



# Understanding Privacy - Focus on People

5<sup>th</sup> Swiss Re Symposium on Data Protection, Rüslikon, 25 September 2018

# Agenda

- Privacy explained
- The technological perspective
- Technology and its privacy challenges
- Opportunities for technology and innovation

# Privacy explained

**Without privacy,  
there was no point of  
being an individual.**

Jonathan Franzen





## What is privacy?



“I have nothing to hide.”

“The right to be let alone.”

Warren and Brandeis, 1890



“being the claim of individuals, groups or institutions to determine for themselves when, how, and to what extent information about them is communicated to others.”

Alan Westin, 1967

- e.g.
- knowing what happens
  - data only used for defined purposes
  - data not used out of context

Industrial revolution	> workers rights
Digital revolution	> <b>privacy rights</b>

**“It is by the garbage  
that the janitor  
judges and, as it  
were, gets power  
over the tenants who  
high-hat him.”**

Everett C. Hughes, Sociologist, 1958.



# What's the big deal? What can happen?

## Privacy problems that could cause harm to an individual

Daniel Solove, Law Professor at GW University and Privacy Expert, provides in his Taxonomy of Privacy the following structure of privacy problems that can cause harm to the lives of individuals:

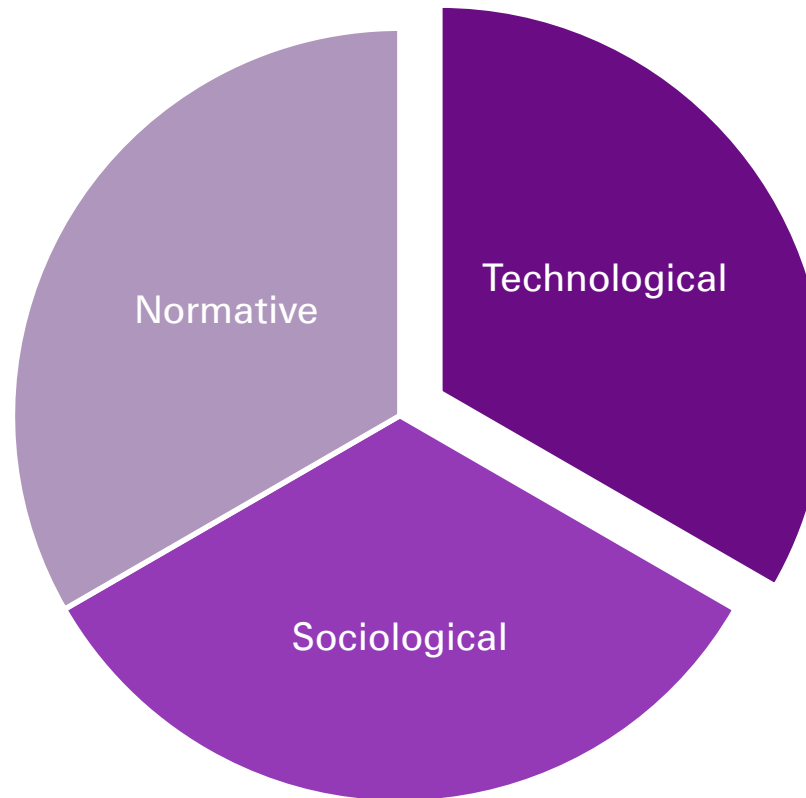
Information Collection	Information Processing	Information Dissemination	Intrusion and Decisional Interference
Surveillance	Aggregation	Breach of confidentiality	Intrusion
Interrogation	Identification	Disclosure	Decisional interference
	Insecurity	Distortion	
	Secondary use	Exposure	
	Exclusion	Increased accessibility	
		Blackmail	
		Appropriation	

# The technological perspective



# Different approaches to understand privacy

- enacted by laws, contracts and policies to cover the concept of seeing privacy as a right of individuals<sup>1)</sup>

