

RSA[®]Conference2016

San Francisco | February 29 – March 4 | Moscone Center

SESSION ID: EXP-R02

The Future of Privacy



Connect **to**
Protect

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President & CEO
IAPP

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@privacypros



#RSAC

FIRST, A BIT OF HISTORY



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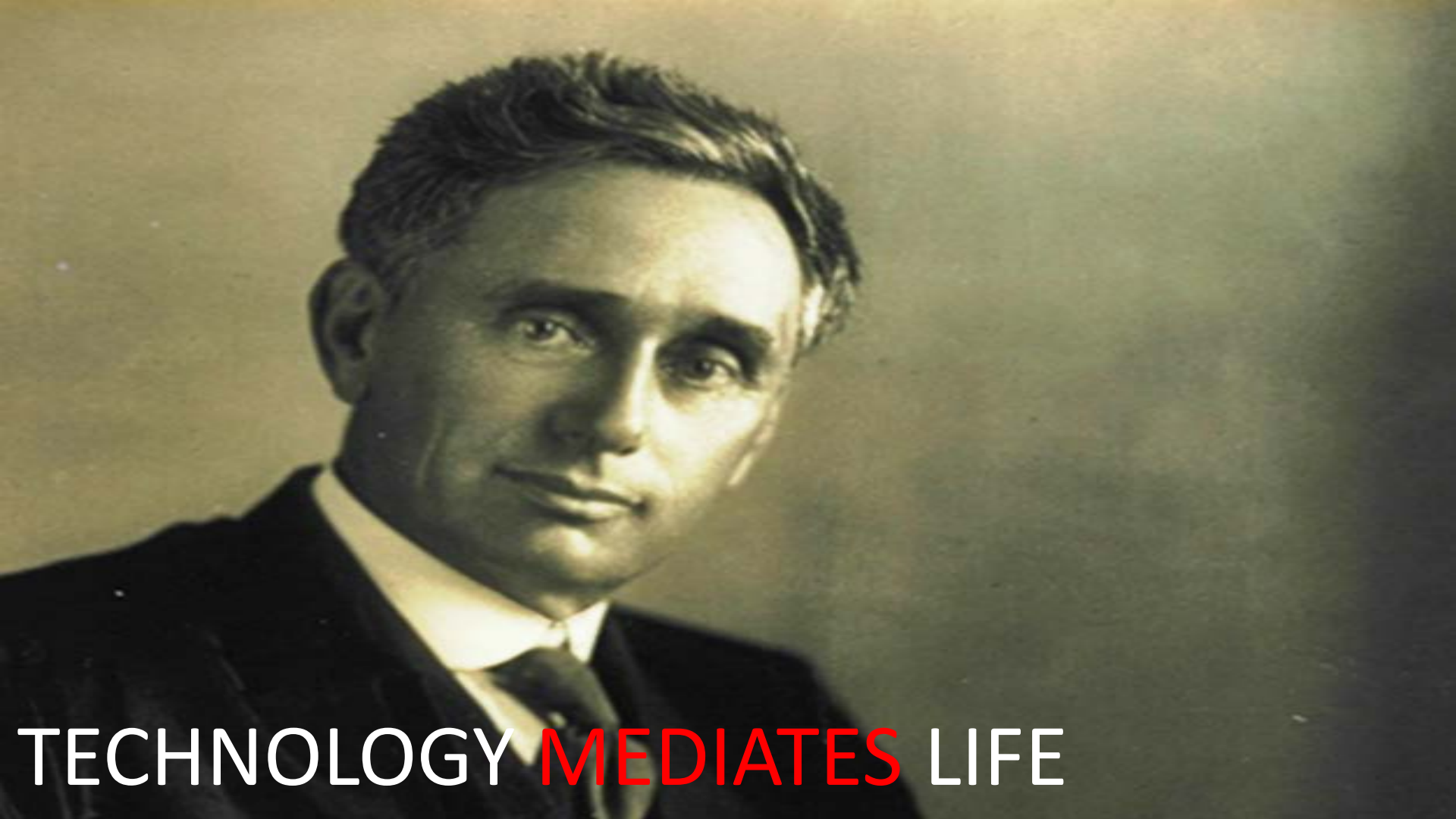


A close-up photograph of a marble sculpture of a nude female figure. The figure is seated, with her back curved and her head tilted slightly to the right. Her right arm is raised, with her hand resting near her face, and her left arm is bent, with her hand resting on her thigh. The marble has a smooth, polished surface with some visible texture and slight discoloration. The background is solid black.

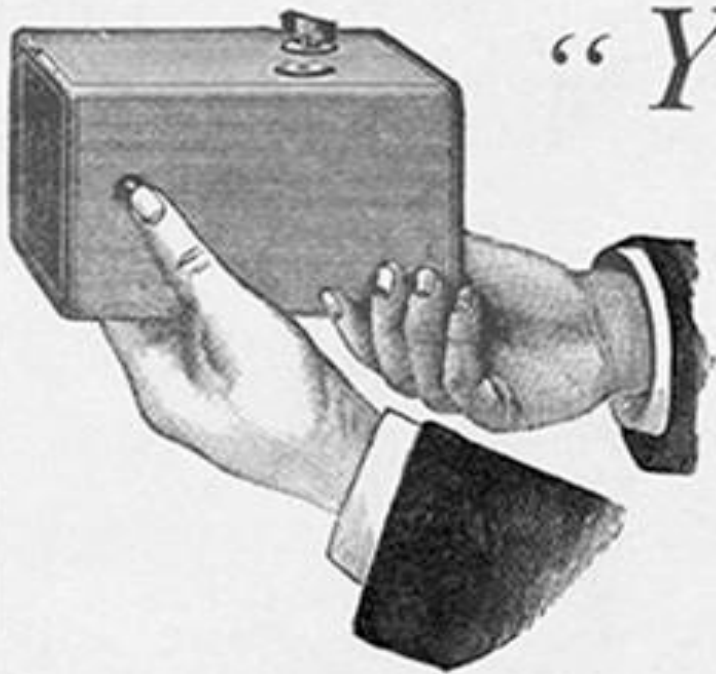
A **FUNDAMENTAL** HUMAN TRUTH

A woman with her hair in a bun, wearing a blue dress, is shown in profile, working on a piece of fabric. She is holding a small object, possibly a needle or a tool, and is focused on her task. The background is a textured, light-colored wall. The text "A NORMATIVE VALUE" is overlaid on the image in a bold, sans-serif font. The word "NORMATIVE" is red, and "A" and "VALUE" are white.

A **NORMATIVE** VALUE



TECHNOLOGY **MEDIATES** LIFE



*“You press the button,
we do the rest.”*

OR YOU CAN DO IT YOURSELF.

The only camera that anybody
can use without instructions. As
convenient to carry as an ordinary
field glass World-wide success.

The Kodak is for sale by all Photo stock dealers.

Send for the Primer, free.



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**iapp**international association
of privacy professionals



