Microsoft Privacy Overview

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Today's Landscape

We're living in an era of massive technological change and innovation.

Privacy is important to people around the world, particularly as data-intensive online activities become the norm.

Robust privacy management is increasingly important to gain and maintain customer/stakeholder trust and to enable valuable data uses

Technology Trends With Privacy Implications
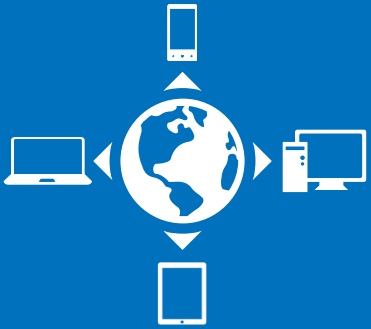
Ubiquitous
Computing

Natural
Interactions

Big Data
in the Cloud,
Data-Driven
Innovation

Tailored,
Social
Experiences

Data Collection
& Use by
Governments

Key Questions

How can organisations be
good stewards of all this data?

How can organisations keep their
privacy promises?

How can organisations help people make the
privacy choices that are right for them?

Our Approach at Microsoft

People

Process

Technology

- ✓ Over ten years of investment in our privacy & security programs as part of Trustworthy Computing

- ✓ Several hundred employees with formal privacy responsibilities, including many CIPPs, and many more security pros

- ✓ Our approach to Privacy by Design and our investments in security help security and privacy get designed in

- ✓ Services built and operated for data protection – security, data use limitation, certifications

- ✓ Prepare for the unexpected – detection and mitigation of issues

What's Next?

To maintain and build trust in technology and online services, privacy frameworks must evolve.

Today: People are expected to make informed decisions based on lengthy, complex privacy notices.

Tomorrow: Organisations will need to become more accountable for the privacy of their customers' information.

There will need to be more focus on responsible use rather than primarily relying on people's consent at the point of collection