



DATA PROTECTION & PRIVACY

BIG DATA, MACHINE LEARNING, CONSUMER PROTECTION

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CONSUMER PROTECTION



- The right to safety. ...
- The right to be informed. ...
- The right to choose. ...
- The right to be heard. ...
- The right to satisfaction of basic needs. ...
- The right to redress. ...
- The right to consumer education. ...
- The right to a healthy environment.

Preventing fraud and unfair practices in the marketplace

DATA PROTECTION & PRIVACY



- Measures to safeguard the processing personal data
 - accidental loss
 - unauthorized disclosure
 - unlawful use
- Regulating the processing of personal data
 - Empowering individuals

PRIVACY – A fundamental Human Right

DATA SUBJECTS RIGHTS



- Right to be informed
- Right to access
- Right to rectification
- Right to restrict processing
- Right to object
- Right to erasure
- Right to portability
- Right to freedom from automated decision making
- Right to give and withdraw consent
- Right to compensation

DATA PROTECTION PRINCIPLES

1. Accountability

↔ **Demonstration of legal compliance with easily accessible documentary evidence**

2. Lawfulness of Processing and Specification of Purpose

↔ **Providing evidence of legitimate grounds, fairness and transparency**

3. Compatibility of Further Processing

↔ **Proactively obtaining customer consent for changed or new purposes**

4. Quality of Information

↔ **Ensuring that data held is continuously accurate, available and up-to-date**

DATA PROTECTION PRINCIPLES

5. Openness

Keeping Data Subjects fully informed about their personal data via multiple channels