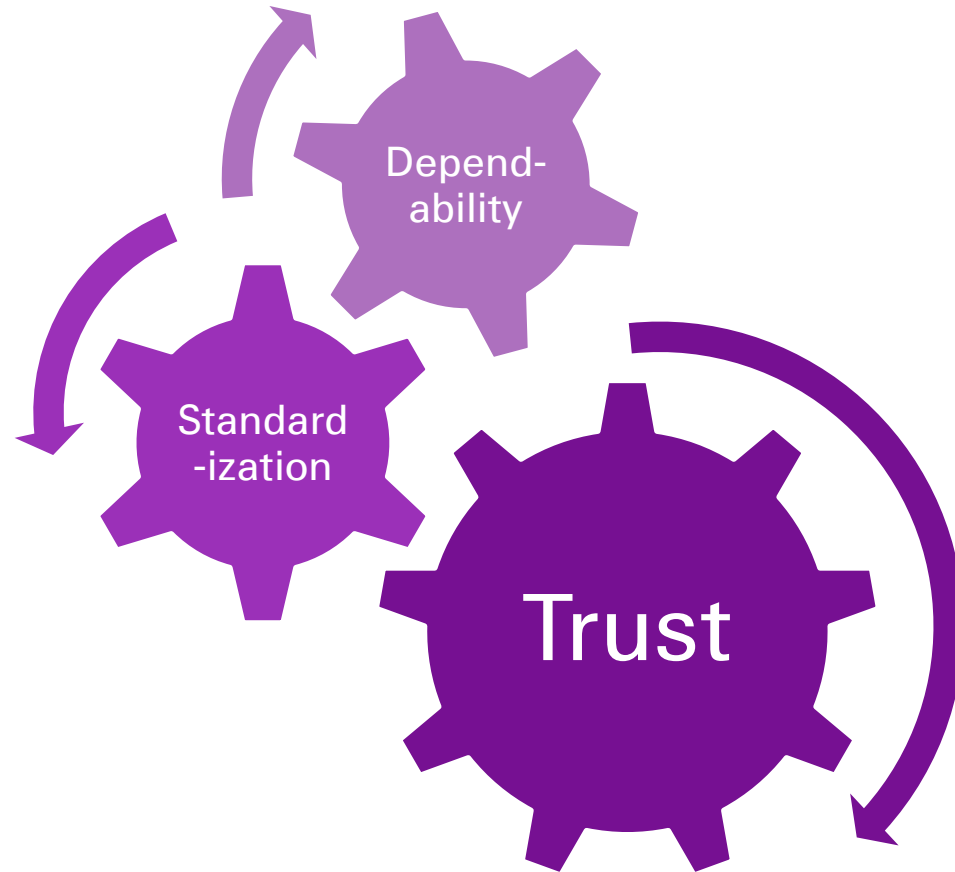


- defined as the usage control over data, or in the context of technology, the governance of the data's future usage<sup>3)</sup>

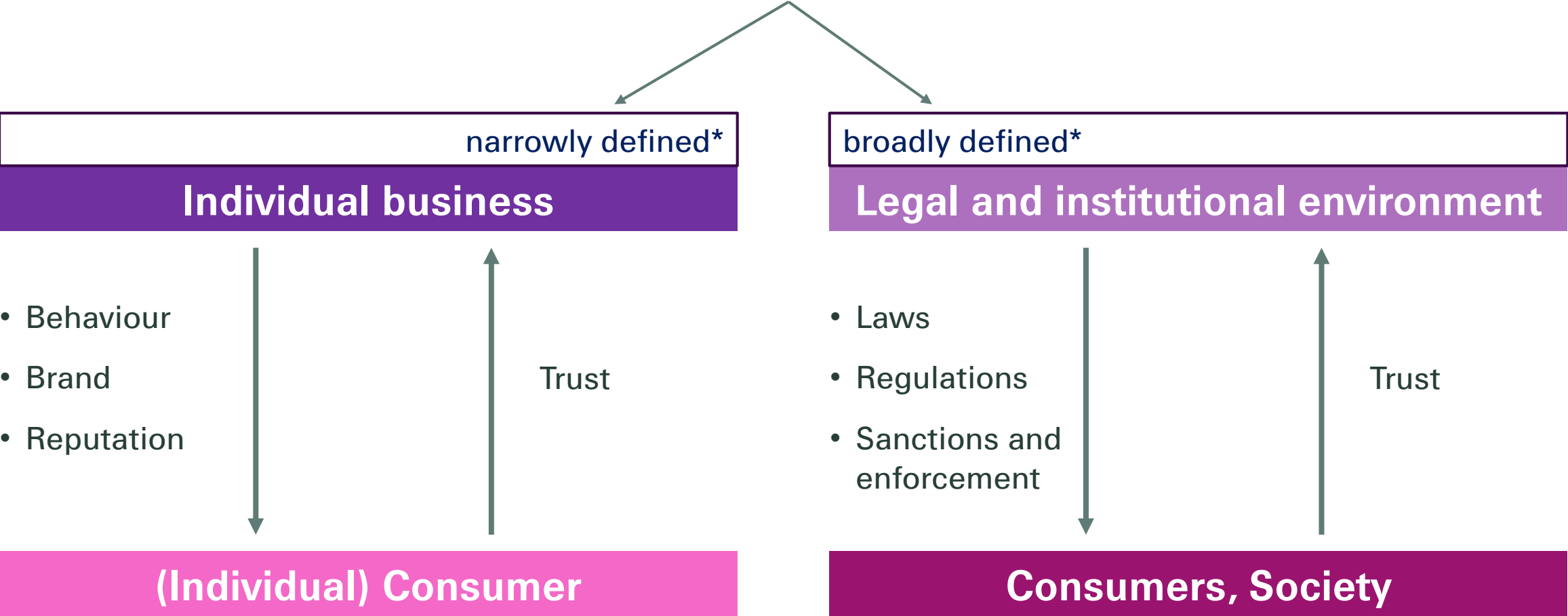
- understood as the need in any stable social system for guarantees of privacy, that is, rules as to who may not observe or reveal information about whom<sup>2)</sup>

