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IPC Privacy & Access by Design Summer 2012 | Time to get smart about Big Data ... ENTER SMARTDATA!

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Information and Privacy Commissioner, Ontario, Canada Summer 2012 e-Newsletter

SPOTLIGHT | Time to get smart about Big Data ... ENTER SMARTDATA!

I am concerned that within the next few years it may become technologically possible to record practically everything that is said or done – every phone conversation, electronic message and social media interaction. The challenge to privacy that we face is how do we, as individuals, assert control over our own data and how it is used?

We must find innovative ways to allow individuals to protect their personal information. However, we are constantly presented with the scenario that we have to choose between privacy or social media; between privacy or public safety; privacy or innovation. Not so!

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FROM THE COMMISSIONER



Ann Cavoukian, Ph.D.
Information and Privacy
Commissioner
Ontario, Canada

The IPC goes silver

On June 29, 1987, Ontario's *Freedom of Information and Protection of Privacy Act (FIPPA)* received Royal Assent. Shortly afterwards, the IPC opened its doors with a modest staff of three people under the first Commissioner, Justice Sidney Linden. We've come a long way since then, and are very proud of our achievements over the past 25 years.

The world has changed so much since I first joined the IPC as the first Director of Compliance. There was no Internet, no email, no smartphones, and I still wrote everything on a typewriter! Fast forward to today when always-on connectivity and online social media have become ubiquitous. I am delighted to be part of this information age and want to share with you an exciting new initiative I have undertaken. *Commissioner's Corner* is a weekly video blog, where I will be offering

UPCOMING EVENTS



August 19-22, 2012

**2012 Association of
Municipalities of Ontario
(AMO) Conference**



September 20, 2012

Open Data, Big Data, Yes ...

commentary on current issues regarding privacy and access. You can find it on our [Privacy by Design YouTube Channel](#).

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but NOT Personal Data

HealthAchieve

November 5-7, 2012
Ontario HealthAchieve

INTHE NEWS

Toronto Star. June 19, 2012.
Harper government backs down on plans to eavesdrop on travellers' conversations

National Post. May 3, 2012.
Ontario Privacy Commissioner: Facebook passwords off limits to employers

The Agenda with Steve Paikin. February 22, 2012. Ann Cavoukian,
Eye on online privacy

Cross Country Checkup. February 19, 2012. Does the proposed law to allow police easier identification of Internet users go too far?

Globe and Mail. January 25, 2012.
You're not as anonymous online as you think, privacy czar warns

National Post. December 14, 2011. Beware of Surveillance by Design

FEATURED VIDEO



Commissioner's Corner. Serious privacy concerns on Bill C-30

RECENT ORDERS

June 27, 2012 | PO-3084
University of Ottawa

May 18, 2012 | MO-2735
City of London

March 30, 2012 | PO-3067
Ministry of Community Safety and Correctional Services

March 23, 2012 | PO-3065
Ministry of Community Safety and Correctional Services

Jan 30, 2012 | PO-3044
Office of the Public Guardian and Trustee

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Ensuring Privacy in the World of Big Data

IT in Canada features Commissioner Cavoukian and how to integrate PbD into the rapidly evolving Big Data space. [[Full Article](#)]

[Learn more:](#)



Video: Big Data Requires Big Privacy



WHAT'S NEW

White Paper. June 21, 2012. Privacy by Design and User Interfaces: Emerging Design Criteria - Keep it User-Centric

Fact Sheet. June 14, 2012. Secure Transfer of Personal Health Information

Letter. April 4, 2012. Positive solutions to privacy concerns in Bill C-30

White Paper. March 8, 2012. Applying Privacy by Design Best Practices to SDG&E's Smart Pricing Program

White Paper. March 2, 2012. Embedding Privacy into the Design of EHRs to Enable Multiple Functionalities - Win/Win



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SPOTLIGHT | ...continued from above

Time to Get Smart about Big Data ... Enter SmartData!

I am concerned that within the next few years it may become technologically possible to record practically everything that is said or done – every phone conversation, electronic message and social media interaction. The challenge to privacy that we face is how do we, as individuals, assert control over our own data and how it is used?

We must find innovative ways to allow individuals to protect their personal information. However, we are constantly presented with the scenario that we have to choose between privacy or social media; between privacy or public safety; privacy or innovation. Not so! This false zero-sum paradigm does not take into account the power of human ingenuity to create a positive-sum solution that delivers both privacy and social media; privacy and public safety; and privacy and innovation.

I believe that what is needed is an incredibly innovative concept known as SmartData. SmartData are Internet-based autonomous agents that can act as our online surrogates, securely storing our personal information and intelligently disclosing it, based upon the context of the data request, and according to our individual instructions. In the process, our data will remain private and secure. It is an innovation that is desperately needed because without it, our data will move beyond our reach and our ability to ultimately maintain much-needed control.

The development of SmartData will ensure that personal privacy, the basis of our freedom and liberty, resides where it belongs – with individuals. I consider SmartData to be the embodiment of *Privacy by Design*, indeed, ushering in the next generation – *PbD 2.0*.

The first step in propelling SmartData from vision to reality happened this past May when my office partnered with the Identity, Privacy and Security Institute (IPSI) at the University of Toronto to hold the first *SmartData International Symposium*. This featured some of the world's foremost experts in robotics, privacy, artificial intelligence, cognitive science, computer science, evolutionary biology, engineering, and philosophy.

I strongly encourage you to visit the website for the Symposium to learn more.

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In this issue of Privacy & Access we feature another advance in privacy, the first ever **International Symposium on SmartData** that was presented by the **Identity, Privacy, and Security Institute (IPSI)** at the University of Toronto in association with my office. *SmartData* is a vision to create Internet-based virtual agents which will act as an individual's online proxy to securely store their personal information and disclose it based upon the context of the data request and instructions authorized by the data subject. The symposium was a tremendous success, featuring renowned international and local experts from a wide variety of disciplines.

In June I released my **2011 Annual Report**, themed *Ever Vigilant*, given my grave privacy concerns regarding the federal "lawful access" legislation. Known as Bill C-30, this legislation would provide police with much greater ability to access and track information about identifiable individuals via everyday communications technologies, such as the Internet and smartphones, at times, without a warrant or any judicial authorization. I believe that this legislation represents one of the most invasive threats to our privacy and freedom that I have ever encountered in my career, a looming system of what I call, "**Surveillance by Design**."

While the IPC has achieved much in our first twenty-five years, we can never rest our laurels. We must remain committed to the ideals of access and privacy and not let apathy or sensationalistic headlines erode our freedoms.

Ann Cavoukian, Ph.D.
Information and Privacy Commissioner
Ontario, Canada



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