

RSA®Conference2018

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#RSAC

SESSION ID: SBX1-W1

Balancing Public Good and Personal Privacy

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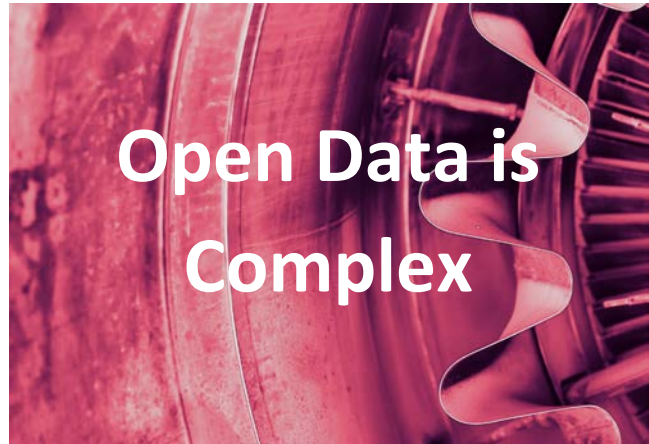
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H. BSc.; M. Information

About Us



Roadmap



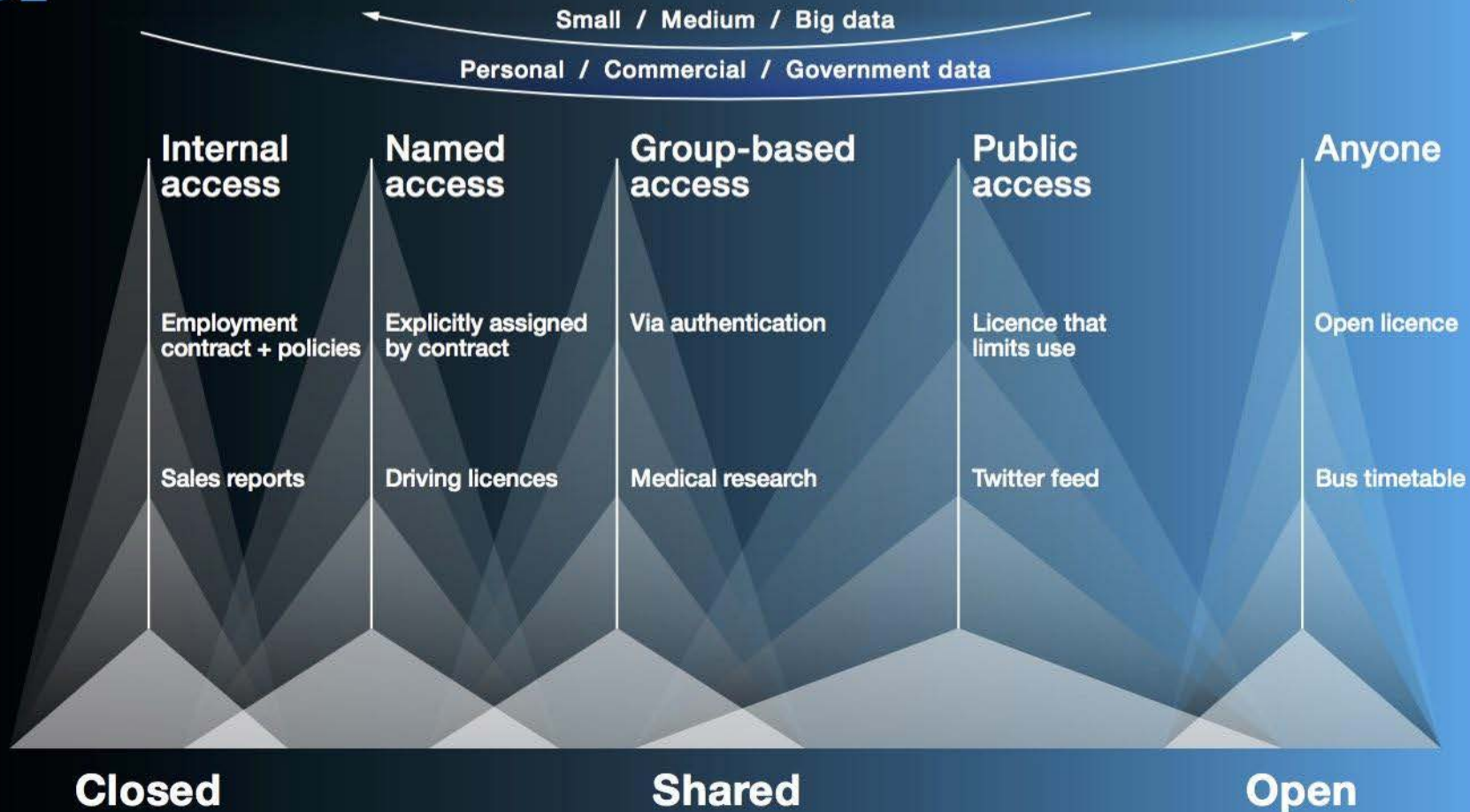
Open Data is
Complex



Take
Responsibility



Overview of
Framework



Big Data



Internet Connections

30.7B

30.7 billion devices will be
connected to the internet in 2020

Existing Data

2.7Z

