



JOHN MOLSON  
SCHOOL OF BUSINESS

Executive Centre

# Protecting Your Digital Privacy

Corinne Charette  
Senior Fellow, Concordia University

[CONCORDIA.CA/JMEC](http://CONCORDIA.CA/JMEC)



# Privacy in today's society – 2 sets of views

## Privacy is Dead

“You have zero privacy anyway” “get over it”

**Scott McNealy (CEO Sun Microsystems) 1999**

“If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place”

**Eric Schmidt (CEO Google) 2009-10**



## Privacy is a fundamental human right and must be protected

“Privacy is not something that I'm merely entitled to, it's an absolute prerequisite”

**Marlon Brando – Actor**

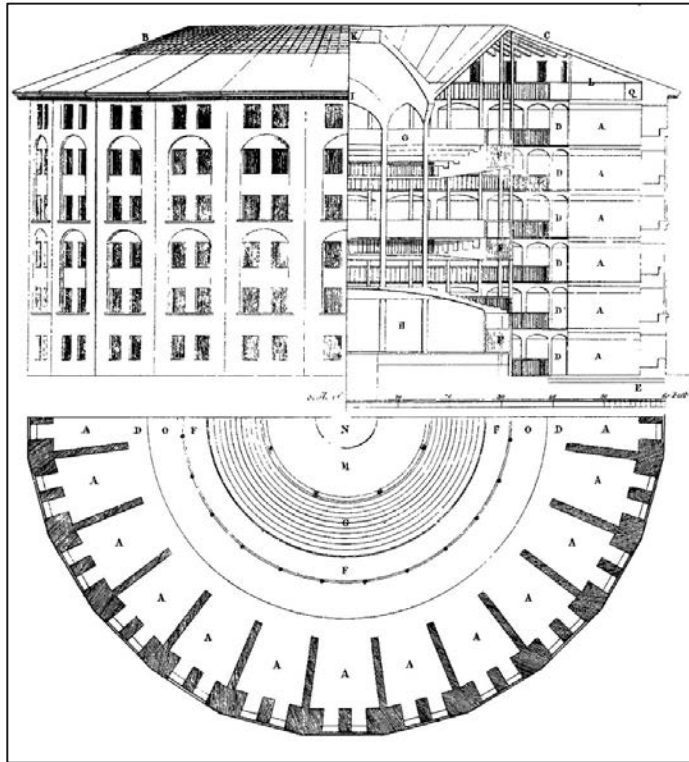
“Arguing that you don't care about the right to privacy because you have nothing to hide is no different than saying you don't care about free speech because you have nothing to say”

