

Actions speak louder than words: Commissioner Cavoukian explains how to implement real change in your organization

Turn your policy into practice – join Information and Privacy Commissioner, Dr. Ann Cavoukian, as she launches her latest paper on how organizations can effectively translate their privacy policies into privacy practices. In addition, the Commissioner will reveal strategies and examples for embedding *Privacy by Design (PbD)* principles into information technologies, enterprise processes, and networked systems and architectures.

The Commissioner will preview a new paper that provides guidelines and practical solutions – solutions that can be implemented immediately, across an array of industries. She will 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.

Dr. Cavoukian has issued a challenge to organizations: “Empower your engineers, software developers, and code writers to develop and adopt privacy best practices, share implementation experiences, and be recognized for their innovative solutions.” You too can leverage the PbD framework by capitalizing on practical tools that will add value to your organization. Further, these tools will ensure that business requirements, engineering specifications, development methodologies, security controls and best practices for privacy emerge. Best of all, these practices can be implemented immediately.

The time is now to bring value to the countless policies that have been written – only to be ignored. The Commissioner reminds us that, “A policy that is not put into action is not worth the paper it is written on. By embedding privacy into the design, you will be able to ensure that your privacy policy is reflected in the actions of your staff, ideally as the default.”

As an added bonus, Ken Anderson, Assistant Commissioner, will explore SmartData – the future of privacy. SmartData will change the way personal and proprietary information is managed on the Internet. It works by empowering the individual, via his/her intelligent agent on the Web, to be in complete control of his/her personal information, at all times. No longer would organizations use personal data in ways that contradicted an individual’s choices. The vision of SmartData represents a quantum leap in people's ability to control the collection, use, and disclosure of their personal information. Moreover, the development of SmartData will return personal privacy - the basis of our freedom and liberty - back to the individual, where it belongs.

Privacy by Design (PbD) is a framework developed by Commissioner Cavoukian and adopted globally by a growing number of organizations and jurisdictions. It prescribes that privacy be embedded directly into the design and operation of various technologies, business processes, and networked infrastructure. Instead of treating privacy as an after-thought, “bolting it on after the fact,” PbD is proactive and preventative in nature – a highly effective approach in today’s world of increasingly interconnected technologies and extensive data collection. (For more information, see www.privacybydesign.ca)



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Dr. Ann Cavoukian is recognized as one of the leading privacy experts in the world. Noted for her seminal work on Privacy Enhancing Technologies (PETs) in 1995, her *Privacy by Design* framework proactively embeds privacy into the design specifications of information technology and accountable business practices, thereby achieving the strongest protection possible. In October, 2010, regulators from around the world gathered at the annual assembly of International Data Protection and Privacy Commissioners in Jerusalem, Israel, and unanimously passed a landmark Resolution recognizing *Privacy by Design* as an essential component of fundamental privacy protection. This was followed by the U.S. Federal Trade Commission's inclusion of *Privacy by Design* as one of its three recommended practices for protecting online privacy – a major validation of its significance.

An avowed believer in the role that technology can play in the protection of privacy, Dr. Cavoukian's leadership has seen her office develop a number of tools and procedures to ensure that privacy is strongly protected, not only in Canada, but around the world. She has been involved in numerous international committees focused on privacy, security, technology and business, and endeavours to focus on strengthening consumer confidence and trust in emerging technology applications.

Dr. Cavoukian serves as the Chair of the Identity, Privacy and Security Institute at the University of Toronto, Canada. She is also a member of several Boards including, the European Biometrics Forum, Future of Privacy Forum, RIM Council, and has been conferred a Distinguished Fellow of the Ponemon Institute. Dr. Cavoukian was honoured with the prestigious *Kristian Beckman Award* in 2011 for her pioneering work on *Privacy by Design* and privacy protection in modern international environments. In the same year, Dr. Cavoukian was also named by *Intelligent Utility Magazine* as one of the Top 11 Movers and Shakers for the Global Smart Grid industry, received the SC Canada Privacy Professional of the Year Award and was honoured by the University of Alberta Information Access and Protection of Privacy Program for her positive contribution to the field of privacy. Most recently in November 2011, Dr. Cavoukian was ranked by Women of Influence Inc. as one of the top 25 Women of Influence recognizing her contribution to the Canadian and global economy. This award follows her recognition in 2007 by the Women's Executive Network as one of the Top 100 Most Powerful Women in Canada.