There are 2.7 zetabytes of data in
the digital universe today

Data Creation

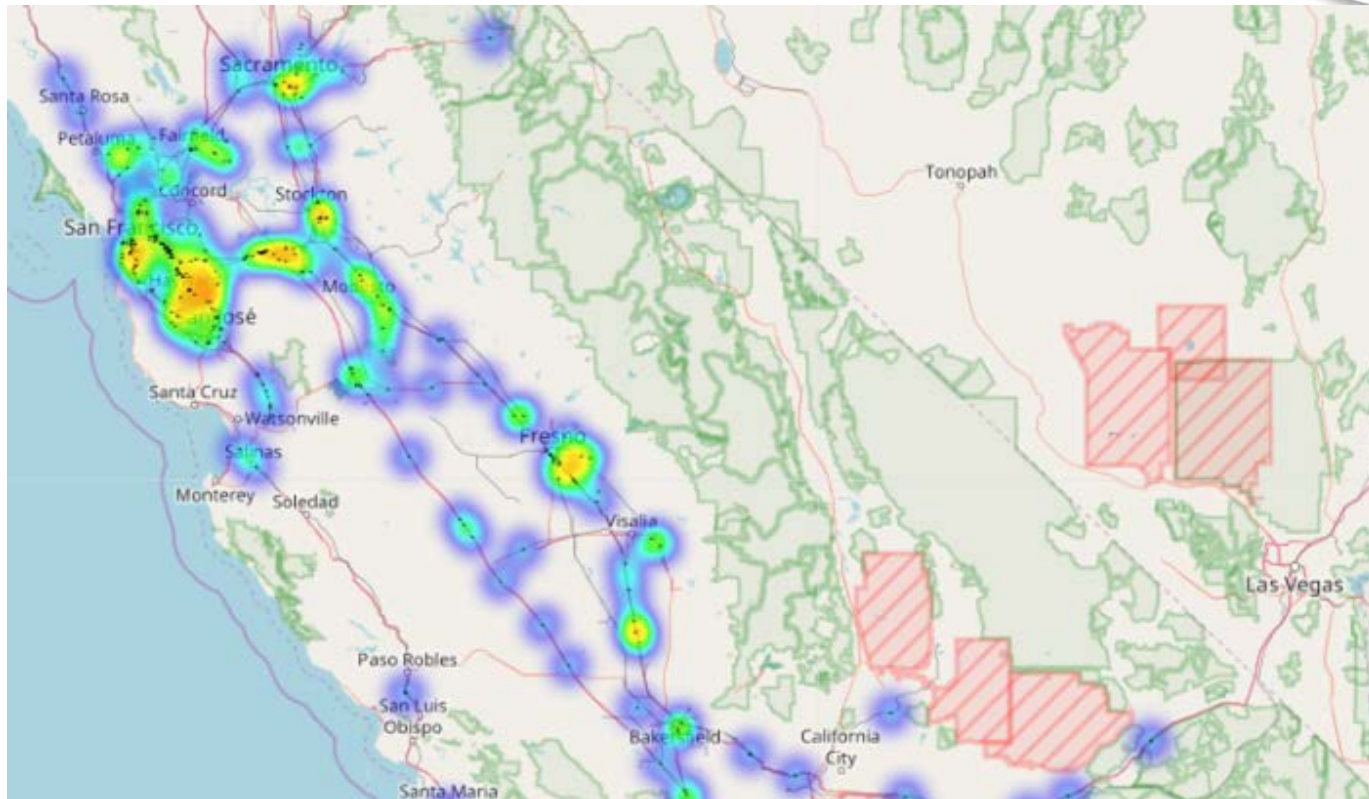
90%

90% of the world's data has been
created in the last two years

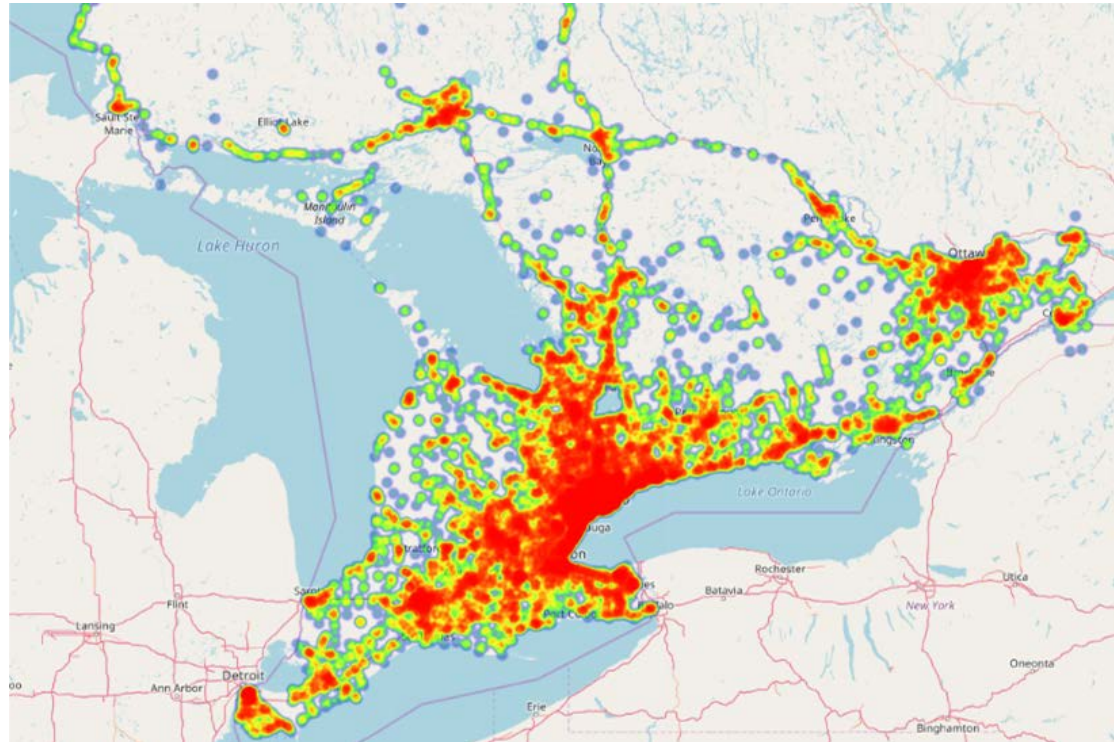
Vehicle Data



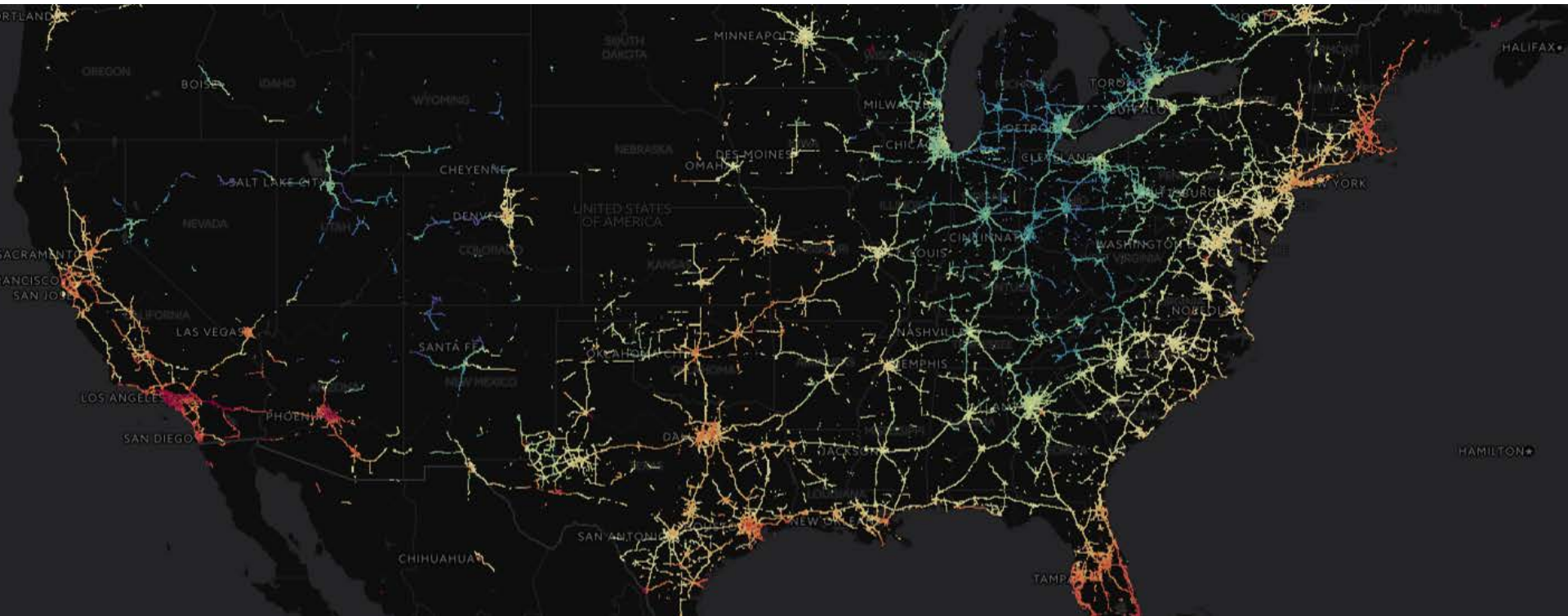
