

The OECD Global Forum on the Knowledge Economy
Building Trust in a Data Driven Economy

Jeff Bullwinkel, Associate General Counsel

Microsoft Legal & Corporate Affairs, Asia Pacific & Japan





Three Intersecting Priorities

- Protecting public safety
- Protecting fundamental freedoms including the right to privacy
- Building trust in technology



Microsoft fights warrant for customer emails stored overseas

By James O'Toole @jtotoole June 11, 2014: 2:41 PM ET



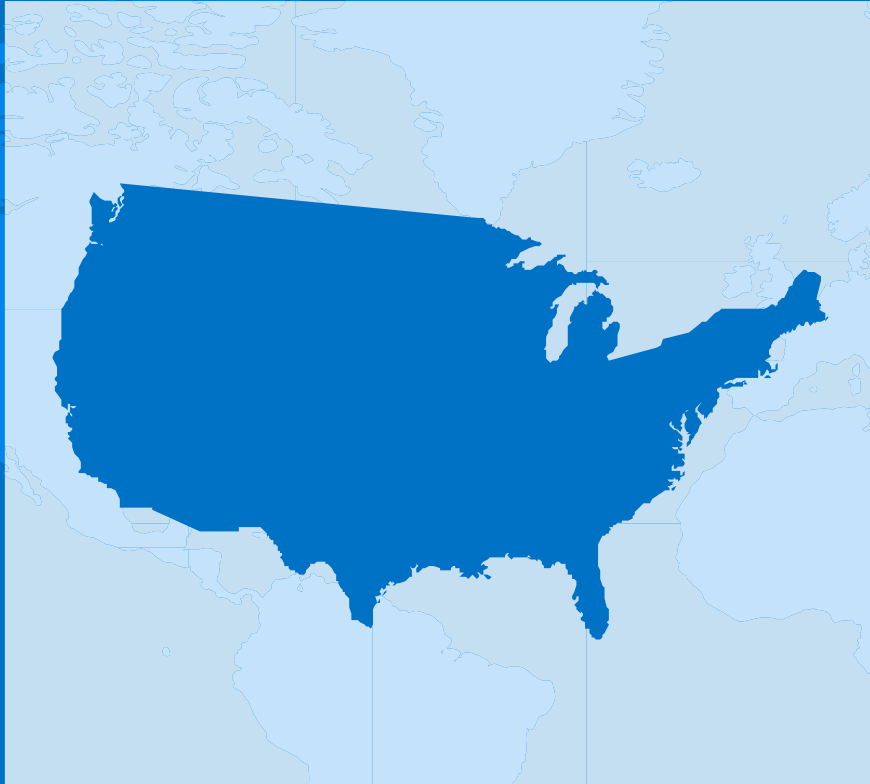
Allowing the warrant to move forward, Microsoft argues, "would violate international law and treaties, and reduce the privacy protection of everyone on the planet."

NEW YORK (CNMoney)

Microsoft is fighting a government search warrant seeking customer emails stored abroad in a case that could have far-reaching implications for how tech companies deal with law