1) Patil and Kobsa, 2009  
2) Schwartz, 1968  
3) Pretschner et al, 2008

# The Future of Technology



# The notion of trust



\* ICAEW IT Faculty, Building Trust in the Digital Age, 2012.

## Benefits of Standardization\*

- reduces ambiguity
- makes things more manageable and controllable
- aims to reach conformity with any set of agreed-upon rules
- provides structure and classification
- persists over time

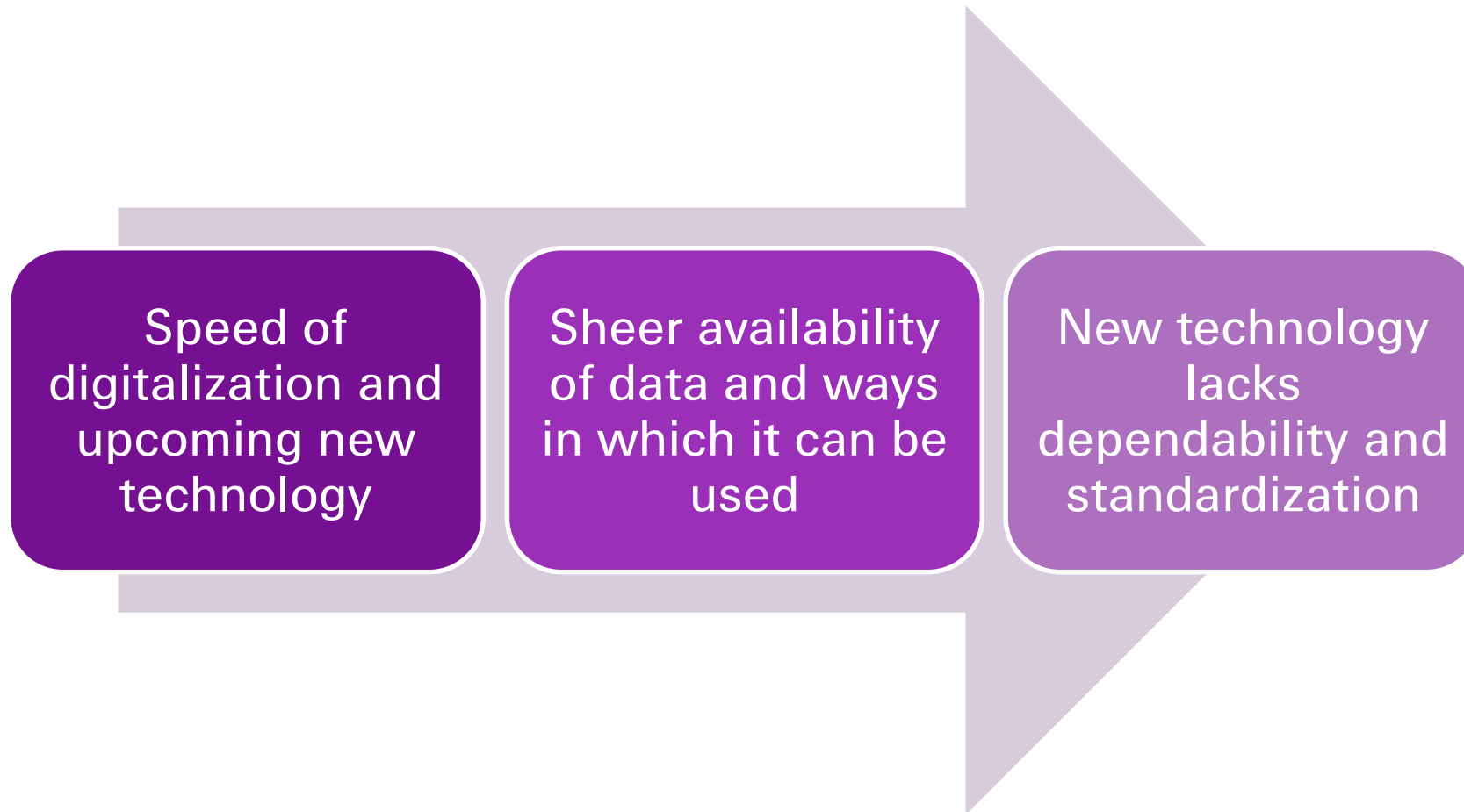
\* Clarke et al, Trust in Technology, 2006



