

DATA PRIVACY FOR DATA PROFESSIONALS

Data Saturday Holland

Introduction



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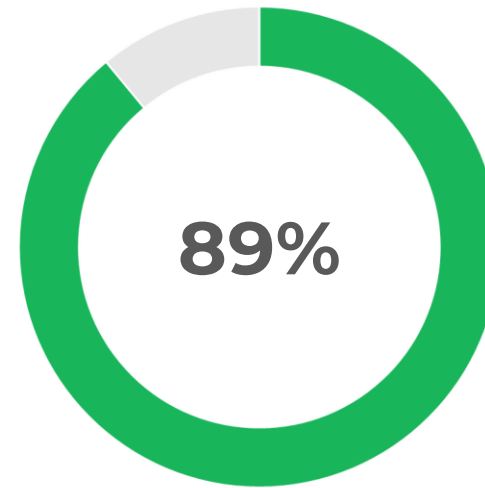
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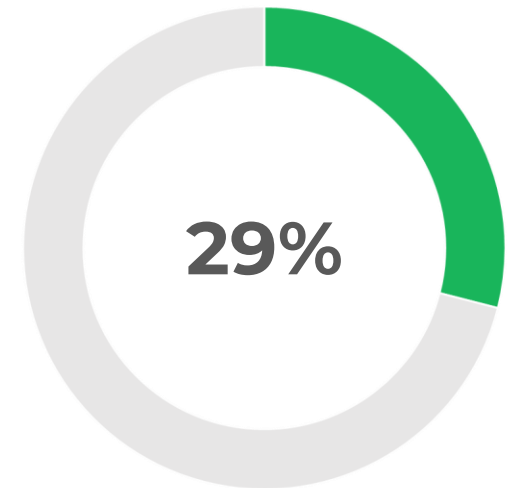
 <https://www.privinity.com>

WHY THIS SESSION?

DATA PRIVACY CONCERNS ARE ON THE RISE....



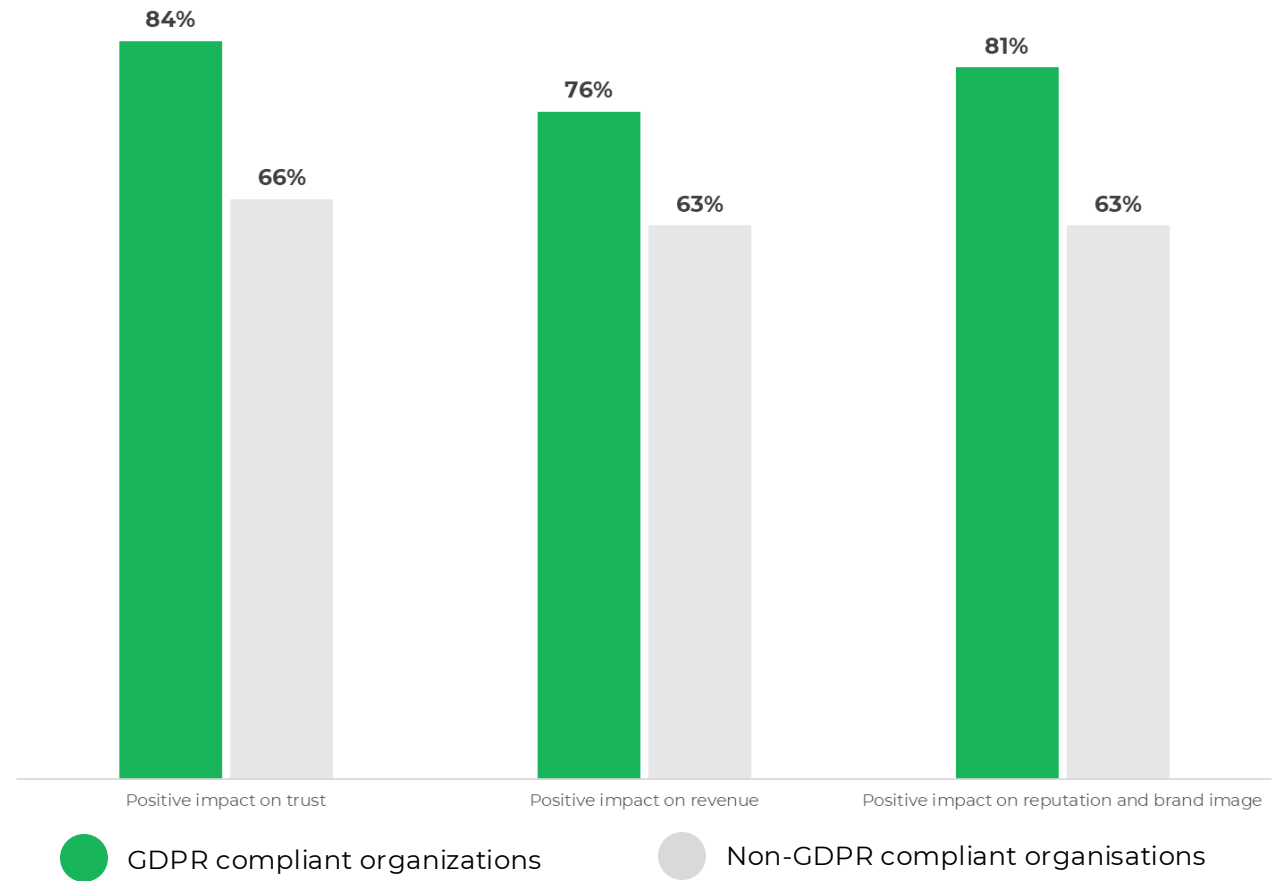
OF THE INTERVIEWED
PEOPLE STRONGLY
CARE ABOUT THEIR
DATA PRIVACY



CHANGES SUPPLIER
DUE TO DATA PRIVACY
CONCERNS

WHY THIS SESSION?