6. Data Security Safeguards

Use of appropriate of technology and organisational measures

7. Data Subject Participation

Empowering Data Subjects to exercise their legal Rights

8. Purpose of Collection

Processing personal data for clearly specified purposes only

CONSENT

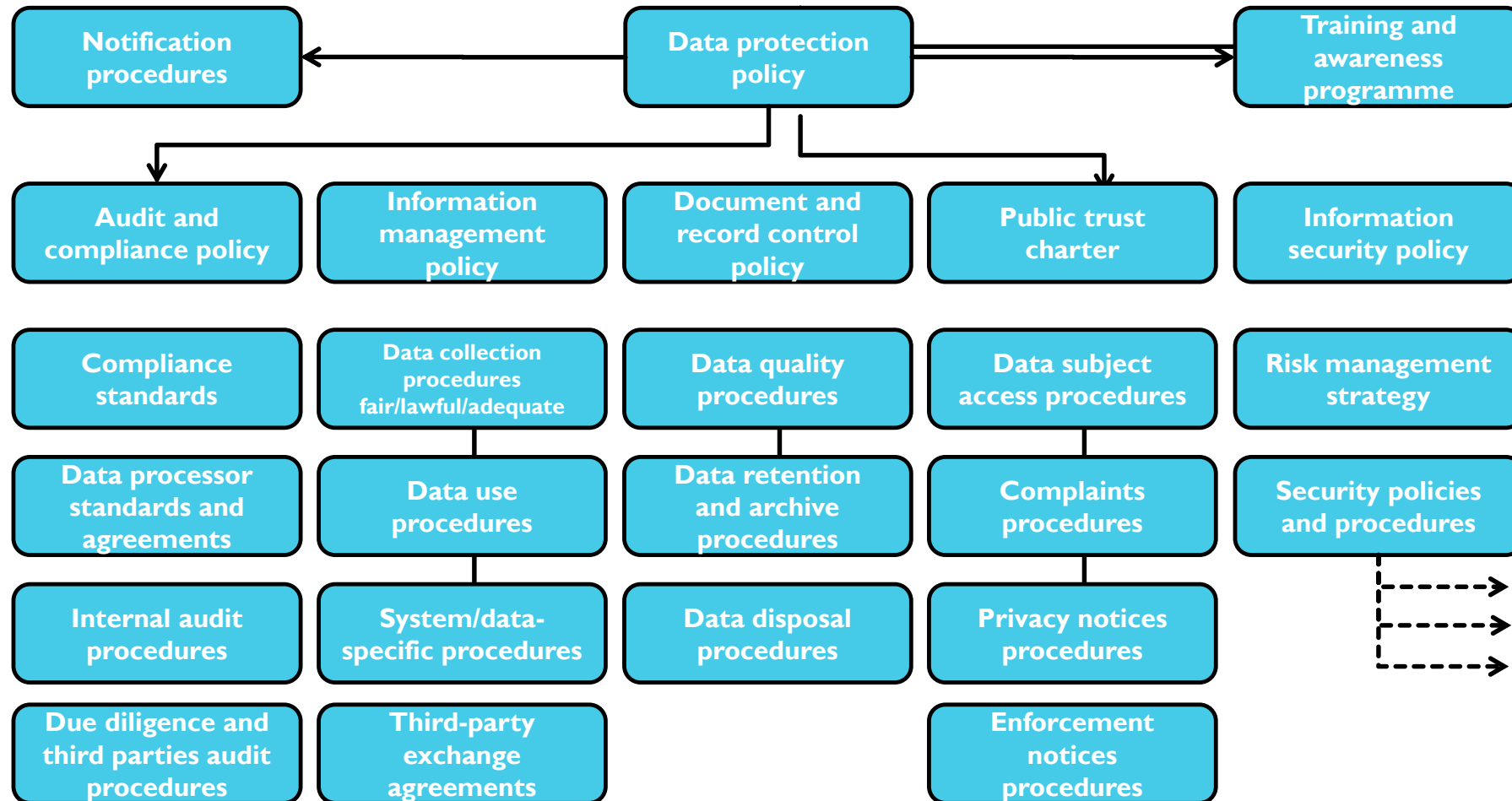


any **freely given, specific, informed** and **unambiguous** indication of the data subject's wishes by which he or she, by **a statement or by a clear affirmative action**, signifies agreement to the processing of personal data relating to him or her.

APPROPRIATENESS OF TECHNOLOGY AND ORGANIZATIONAL MEASURES

- ‘Taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, the controller and the processor shall implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk.’

PERSONAL INFORMATION MANAGEMENT SYSTEM (PIMS)



SECURITY CONTROLS

114 CONTROLS

**ISO 27001 Annex A:
14 Control Categories**

5 Information security policies

6 Organisation of info. security

7 Human resources security

8 Asset Management

9 Access Control

10 Cryptography

11 Physical & environmental sec

12 Operations security

13 Comms security

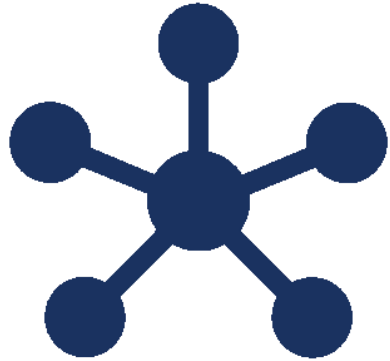
14 System acq, dev & mnt.

15 Supplier relationships

16 Info. security incident management

17 Info. sec aspects of BC Mngt

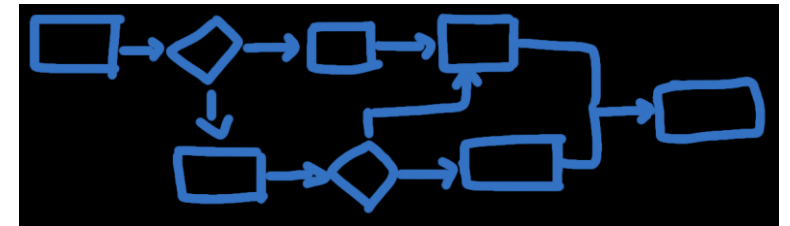
18 Compliance



Technology



People



Processes

SCOPE OF ENFORCEMENT

WHAT IS PERSONAL DATA?

- Personal data is any information that **uniquely** identifies a **living** individual from information in the possession of, or likely to come into the possession of a Data Controller.

WHO IS A DATA CONTROLLER?

- Any person who either alone, jointly with other persons or in common with other persons or as a statutory duty determines the purposes for and the manner in which personal data is processed or is to be processed

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WHAT IS PROCESSING?

- Collecting
- Recording
- Organizing
- Structuring
- Adapting
- Retrieving
- Storing
- Erasing
- Disclosing

DATA PROTECTION IMPACT ASSESSMENTS (DPIA)

■ Purpose

- Assess and identify potential DP risks and ensure they are minimised

■ When to conduct PIA

- New, change, review process , project or systems

■ Format

- List of question, screening vs full assessment

■ Outputs

- Report which highlights risks and remediation actions
- Action Plan



THANK YOU

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