Vehicle Data: Hazardous Driving



Vehicle Data: Idling



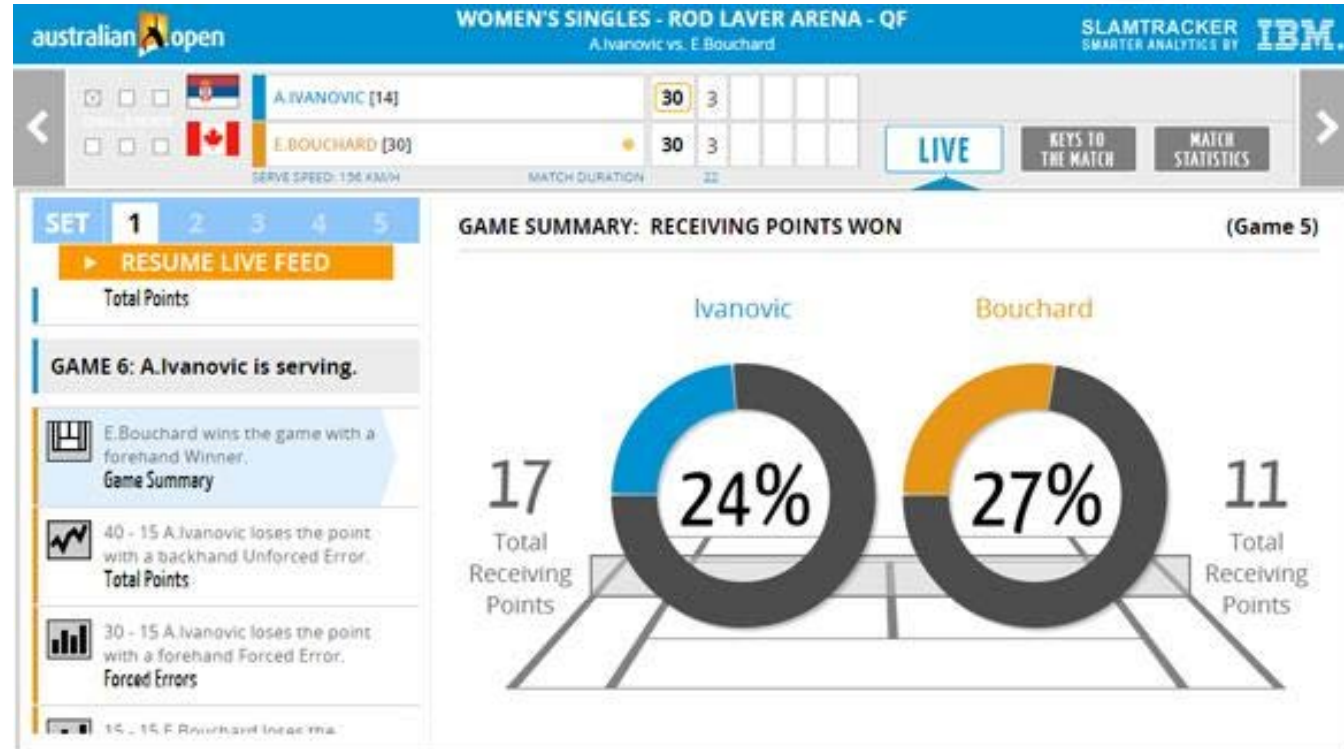
Vehicle Data: Weather



Sports Data: Tennis



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Sports Data: Football





Data Loss

20

**Major organizations
experience an average of 20