...BUT ALSO CREATES NEW OPPORTUNITIES



Source: Championing Data Protection
<https://www.capgemini.com/championing-data-protection-and-privacy/>

WHY THIS SESSION?

**DATA PRIVACY PROTECTION
STARTS WITH (Y)OUR BEHAVIOUR**

YOU

WHY DO WE NEED TO WORRY ABOUT DATA PRIVACY PROTECTION?

- It is required by law:
 - EU: General Data Protection Regulation (GDPR)
 - UK: Data Protection Act & UK GDPR
 - US: California Privacy Protection Act
- More and more certifications (like ISO27001) focus more and data privacy protection measures
- Customers demand we look after their data privacy
- And it's the right thing to do

SO WHERE DO WE START?

- Since we are (mostly) technical people we are skipping the legal bits for now
- At Privinity we use a framework that helps you identify if – and where – privacy protection measures are required
 1. Is the purpose for which you need to use the sensitive data clear?
 2. Where are you processing the data?
 3. Who has access to the data?
 4. What measures are required to protect the sensitive data?

PROCESSING PRIVACY SENSITIVE DATA REQUIRES A CLEAR PURPOSE

- You are required to have a clear purpose to process privacy sensitive data that aligns with your organization. This we call **purpose limitation**.
- Why and what data we collect, and process, must be made clear to the individuals that supply their sensitive data.
- You are **not allowed** to use privacy sensitive data for other purposes that are not compatible with the original purpose for which you collected the data.

HOLD UP

WAIT A MINUTE

THE BEAUTY OF ANONYMOUS DATA

- When privacy sensitive data is sufficiently anonymized, it can no longer be used to identify the individual it belongs to.
- Anonymization is **unreversible**, meaning you cannot revert anonymous data back to its original form.
- The best part: anonymized data **is not impacted by laws like the GDPR.**

100% ANONYMOUS DATA

Naam	BSN	Geboortedatum
Mark Jansen	62094164	11-04-1989
Jan de Vries	75027491	06-11-2001
Willem de Boer	34104625	01-02-1973



ANONYMIZATION



Naam	BSN	Geboortedatum
MXXX JXXX	00000000	XX-XX-XXXX
JXX XX VXXXX	00000000	XX-XX-XXXX
WXXXXX XX BXXX	00000000	XX-XX-XXXX

WE NEED USABLE ANONYMIZED DATA

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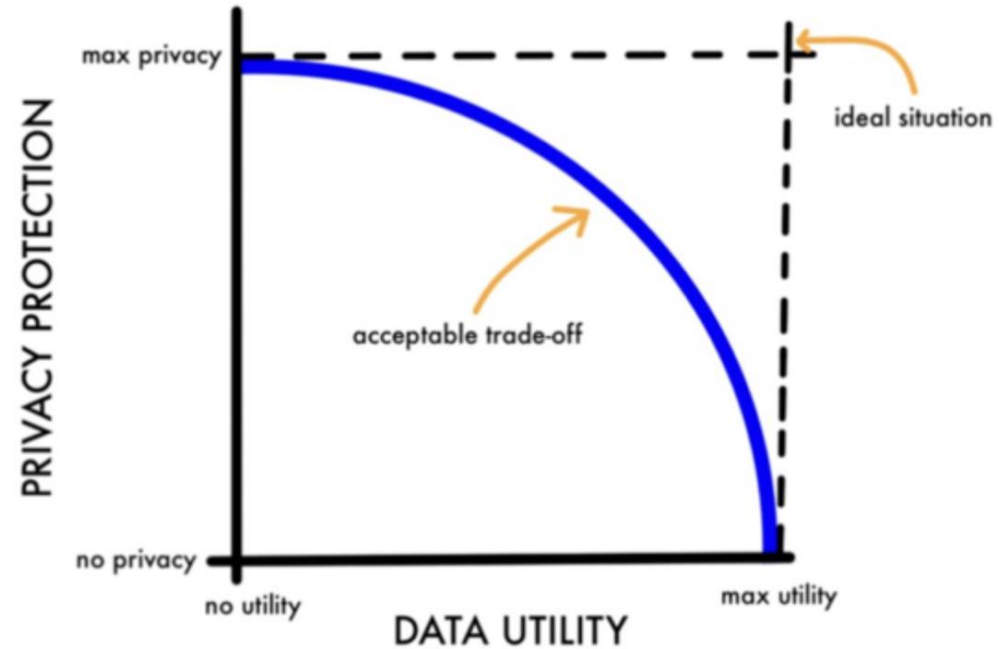
ANONYMIZATION



Naam	BSN	Geboortedatum
Jan de Boer	000008333	27-03-1989
Willem Jansen	000001910	12-11-2001
Mark de Vries	999990834	28-01-1973

EFFECTIVE DATA PRIVACY PROTECTION IS ALL ABOUT BALANCE

PRIVACY VS.
DATA UTILITY



OUR GOAL:
ACHIEVING THE BALANCE BETWEEN
PROTECTED AND USABLE
PRIVACY SENSITIVE DATA



**WANT TO
KNOW
MORE?**