

BIG DATA ACCESS AND PARTNERSHIPS

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**DUBLIN CASTLE
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.....AND NOW FOR SOME STATS!

- 81% of Europeans feel that don't have complete control over their online data
- 7/10 people concerned that their data is being used for different purpose
- 24% of Europeans have trust in online services

Source: Eurobarometer June 2015

CAPACITY TO BUILD TRUST IS ESSENTIAL
EFFECTIVE DATA PROTECTION IS A KEY ENABLER
BUT ALONE IS NOT ENOUGH

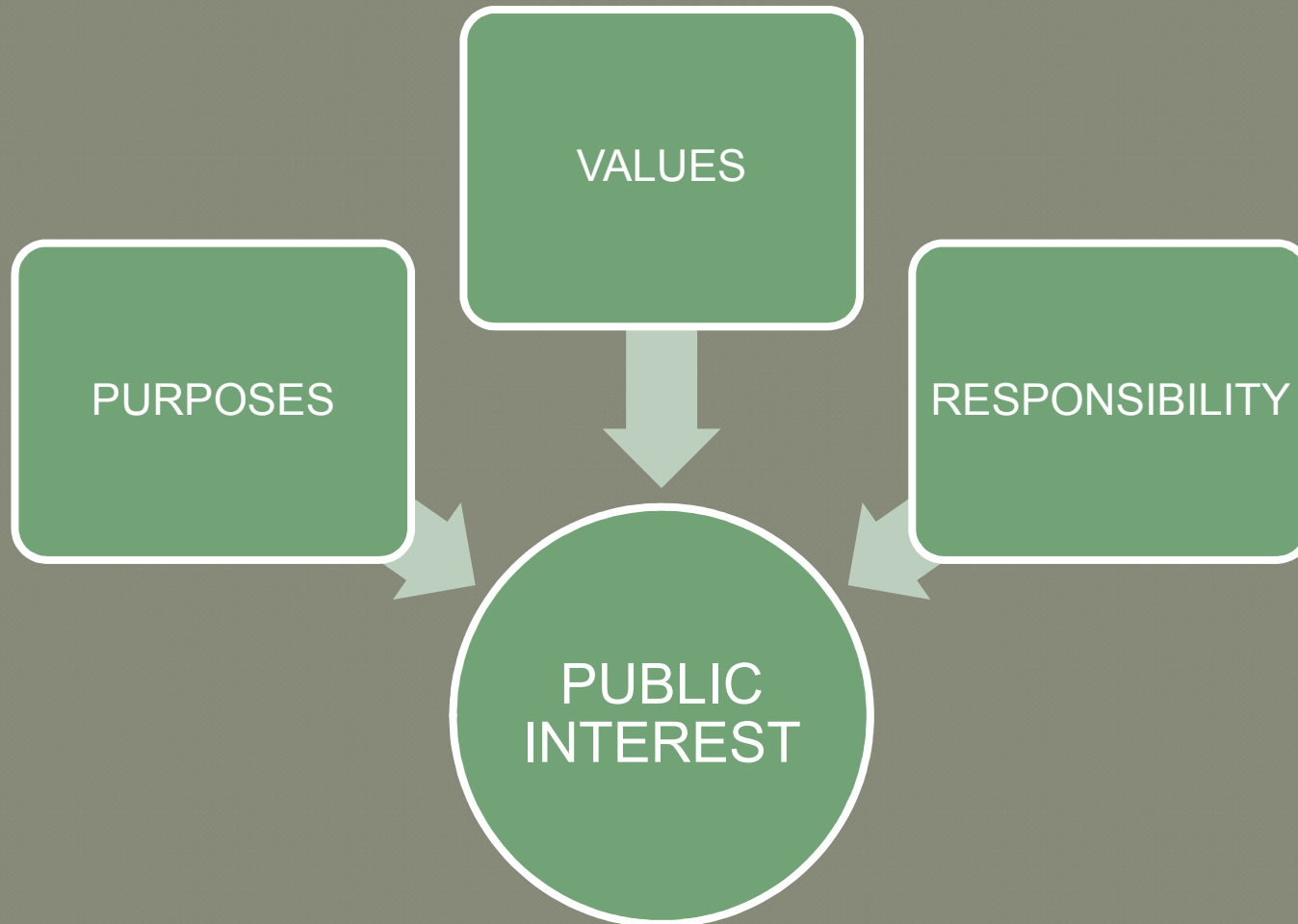
SOCIAL LICENCE

- WHAT DO CITIZENS WANT?
ENGAGEMENT & TRANSPARENCY
- LEGALLY COMPLIANT PROCESSING
CAN FAIL A CITIZEN TEST

REGULATORY LANDSCAPE

- DO WE NEED TO PROCESS PERSONAL DATA?
- DP - FUNDAMENTAL RIGHT
- LEGAL BASIS
- NECESSARY – JUSTIFIED - PROPORTIONATE
- EVIDENCE BASED APPROACH
- PRIVACY IMPACT ASSESSMENT
- CONFLICTING LAWS/HARMONISATION
- ONGOING COMPLIANCE – i.e. SECURITY

PARTNERSHIPS



BIG DATA ESSENTIALS

- TRANSPARENCY
- EMPOWERMENT
- PRIVACY BY DESIGN/DEFAULT
- ACCOUNTABILITY

THE DILEMMA

“As technology advances and our economic, social, and civic lives become increasingly digital, we are faced with ethical questions of great consequence. Big data and associated technologies create enormous new opportunities to revisit assumptions and instead make data-driven decisions. Properly harnessed, big data can be a tool for overcoming longstanding bias and rooting out discrimination.

The era of big data is also full of risk. The algorithmic systems that turn data into information are not infallible—they rely on the imperfect inputs, logic, probability, and people who design them. Predictors of success can become barriers to entry; careful marketing can be rooted in stereotype. Without deliberate care, these innovations can easily hardwire discrimination, reinforce bias, and mask opportunity”

Source: White House, 4th May 2016

Thank you!

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