

Building Trust In The Data Driven Economy: Privacy and Data Protection In The World of Big Data

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Privacy and Big Data

- Benefits for society and individuals
- Often reliant on processing of personal data
- Fundamental right to respect for privacy
- Enshrined in data protection law
- Builds trust and confidence

Some Challenges

- Notice and consent
- Data minimisation
- Purpose limitation
- Limited retention
- Security

Some Solutions

- Innovative and flexible application of principles
- Privacy by Design
- Anonymisation and pseudonymisation
- Transparency and control for individuals
- A risk based approach

Some Conclusions

- Privacy and Big Data not incompatible
- Think privacy from the outset
- Build on experience
- Treat personal information with respect
- Benefits depend on trust and confidence
- International cooperation needed

Final Thoughts

- Big Data requires Big Privacy
- The right question is **“What should we do?”** not **“What can we do?”**

Further Information

ICO Paper: Big Data and Data Protection

[http://ico.org.uk/for_organisations/guidance_index/~media/documents/library/Data_Protection/Practical-application/big-data-and-data-protection.pdf](http://ico.org.uk/for_organisations/guidance_index/~/media/documents/library/Data_Protection/Practical-application/big-data-and-data-protection.pdf)

Article 29 Working Party: Statement on the Impact of the Development of Big Data

http://ec.europa.eu/justice/data-protection/article-29/documentation/opinion-recommendation/files/2014/wp221_en.pdf

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