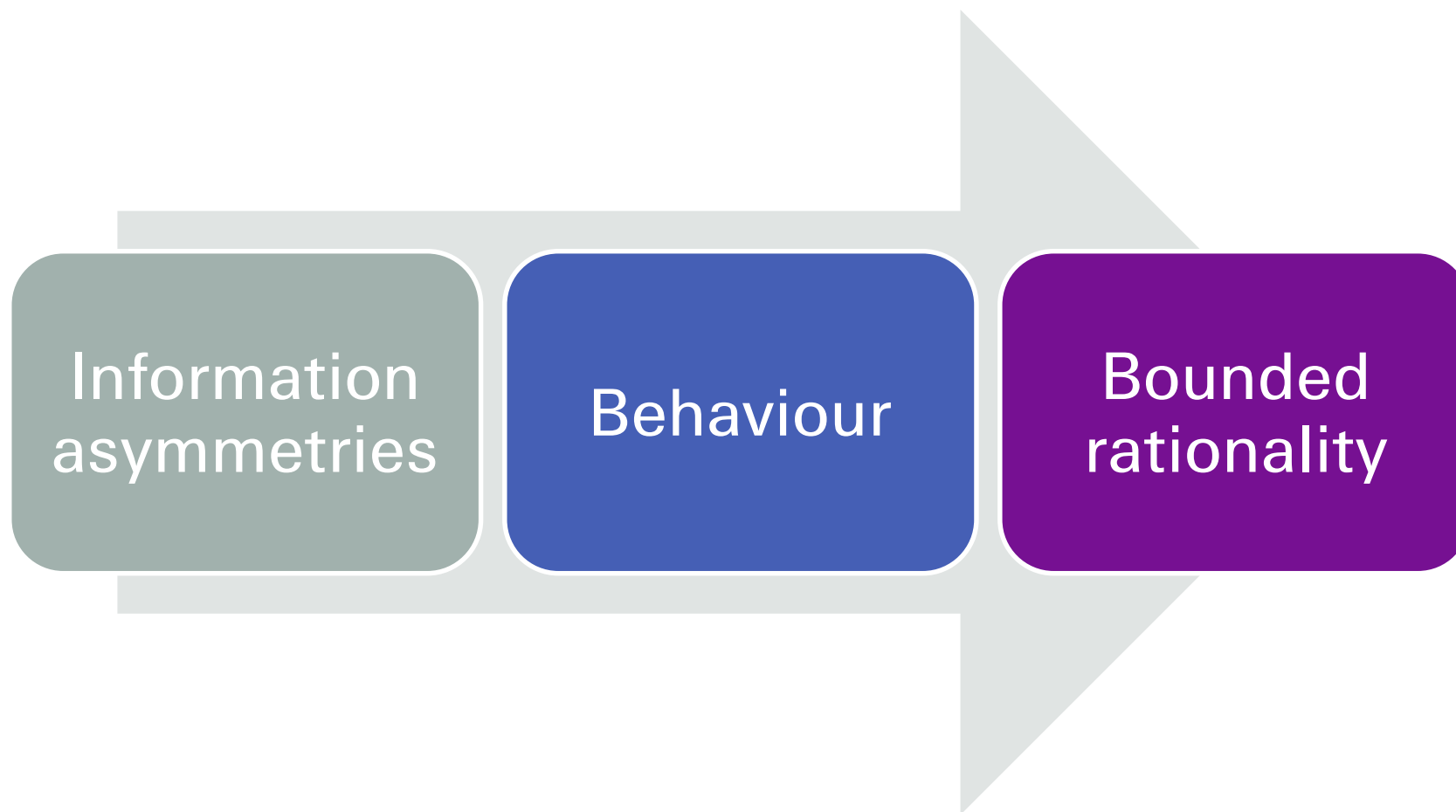


# Technology and its privacy challenges

# The environment we work in



# Human limitations



# Conclusion





## Bibliography

- Clarke, Hardstone, Rouncefield, and Sommerville, *Trust in Technology*, 2006
- ICAEW IT Faculty, *Building Trust in the Digital Age: Rethinking Privacy, Property and Security*, 2012
- Patil and Kobsa, *Privacy Considerations in Awareness Systems: Designing with Privacy in Mind*, 2009
- Pretschner et al, *Usage Control Enforcement – Present and Future*, 2008
- Schwartz, *The Social Psychology of Privacy*, 1968
- Solove, *A Taxonomy of Privacy*, 2006



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