**What is Privacy?**

Privacy addresses the confidentiality of data for specific entities, such as consumers or others whose information is processed in a system.

• Privacy carries legal and liability concerns, and should be viewed not only as a technical challenge but also as a legal and ethical concern.

• Protecting privacy in any computing system is a technical challenge.

• In a cloud setting, this challenge is complicated by the distributed nature of clouds and the possible lack of consumer awareness over where data is stored and who has or can have access.

**When Does It Become Important?**

• When Regulated Industries are audited

• Unauthorized or incorrect release of information that would potentially tarnish public image, reputation and trust.

• Public or private organizations that hold personal, private, credit card information or personal health information

• Systems that can affect our personal safety and security

• When Something Goes Wrong – Incident Response

**Information Security & Privacy as a Process**

**Information Security and Privacy is**

* **not just about having strong passwords,**
* **it’s about Governance,**
* **Risk management,**
* **understanding where your Information resides,**
* **implementing Security controls,**
* **Monitoring and reporting.**

**Cloud Computing – New Security Challenges**

Most organizations cite cost savings as the most immediate benefit of Cloud Computing:

• Cloud services offer lower IT capital expenditures and operating costs, ondemand capacity with self-service provisioning, and pay-per-use pricing models for greater flexibility and agility.

• The service provider, in turn, achieves exponentially greater economies of scale by providing a standardized set of computing resources to a large base of customers.

• Many enterprise hosting providers are already well positioned in the market and have the core competencies (people, processes, technology) to deliver the promise of cloud computing to the enterprise.

• Despite the clear economic benefits of using Cloud Services, concerns about security, compliance and data privacy have slowed enterprise adoption.

• A survey of IT Executives reveals that security is the #1 challenge facing IT Cloud Services Providers.