**Edward Snowden**

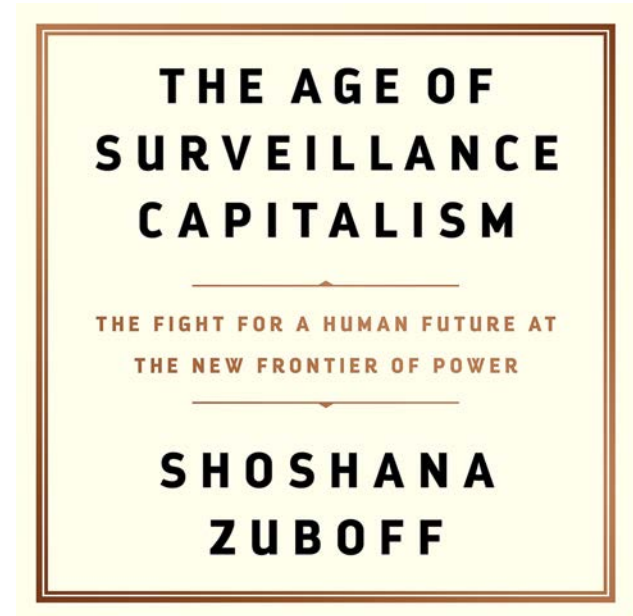


# The Impact of Constant, but Unseen Surveillance

the Panopticon CIRCA  
1791



the Panopticon CIRCA  
2020



# Who is listening to our online dialogues and how?



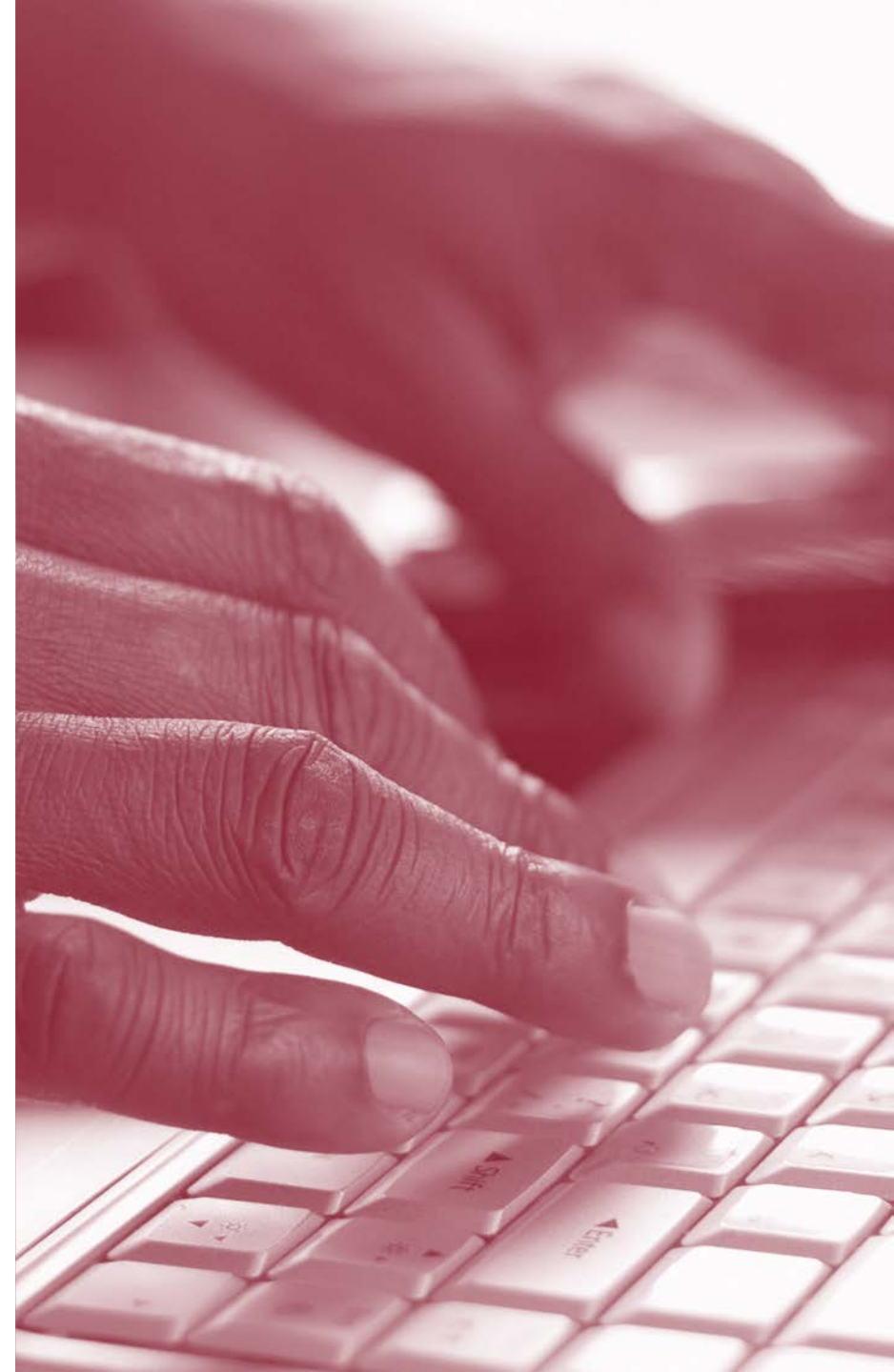
With our phones, tablets, PCs



In our “smart” homes



In workplaces, in public...