Governments

Companies



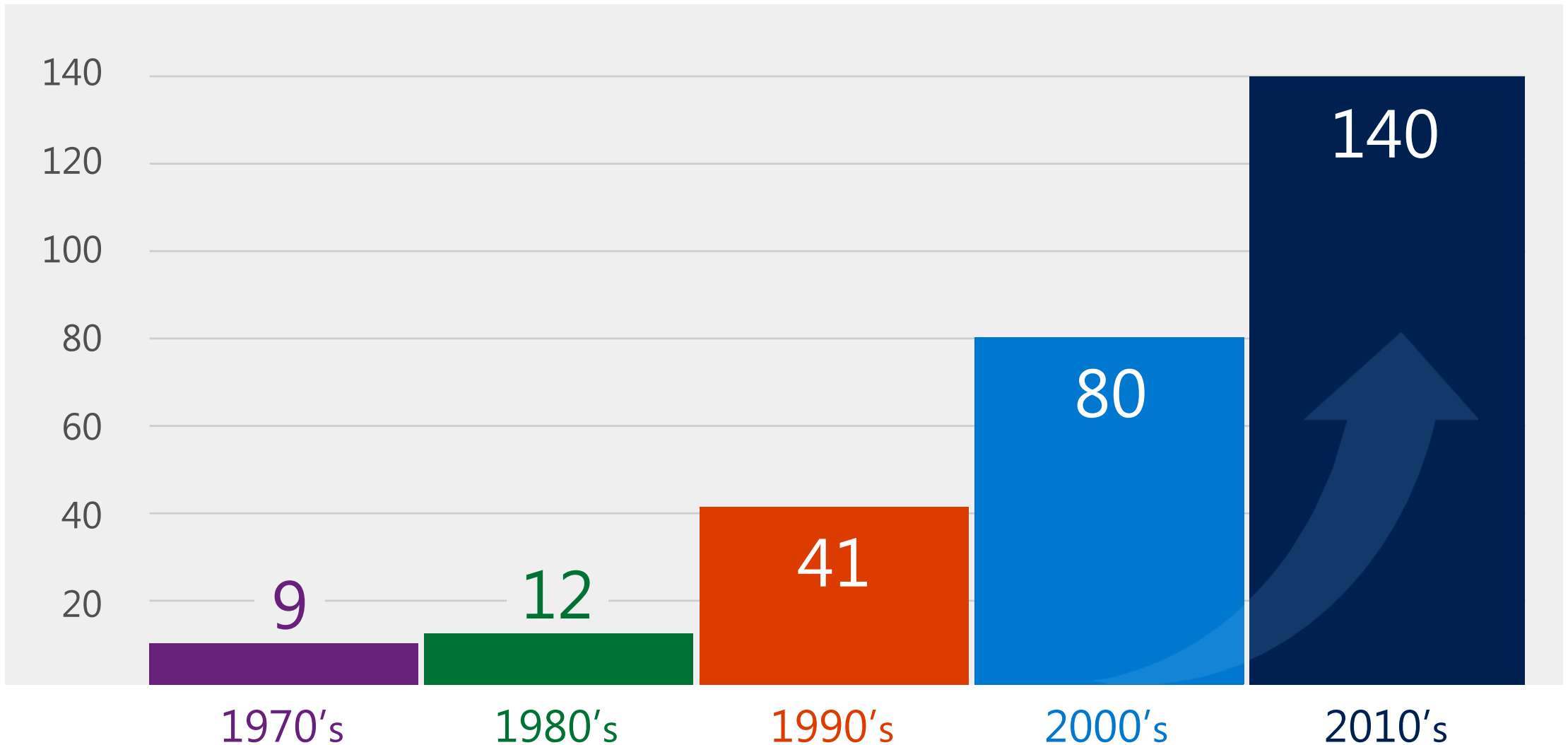
Citizens

Consumers

A high-angle, close-up photograph of a massive ocean wave. The water is a deep, dark blue, and the wave is curling over, creating a thick, white foam. The wave is moving from the top right towards the bottom left. The text "Growing wave of legislation" is overlaid on the left side of the image in a white, sans-serif font.

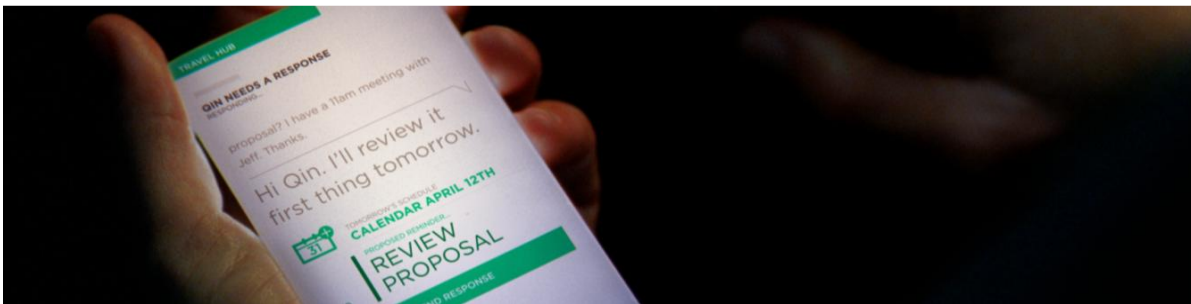
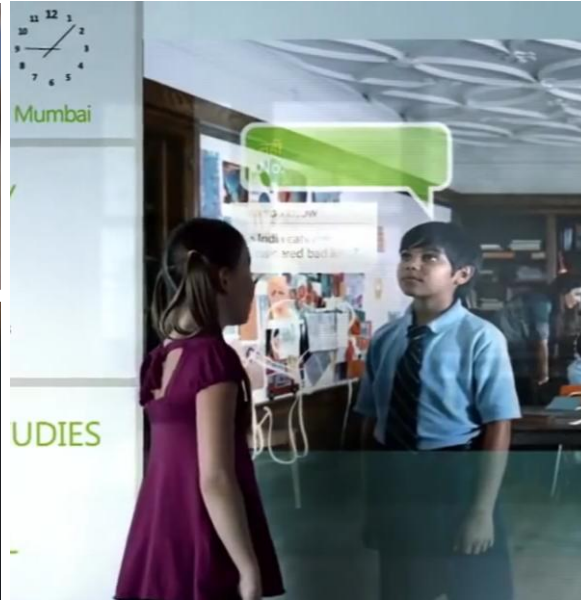
Growing wave
of legislation

Number of countries with privacy laws



Technology worldview

Ubiquitous computing + ambient intelligence



Privacy questions and issues

Use of data by governments

Use of data by companies

Data flows across borders pursuant to international treaties

Accountability to the courts through effective judicial review

Accountability to the law through reasonable regulation

Control by the public through the rule of law

Control by users through notice & consent, and management of use

Public and consumer knowledge through transparency

Citizens

Consumers

