

SESSION PRV-F03

ID:

Data Ethics and Privacy Engineering in Cybersecurity

Michelle Finneran Dennedy

CEO, DrumWave

Lourdes M. Turrecha

CEO, PIX LLC

Hilary Wandall

SVP & GC, TrustArc



Outline

- Panelists Introductions
- Benchmarking Polls
- Topic Introduction
- How To Drive Data Ethics Into Cybersecurity Products
- Application/Hypothetical
- Trends
- Q&A

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POLLS



**WHAT ARE WE EVEN TALKING
ABOUT?**



DATA ETHICS

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“Ethics is based on well-founded standards of right and wrong that prescribe what human beings ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues.”

—Markkula Center for Applied Ethics

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“Privacy engineering [is] a discrete discipline or field of inquiry and innovation ... using engineering principles and processes to build controls and measure into processes, systems, components, and products that enable the authorized, fair, and legitimate processing of personal data.”

–Dennedy, Fox, Finneran. The Privacy Engineer's Manifesto



HOW DO WE DRIVE DATA ETHICS INTO CYBERSECURITY AND PRIVACY?

Where Do We Start?



Corporate Values

A central, large, bold red word 'VALUES' is surrounded by other words in various colors. To its left are 'PRINCIPLES' (red), 'WORTHLINESS' (orange), 'FAITH' (green), 'MOTIVATION' (red), 'HYPOCRISY' (purple), 'ETHICS' (blue), 'PHILISOPHY' (green), 'PERFORMANCE' (blue), 'ETIQUETTE' (orange), 'DECENCY' (blue), 'AIRNESS' (red), and 'RITERIA' (green). To its right are 'SOCIAL' (orange), 'EQUALITY' (blue), 'CONVENTIONALITIES' (green), 'TRUTH' (red), 'AUTHENTICITY' (yellow-green), 'CHARACTER' (blue), 'INNOCENCE' (red), 'FAIRNESS' (green), and 'CONDUCT' (orange). Below the central word are 'RESPONSIBILITY' (red), 'INTEGRITY' (blue), 'THEORY' (blue), 'RESPECTABILITY' (green), 'TREATMENT' (blue), 'TRUST' (blue), 'RULES' (red), 'ACCEPTANCE' (green), 'VIRTUE' (red), 'HONOR' (blue), 'PURPOSE' (blue), 'ATTITUDE' (orange), and 'STANDARDS' (orange). At the bottom center is the number '10'.

Privacy Engineering



Ethics Review Boards

Privacy officers

Ethicists

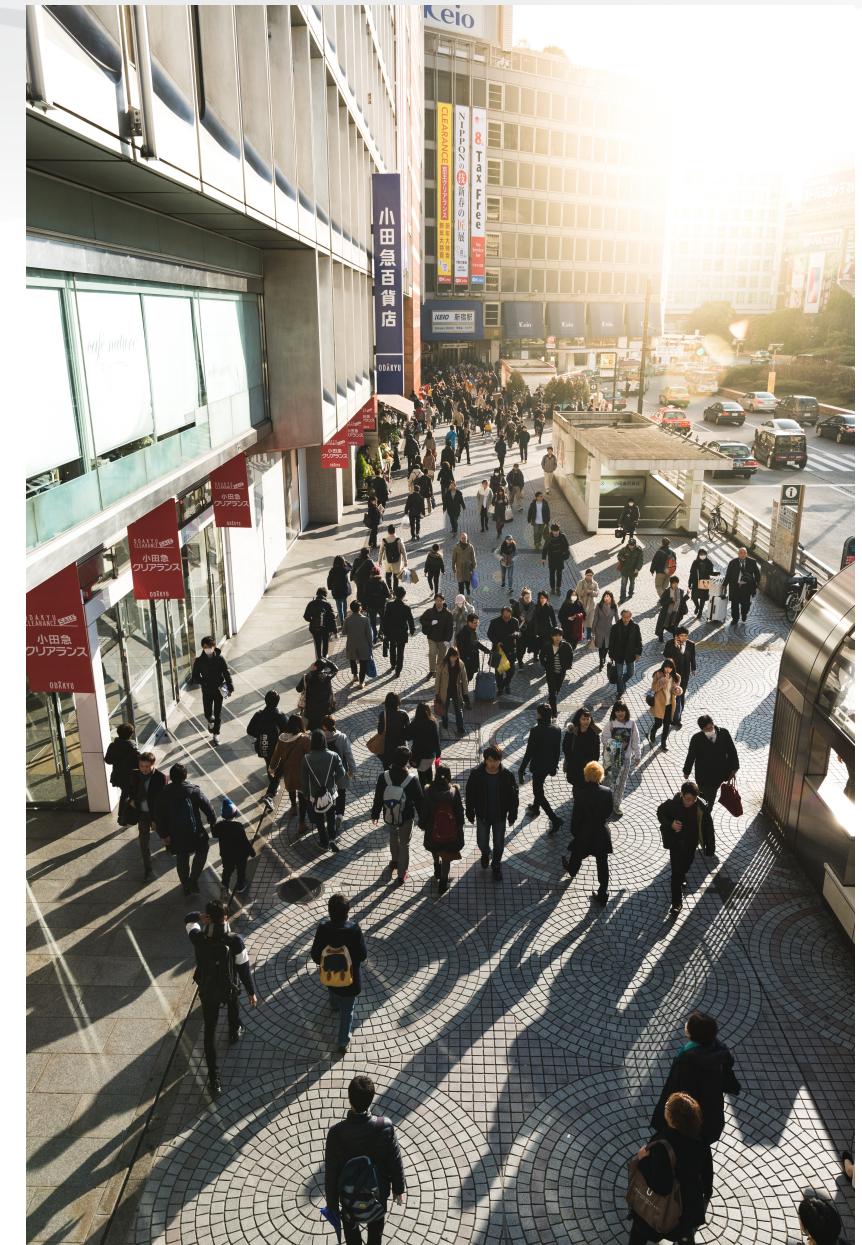
Developers

Researchers

Users

Social Impact

Democracy
Surveillance
Manipulation
Attention*
Addiction*





HOW DO WE APPLY ALL OF
THESE CONCEPTS?

Hypothetical

- CyberX startup is developing an AI-based solution for identifying threat trends from multiple sources: endpoints, network, cloud applications. The product team wants to collect all their customers' data from these sources, all the time. They believe that by doing so, their products will be better.
- Discuss implications.
- Apply concepts.

What's Next?



TRENDS

Some Trends We're Seeing

- More and more ML-based cybersecurity and privacy products and solutions
- Competitive advantage based on "walking the talk" in the cybersecurity and privacy tech space
- Privacy ROI, Sales Enabler
- “Tethics” & “techlash”
- The rise of privacy tech

Questions:

