust us, we’ll do the right thing” is not enough

➤ Big Data is straining privacy principles

- Notice, consent, use limitation



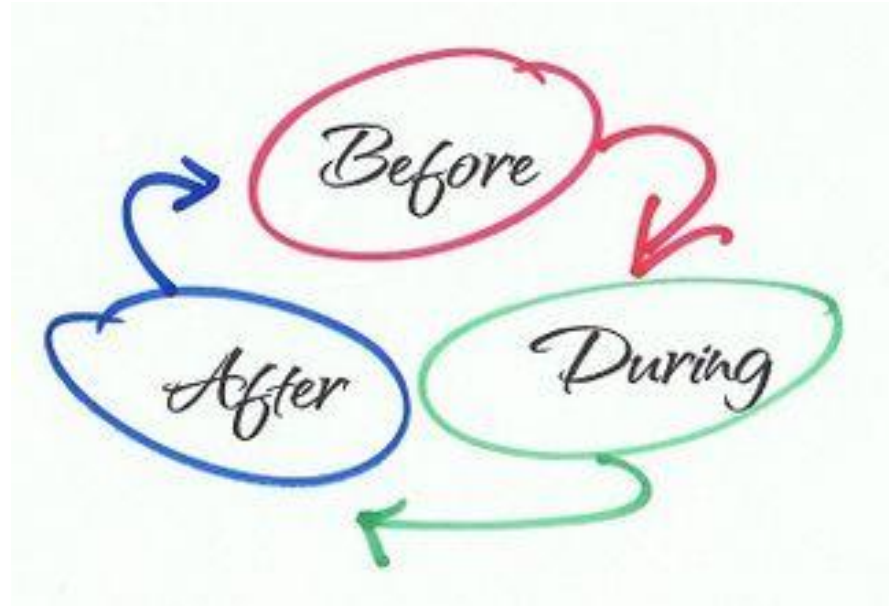
➤ But privacy need not be a barrier to innovation

- Nuanced, inclusive, innovative conversations
- Leading to nuanced, inclusive, innovative approaches with strong safeguards where needed

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# The way forward

- Fair allocation of risk and responsibility
  - PbD, SbD, PIAs
- Accountability
  - Governance
  - Assurance
  - Restitution
- More law reform?



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# Respect for individuals



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# Questions?

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