# The internet and anonymity

- How do you prove who you really are online?
- Can someone easily impersonate you online















Image from *The New Yorker* cartoon by Peter Steiner, 1993

# The Data Broker Industry

While not all companies allow you to see what they know, some Offer consumer reports, and most allow you to opt out. If you're looking to opt out. here are some of the biggest data brokers you can contact:

WANT TO OPT  
OUT FROM  
HAVING YOUR DATA  
COLLECTED?

Company	Can you Opt Out?
 411.info	Yes
 acxiom.	Partially
 CoreLogic	Yes
 datalogix	Yes
 eBureau	Yes
 EPSILON	Yes
 FICO	Partially
 HARTÉ HANKS CONNECTIONS MADE IMPACT DELIVERED	Yes
 infoUSA.com <small>from LifeGroup</small>	Yes
 INSTANT checkmate <small>Just the facts about you.</small>	Yes
 INTELIUS <small>Live in the know.</small>	Yes
 LexisNexis	Yes

Source: [WebFX](#)



# How is Personal Information Protected in Canada?

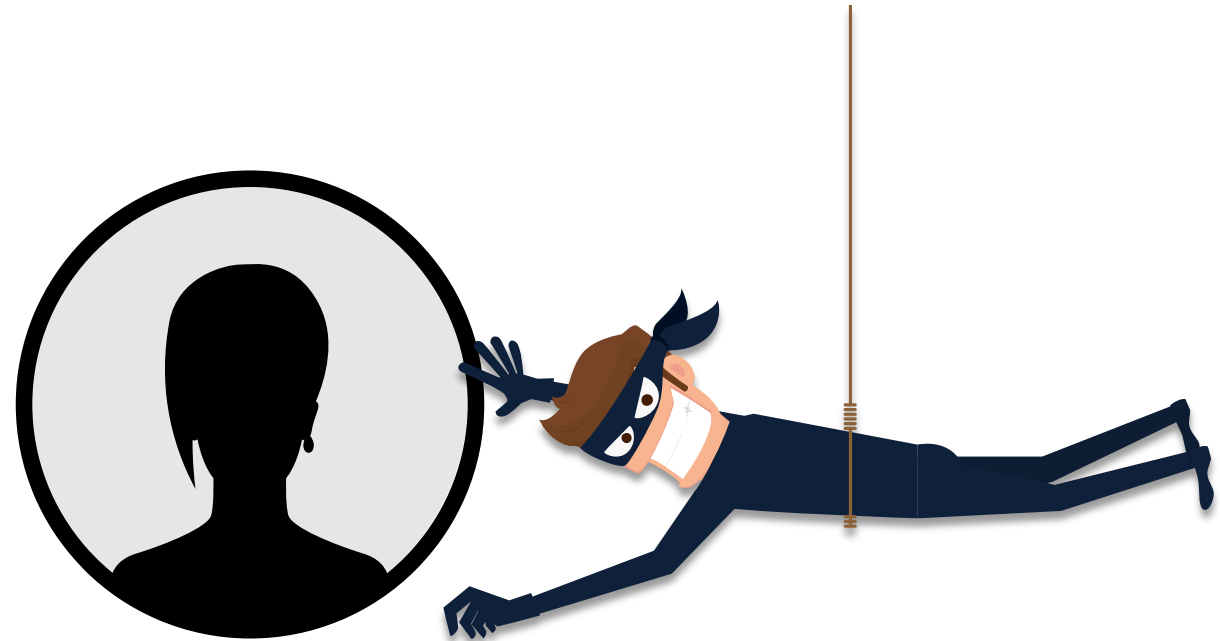


A number of privacy laws define & govern the protection of personal information in Canada.