data loss incidents per day**



Traditional Frameworks



Rigid
Narrowly Defined
Outdated
Lack of analysis





6552 1111

City Cab

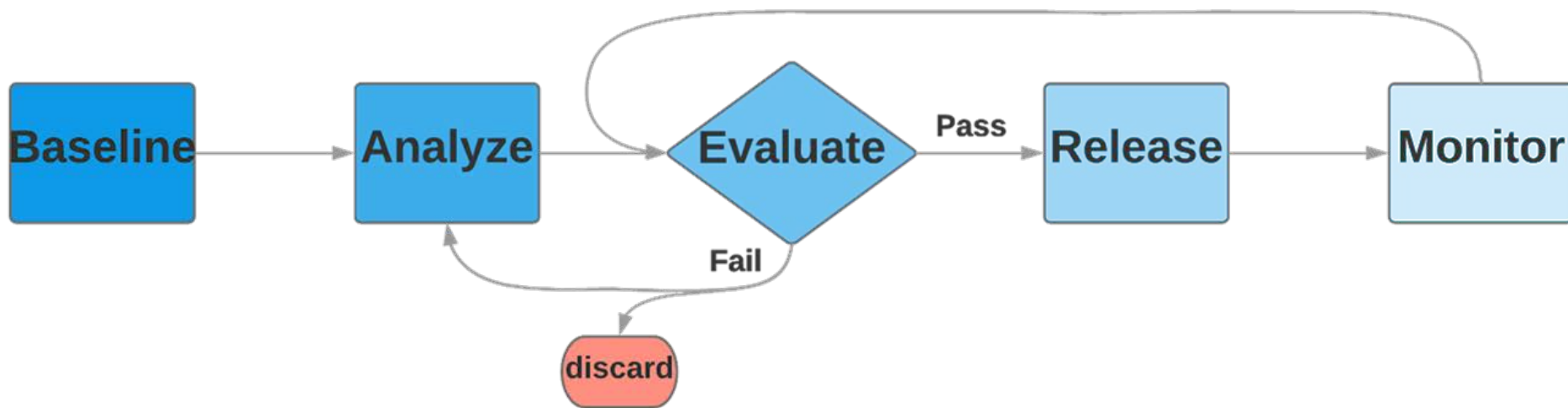
Taking Responsibility



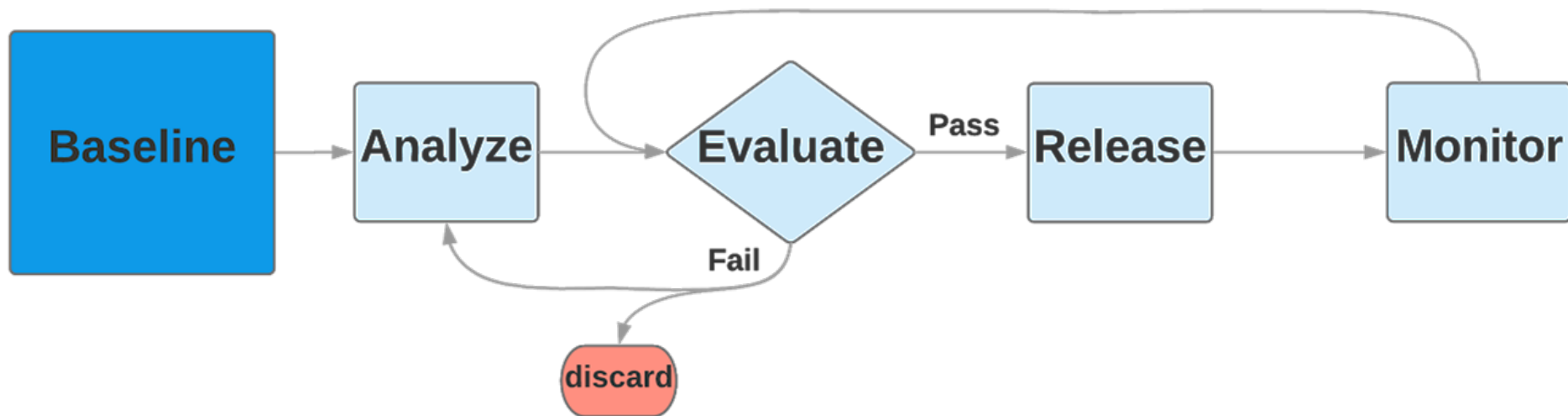
Proactive Privacy
Responsibility for
Product
Planning Ahead

