

Privacy by Design: From Rhetoric to Reality
Transforming *Privacy by Design* into Everyday Practice in the European Union

LONDON, October 3, 2012 – Media are invited to attend a half-day workshop on Thursday, October 4, presented by Privacy Laws & Business, the Information Commissioner’s Office and Linklaters on how organizations can take a *Privacy by Design* approach to proactively embed privacy into information technologies, enterprise processes, and networked systems and architectures.

At the event, Dr. Ann Cavoukian, Information and Privacy Commissioner, Ontario, Canada and *Privacy by Design* originator, will preview her upcoming paper, *Operationalizing Privacy by Design: A Guide to Implementing Strong Privacy Policies* and provide real-world examples and success stories spanning cutting-edge areas such as, Cloud Computing, Big Data, Biometric Encryption, Facial Recognition, and privacy enhanced Smart Grids, to name a few.

Also speakers at the event are Jonathan Bamford, Head of Strategic Liaison at the Information Commissioner’s Office, who will speak about transforming *Privacy by Design* into everyday practice and *Data Protection by Design* in the European Union. Ken Anderson, Ontario’s Assistant Commissioner of Privacy, will discuss how SmartData is changing the way personal and proprietary information is managed on the Internet, empowering the individual, via his/her intelligent agent on the Web, to be in complete control of his/her personal information.

Richard Cumbley, Partner, Linklaters, London and Stewart Dresner, Chief Executive, Privacy Laws & Business will provide opening remarks.

Privacy by Design framework was unanimously approved as an international framework for privacy protection in 2010, and has been translated into 25 languages. *PbD* seeks to proactively embed privacy into the design specifications of information technologies, organizational practices and networked system architectures, to achieve the strongest protection possible. In 2011, the European Union announced the Privacy and Data Protection Impact Assessment Framework for RFID Applications — a milestone agreement to put consumers’ privacy at the centre of smart tag technology using a *Privacy by Design* solution.

Date and Time: Thursday, October 4, 2012, 8:30 a.m. – 11:30 a.m.

Location: Linklaters, One Silk Street, London, UK, EC2Y 8HQ

Media Contacts:

Greg Jones
Press Officer
Information Commissioner’s Office
Wilmslow, Cheshire
T. 01625 545 832
Greg.Jones@ico.gsi.gov.uk

Anne-Marie Tobin
Media Relations Specialist
Office of the Information and Privacy
Commissioner, Ontario, Canada
T. +1 416-326-3939
media@ipc.on.ca