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Privacy and Big Data

NICK MULTARI, PH.D.
ASYMMETRIC RESILIENT CYBERSECURITY INITIATIVE
PACIFIC NORTHWEST NATIONAL LABORATORY

October 2015

PNNL-SA-113850

Most life-transforming technologies¹





¹ http://www.whitehouse.gov/issues/technology/big-data-review

Big Data – The Plus Side



- Benefits
 - Healthcare
 - Combining clinical, insurance, product R&D and consumer behavior
 - Government
 - Fraud protection
 - Environment and municipal planning
 - Consumer use of location services
 - E.g. traffic routing

Big Data – The Downside



- ► The Downside
 - Google's Wi-Spy
 - Google's attempt for more comprehensive tracking of its user's actions
 - Consumer and user profiling
 - Search engines
 - Online shopping
 - Toll tags
 - Social networks
- Social Networks

http://www.theonion.com/video/cias-facebook-program-dramatically-cut-agencys-cos,19753/

Issues of concern¹





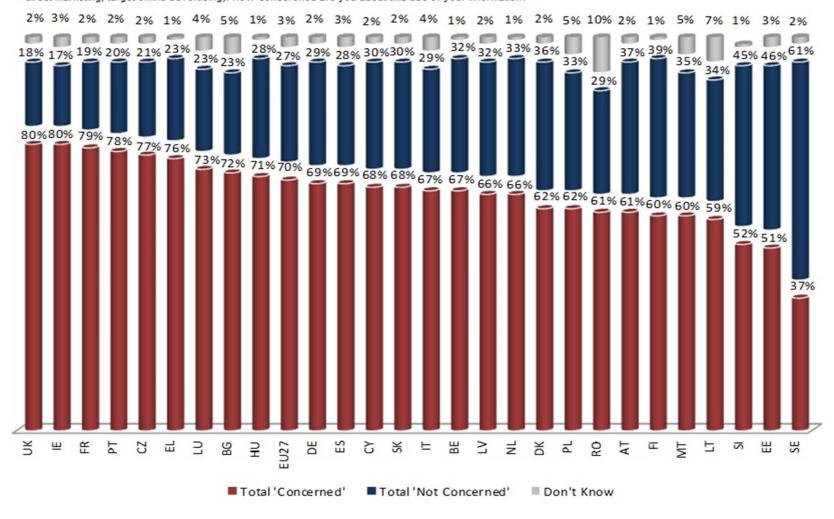
¹ http://www.whitehouse.gov/issues/technology/big-data-review

Concern About Privacy in Europe³



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QB26: Companies holding information about you may sometimes use it for a different purpose than the one it was collected for without informing you (e.g. for direct marketing, target online advertising). How concerned are you about this use of your information?



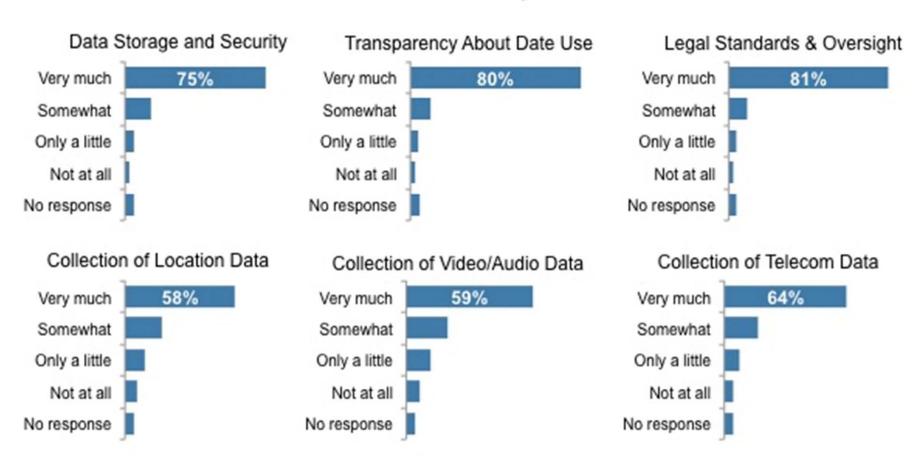
³ http://europa.eu/rapid/press-release_MEMO-13-923_en.htm

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Willing to share but concerned¹



Concern with data practices



¹ http://www.whitehouse.gov/issues/technology/big-data-review

EU Protections



- Data Protection Directive 1995/46/EC
 - Requires data collection only for a specific purpose; deleted when not needed for original purpose; be relevant, current and protected; and allow a user data access, judicial remedy, object to purpose, and be "forgotten"
 - Changes in 2014
 - Replaced "right to be forgotten" with "right to erasure"
 - EU Court May 2014 ruling
 - EU rules apply to search engine operators if have branch in member state that promotes selling of advertising space
 - Search engines are covered as controllers of personal data
 - Under certain conditions, individual can request removal of links with their personal information
- E-Privacy Directive 2002/58/EC
 - Regulates spam, cookies, and spyware
 - Providers provide notification of breach to subscribers

US Protections



- Health Insurance Portability and Accountability Act (HIPPA)
 - Protection of individually identifiable health data via access restrictions
- Fair and Accurate Credit Transaction Act (FACTA)
 - Protect credit information from theft
 - Receipts contain maximum of the last 5 digits of card number
- Children's Online Privacy Protection Act (COPPA)
 - Protect the privacy of children under the age of 13.
 - Must obtain guardian approval prior to collection of information on child
- Privacy Act of 1974
 - Protects PII
 - Only binding on government agencies

Suggestions



- Meaningful privacy policies
 - Easy to read and understand by the consumers
 - Not need a magnifying glass to read
- Universal opt-out provisions
 - Many policies give the consumer no choices other than leaving the site
- Means of correcting collected data
 - Corollary: Means to review data collected and stored