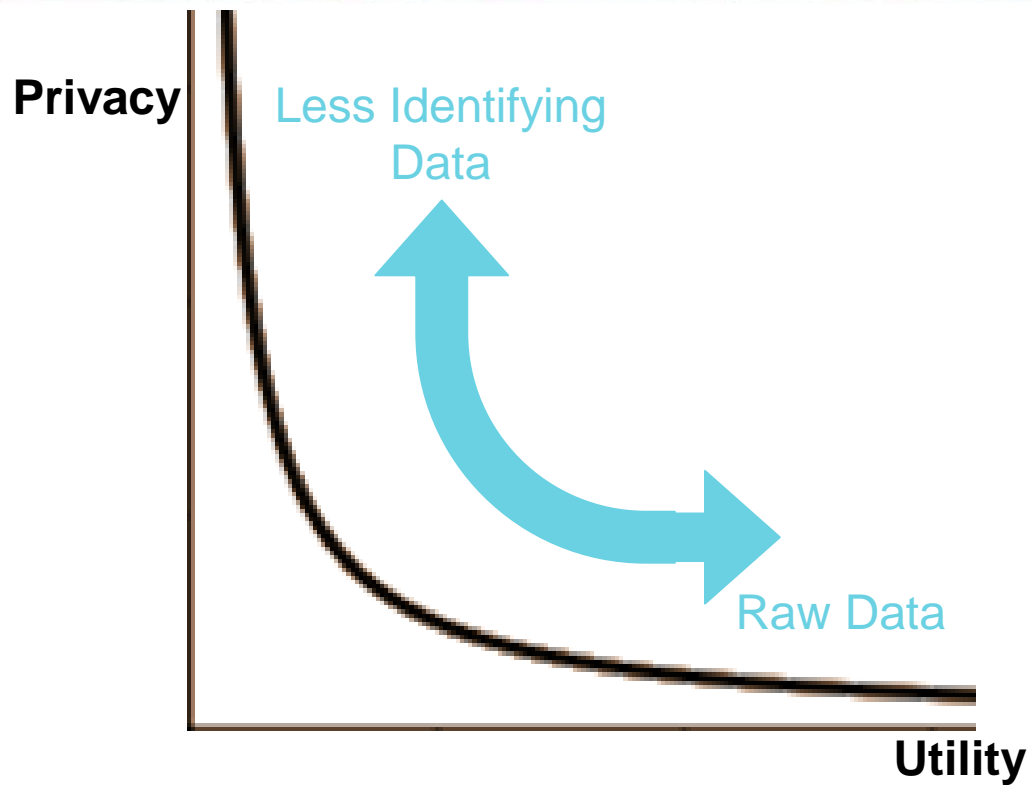


Responsible Release Framework

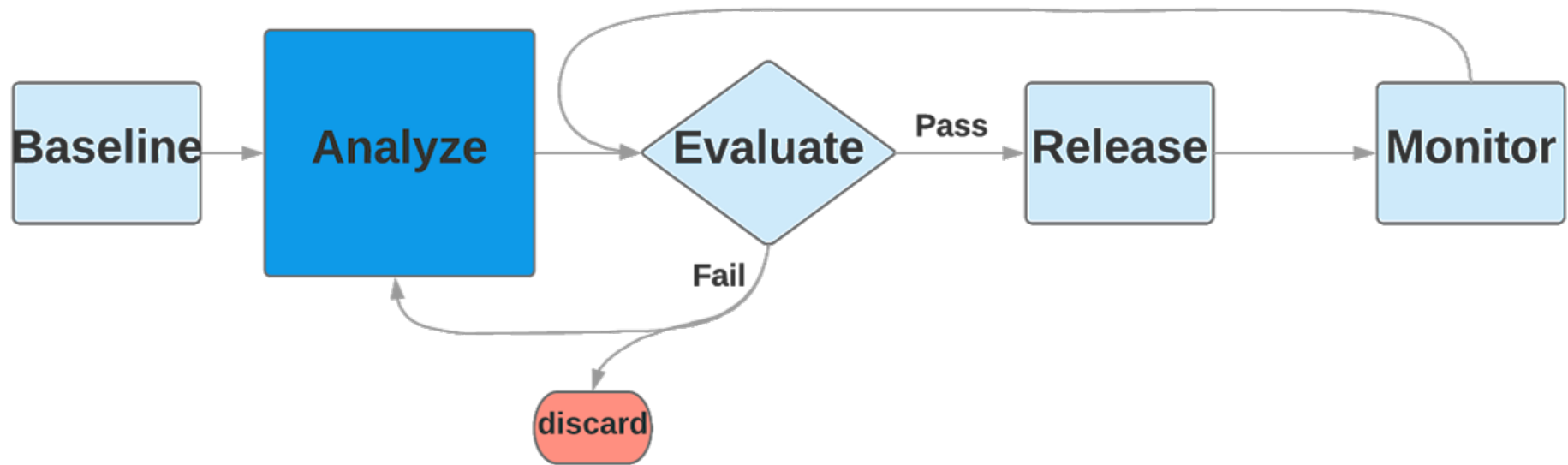


Baseline





Analyze



Analysis Steps



1. Get to Know Your Data
2. Determine Threats & Identify Vulnerabilities
3. Set Desired Level of De-Identification
4. Select & Implement De-Id Techniques
5. Re-Assess Impact on Data