INFORMATION PRIVACY

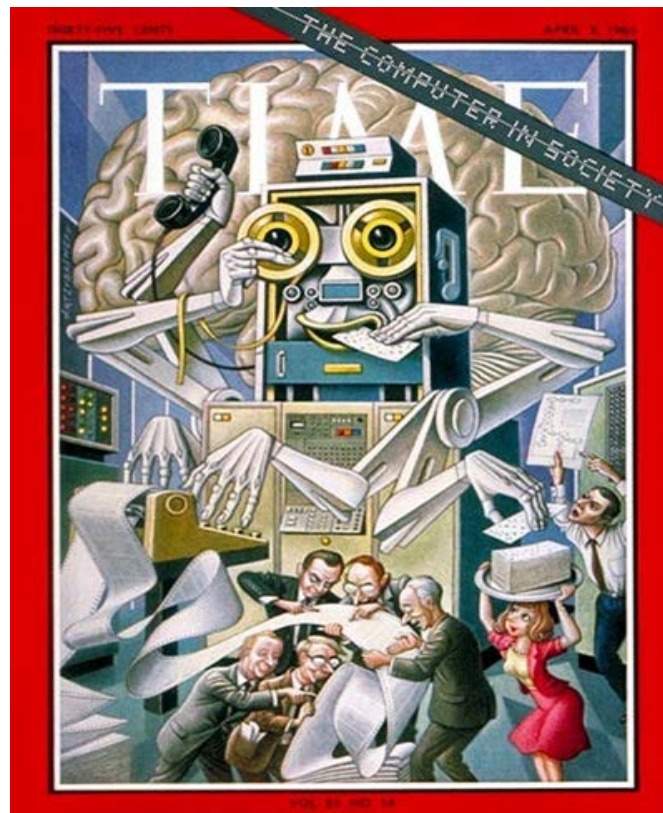


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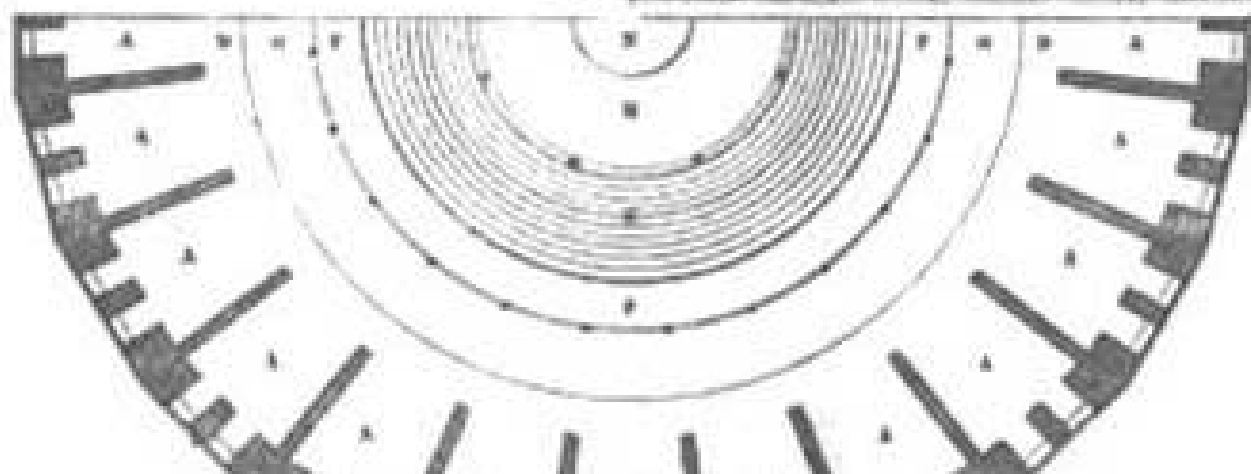
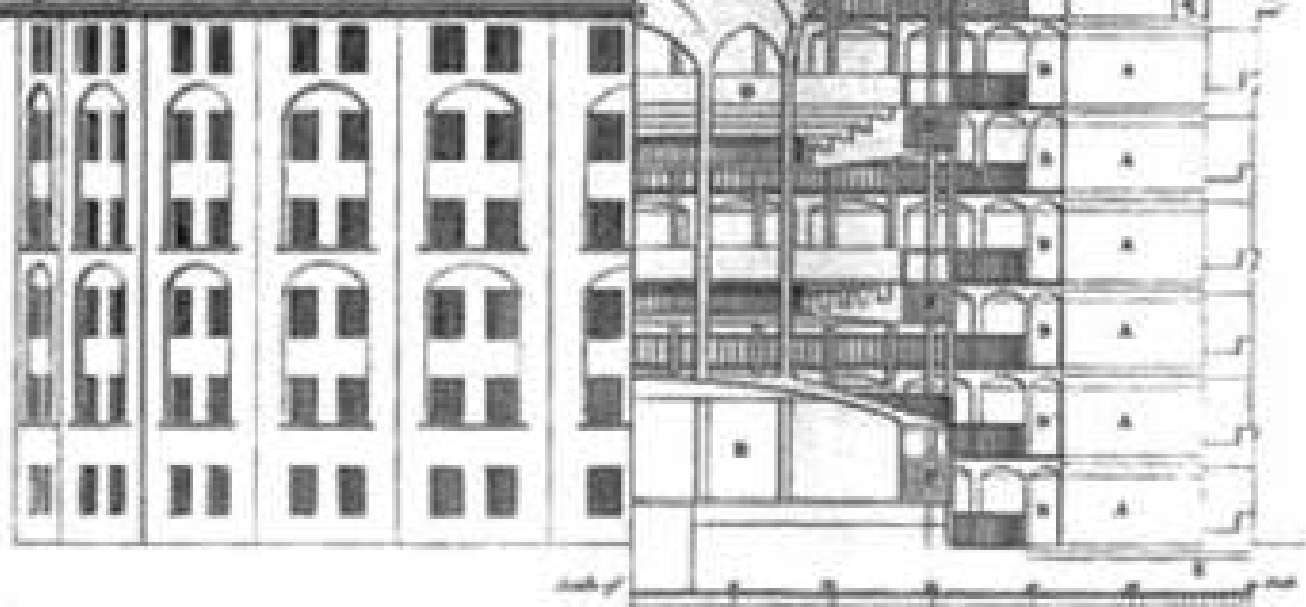


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WHY DO WE **CARE** SO MUCH?



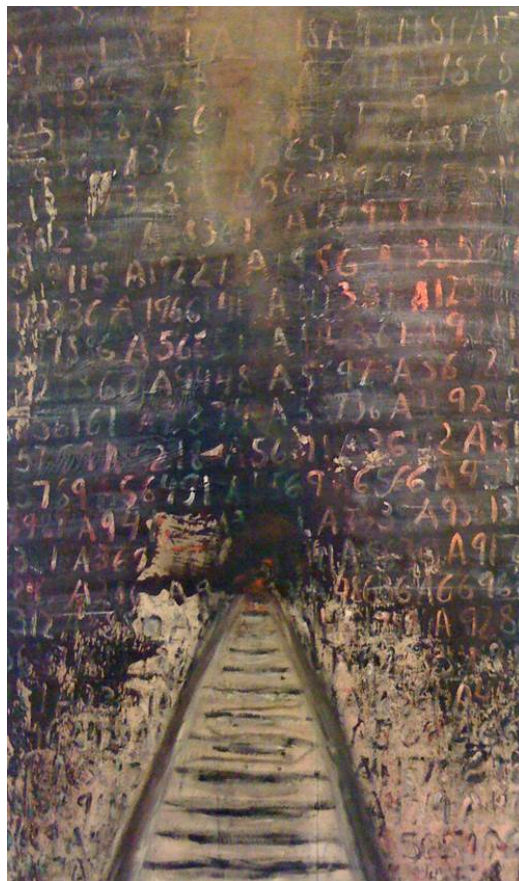








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THE PUBLIC POLICY GAP





SCROOGLED! ⓘ



THINK GOOGLE RESPECTS YOUR PRIVACY? THINK AGAIN.

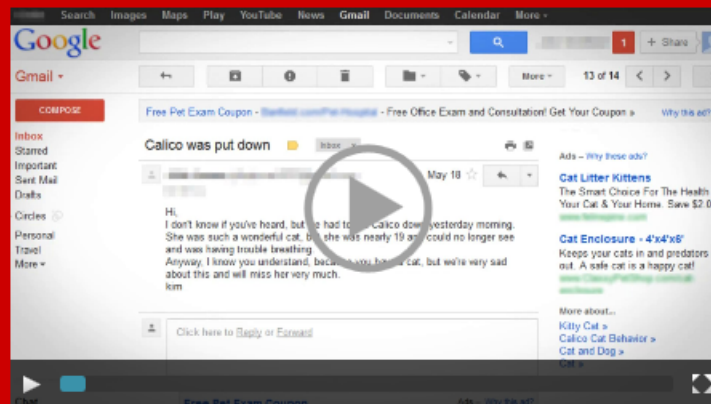
Google goes through every Gmail that's sent or received, looking for keywords so they can target Gmail users with paid ads. And there's no way to opt out of this invasion of your privacy.

Outlook.com is different—we don't go through your email to sell ads.