Businesses must know what laws they need to comply with and how

- Tougher Quebec & Canadian laws on the horizon
- GDPR

# How to Protect PI in Your Custody?





# Privacy Breaches: Big & Small Business

## BIG BUSINESSES

- Ashley Madison
- Desjardins
- Equifax

## CANADIAN DATA BREACHES

- 40% of SMEs >> cyber-breaches
- High cost to respond
- Unfamiliar with privacy obligations



# Putting a Robust Privacy Management Program in Place



Business Objectives?



Building Blocks

What must be done?

By whom?

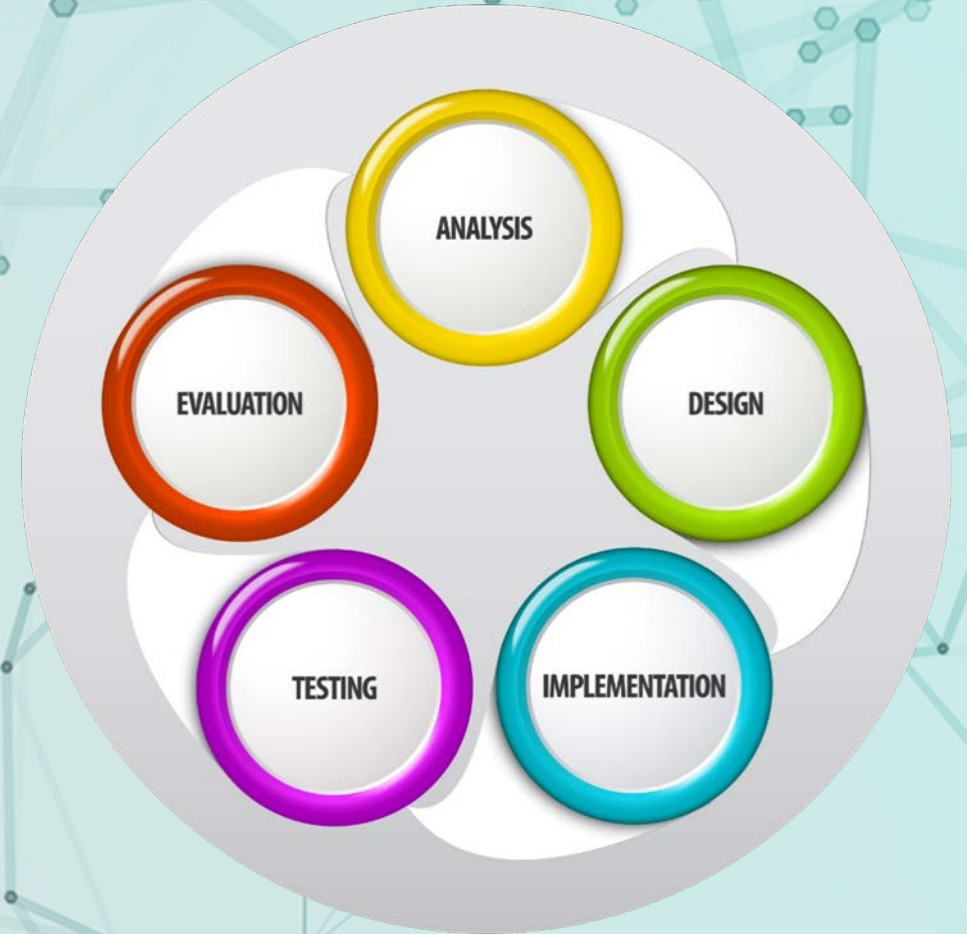
How?



Business case ?

# Privacy by Design

How can you build privacy into the design and implementation of new business processes and systems ?



# Q & A







JOHN MOLSON  
SCHOOL OF BUSINESS

Executive Centre

## JOIN THE CONVERSATION

 /John Molson Executive Centre  
 /John Molson Executive Centre

[CONCORDIA.CA/JMEC](http://CONCORDIA.CA/JMEC)