De-Identification Categories



Raw Data

- No processing done

Masked Data

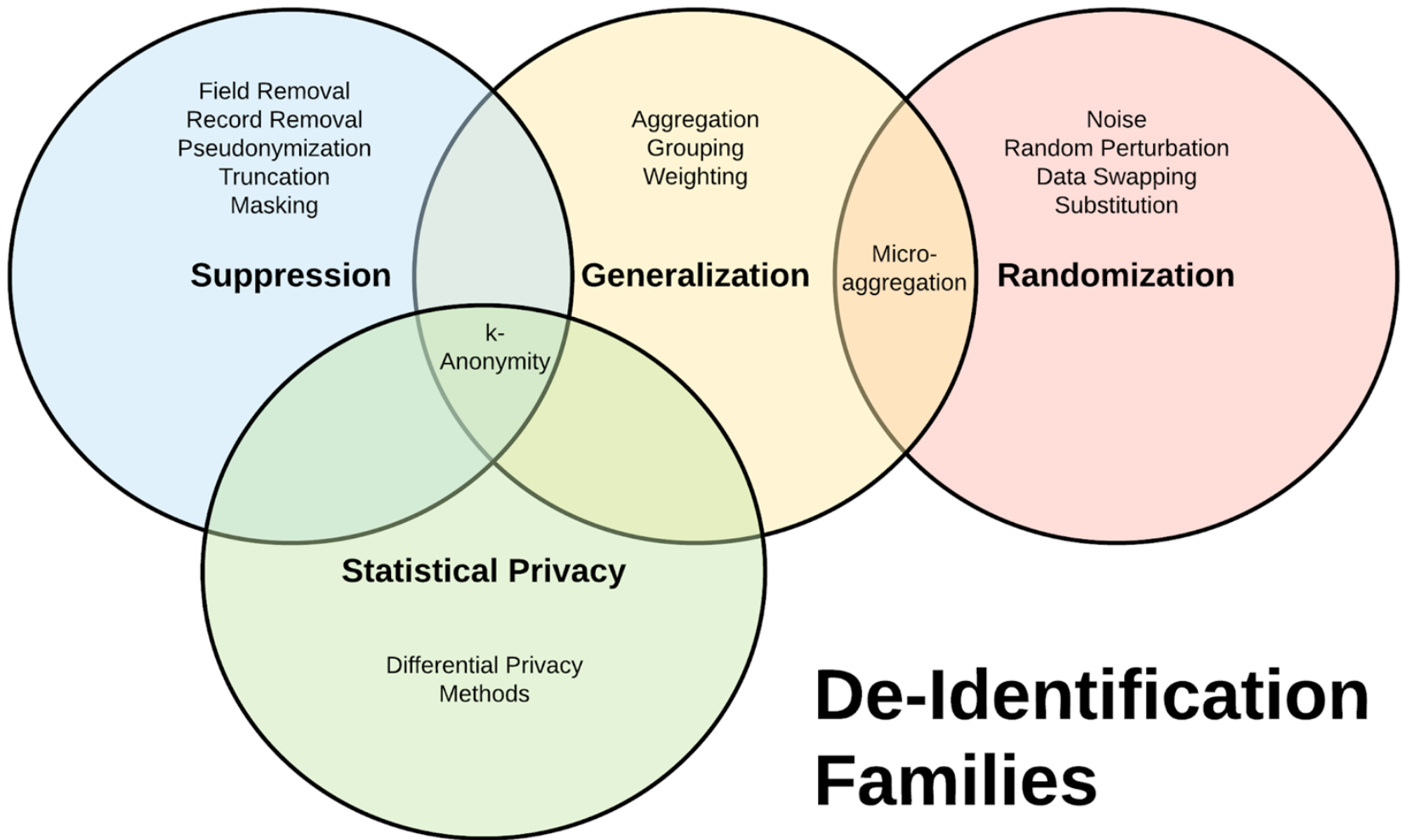
- Direct identifiers processed

Obscured Data

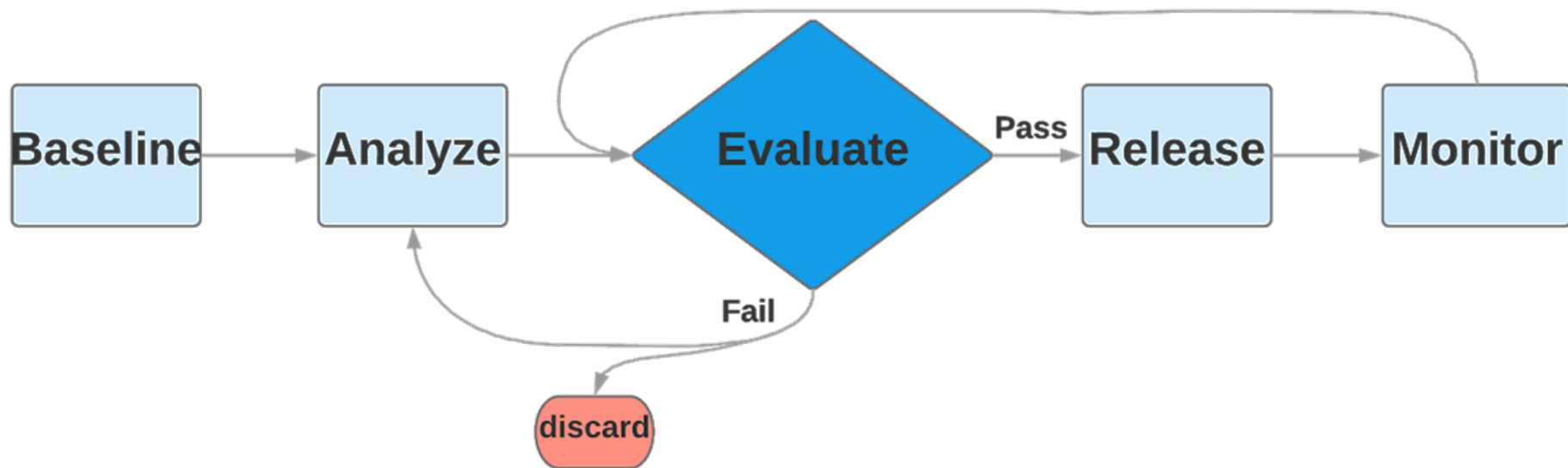
- Direct and indirect identifiers processed

