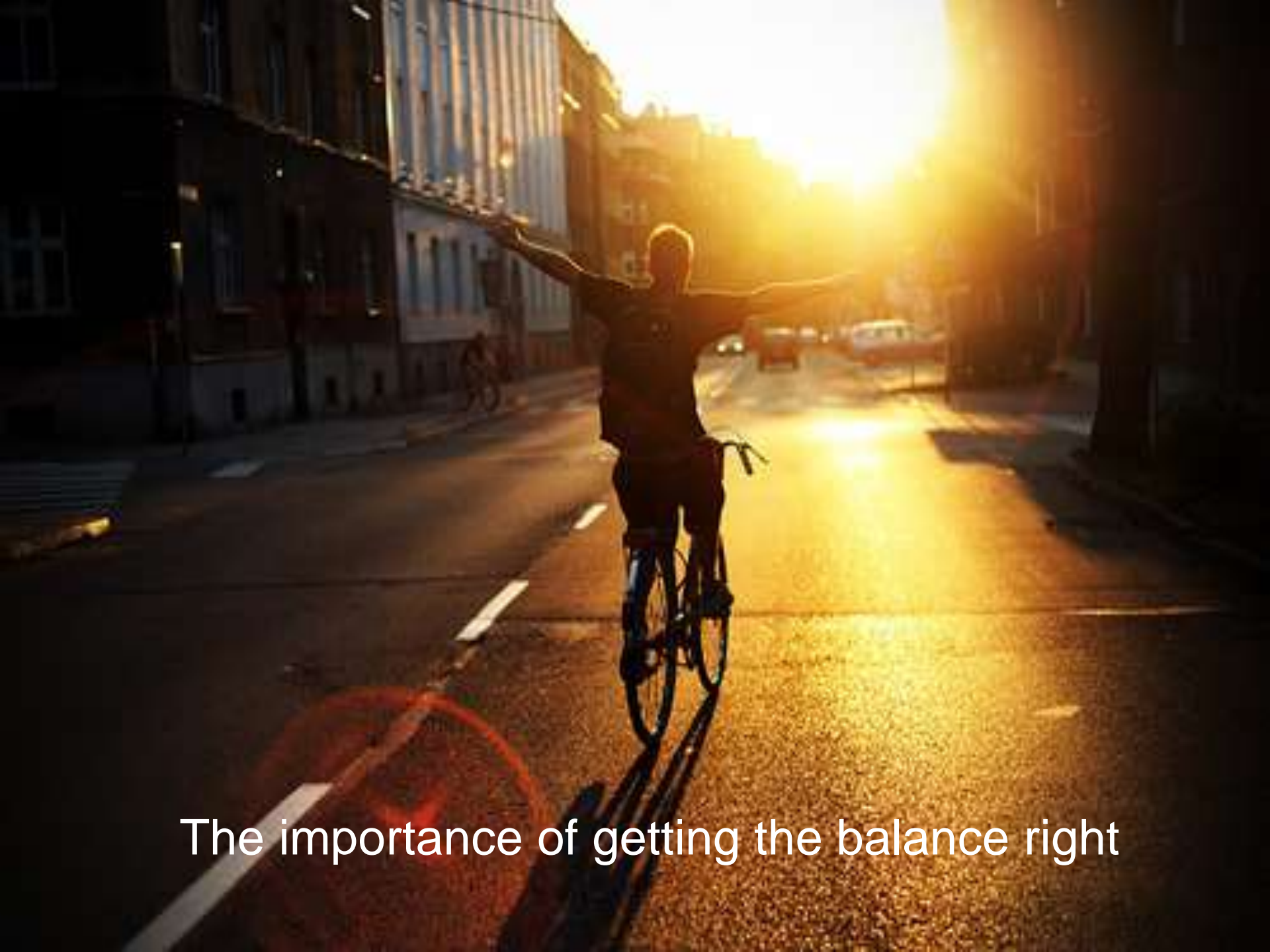# The Future of Privacy

A changing landscape and opportunities for success

Eduardo Ustaran

19 February 2014

The importance of getting the balance right

The evolution of technology

The value of data

Data globalisation

Future-proofing privacy policy making

Regulating technology?

Or regulating behaviour?

Future-proofing privacy policy making

POWER TO THE PEOPLE

Incentivising compliance and empowering individuals

Towards mutual recognition

Embracing technology

- Transparency 2.0

- Anonymisation

- Privacy (thinking) by default

- Security by default

- Safe processors
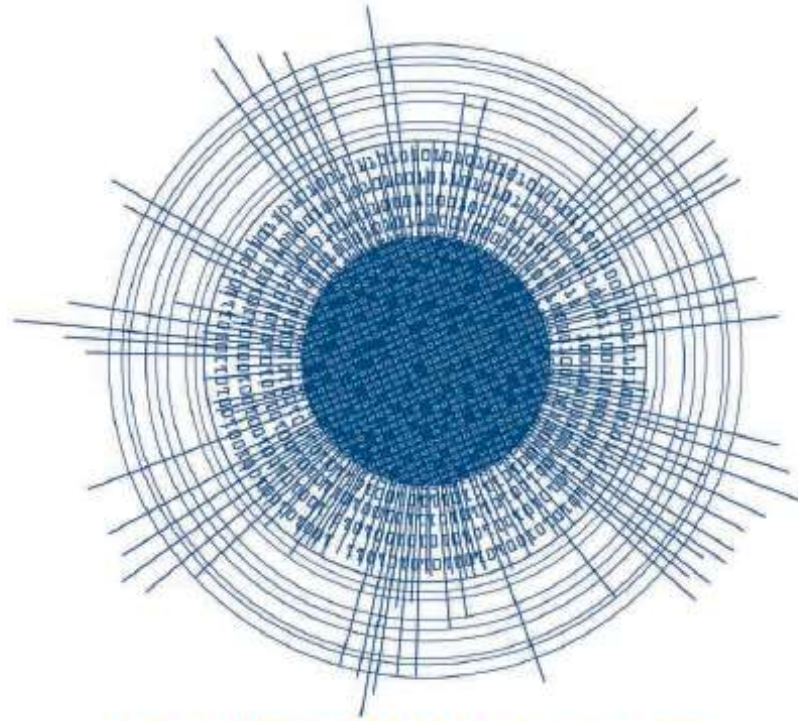
Giving something back

Access to data

Data portability

Transparent profiling

Compliance for the future

- Global approach

- Privacy impact assessments

- Team privacy

THE FUTURE OF PRIVACY

Eduardo Ustaran

#TFoPrivacy