[Try Outlook.com](#)

[Sign the petition](#)

Tell Google to stop going through personal emails to sell ads



Warn your friends
#scroogled

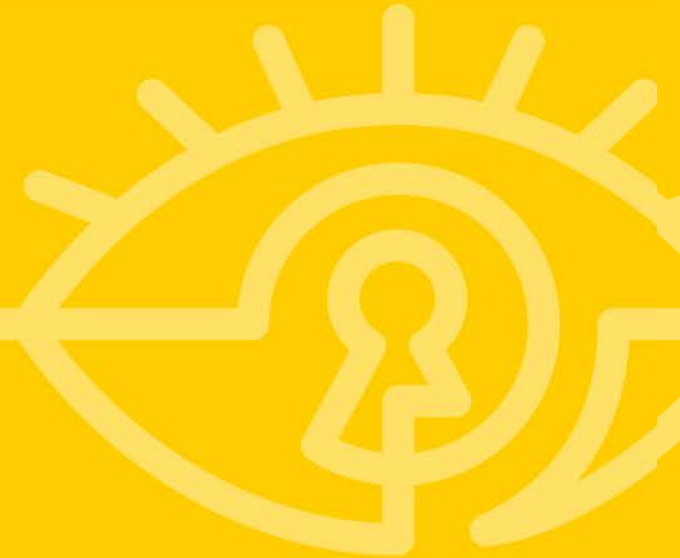
"Virtually everything that we want to do, I think, is somewhat at odds with locking down all of your information for uses you haven't contemplated yet. That's something I worry about."

Google CEO Larry Page defending Google's new privacy policy in 2012

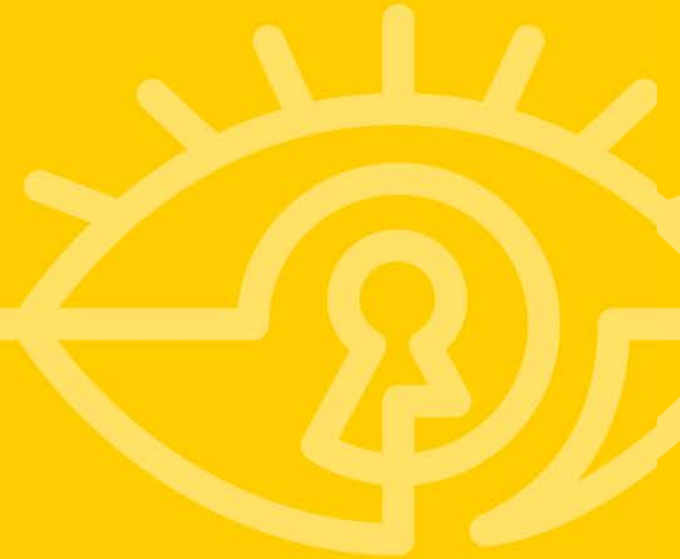
[Go to article ▶](#)