Aggregate Data

- Summarized data points

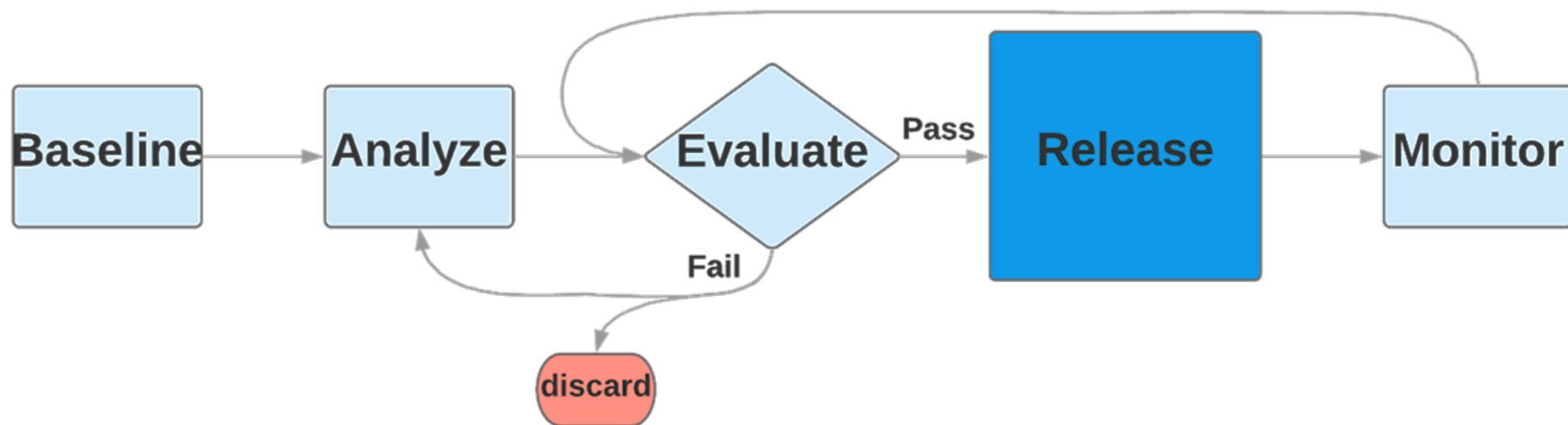


Evaluate



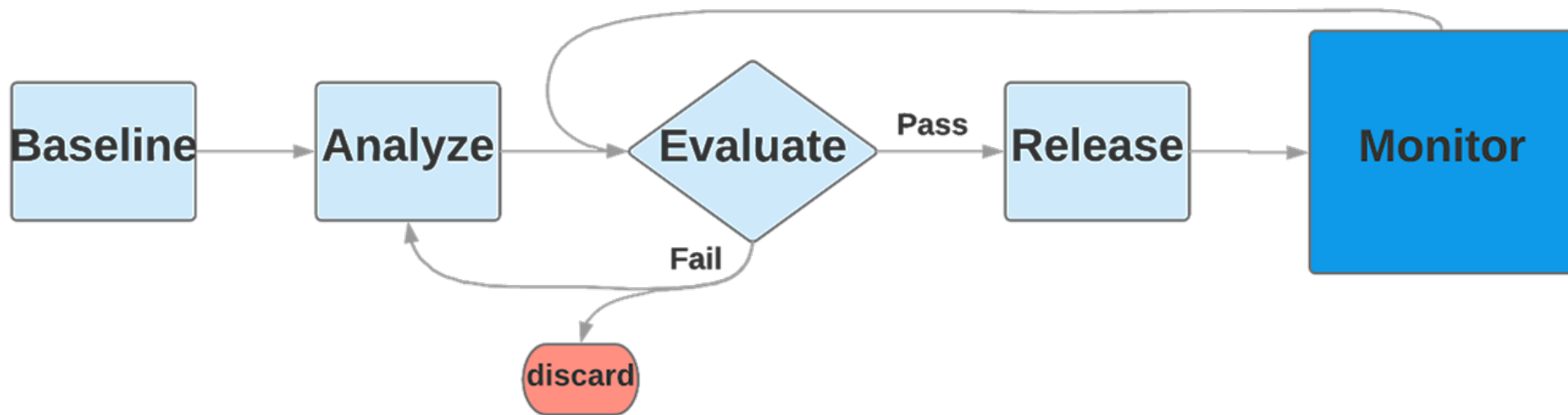


Release



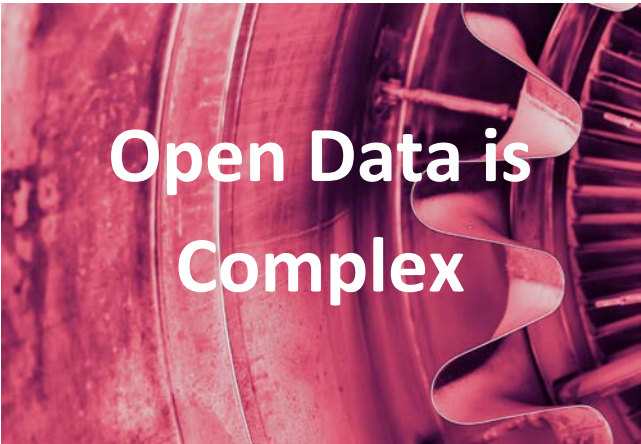


Monitor





Summary



Open Data is
Complex



Take
Responsibility



Overview of
Framework

Check Out Our Paper!



www.geotab.com/blog/big-data-privacy





Thank You