SOCIAL LICENCE

REGULATORY COMPLIANCE

ACCESS
AND NOW FOR SOME STATS!

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

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

Source: Eurobarometer June 2015
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

VALUES

PURPOSES

RESPONSIBILITY

PUBLIC INTEREST
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!

Office of the Data Protection Commissioner
21 Fitzwilliam Square
Dublin 2
Ireland

Phone: LoCall 1890 252231

Email: info@dataprotection.ie
Website: www.dataprotection.ie