TRULST

ME



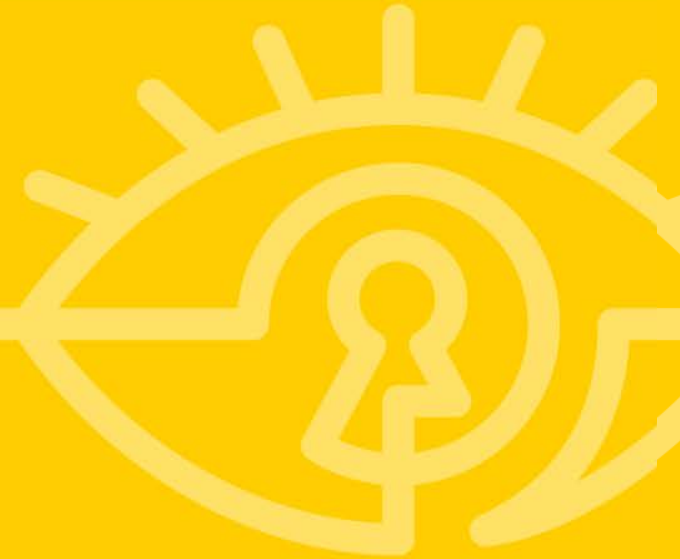
STREETVIEW
UBER
TARGET



JUST BECAUSE IT IS **LEGAL
DOESN'T MEAN IT IS NOT **STUPID****

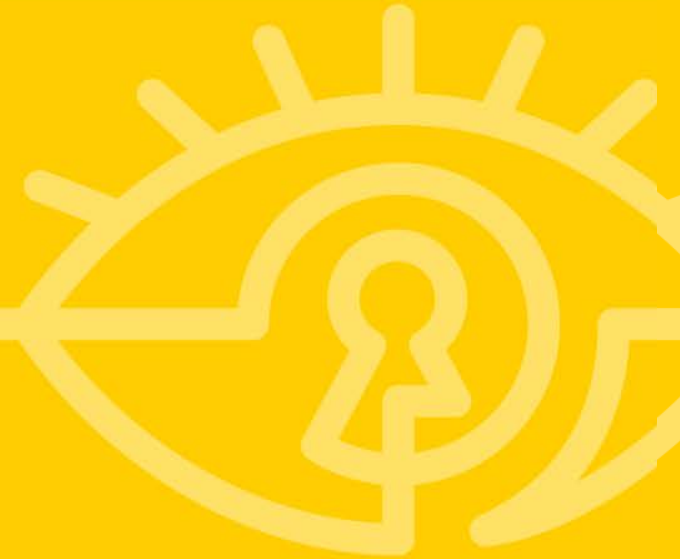


LAW & COMPLIANCE
ACCOUNTABILITY
PRIVACY BY DESIGN



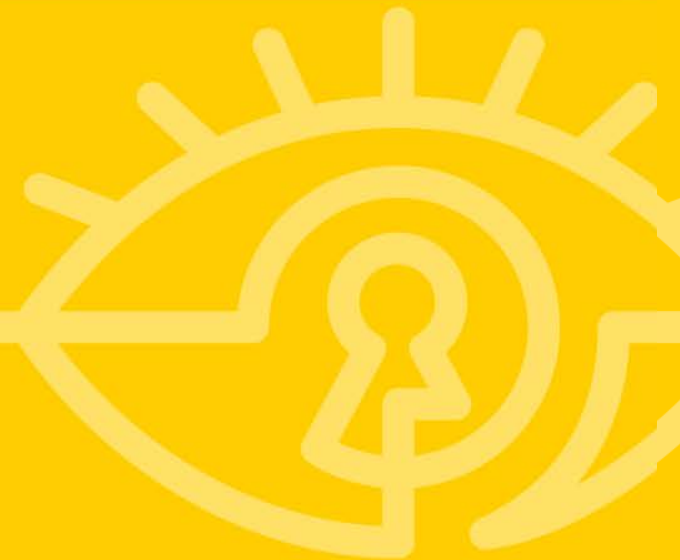


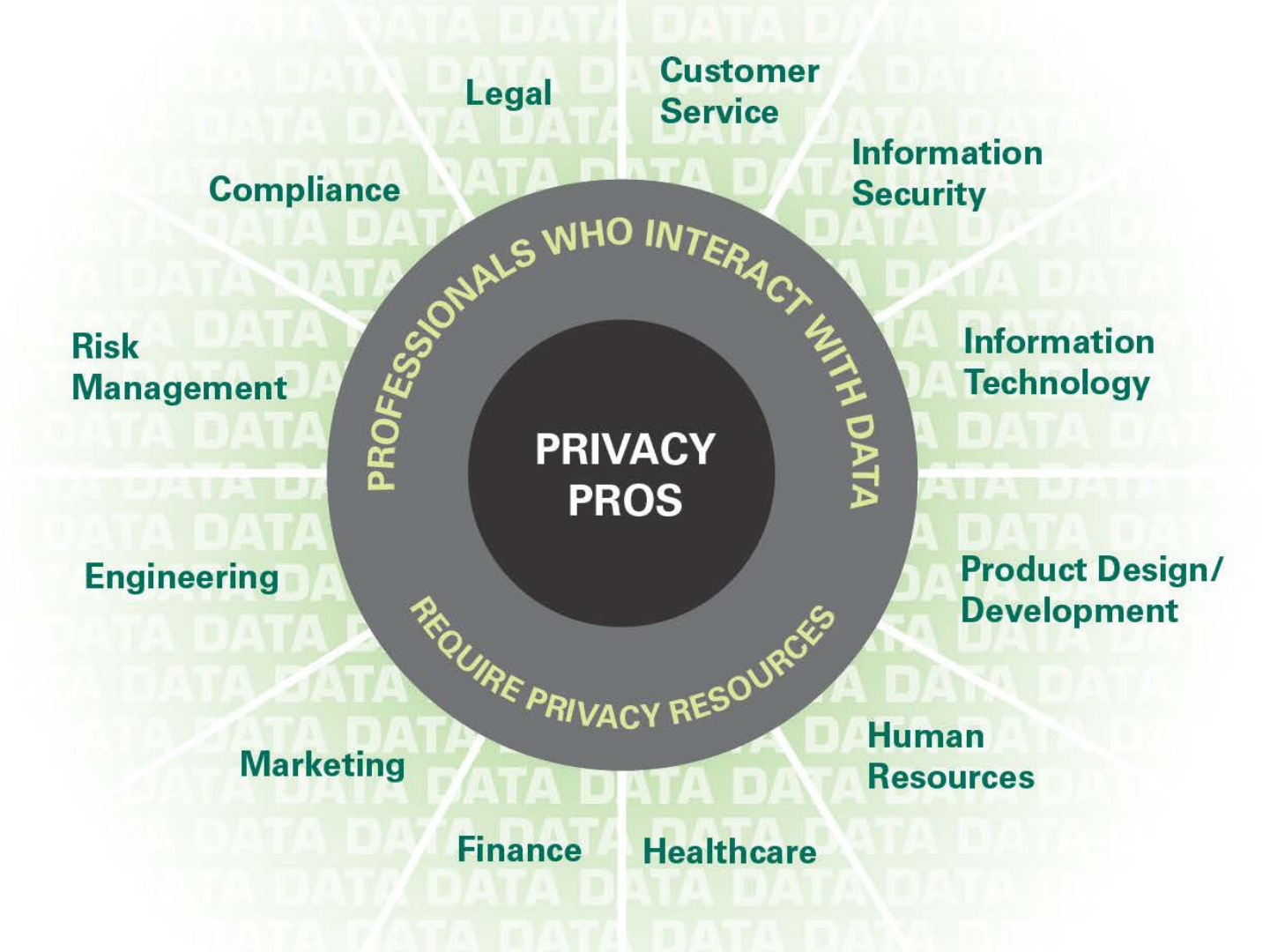
OMB
NIST
AICPA
ISACA
IAPP





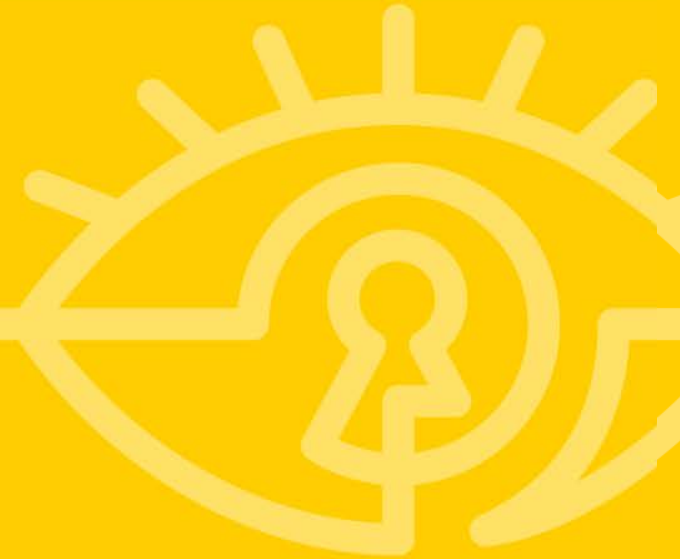
BEST IN CLASS







SMART PEOPLE
RIGHT PLACES
GOOD DECISIONS



STERILE CONDITIONS

INDIVIDUAL NEEDLES

PRIVACY AVAILABLE

BODY PIERCING

Apply What You Have Learned Today



- Connect to your info privacy team — start the critical conversation between info sec and privacy
- Ask about some of the impending challenges: GDPR breach notification; safe harbor; etc.
- Build your skills! Find training on information privacy to improve your issue spotting and risk management capabilities.



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www.iapp.org

