

Give Effect to Privacy Frameworks

June 2, 2005

Naoshi “Ozzie” Shima

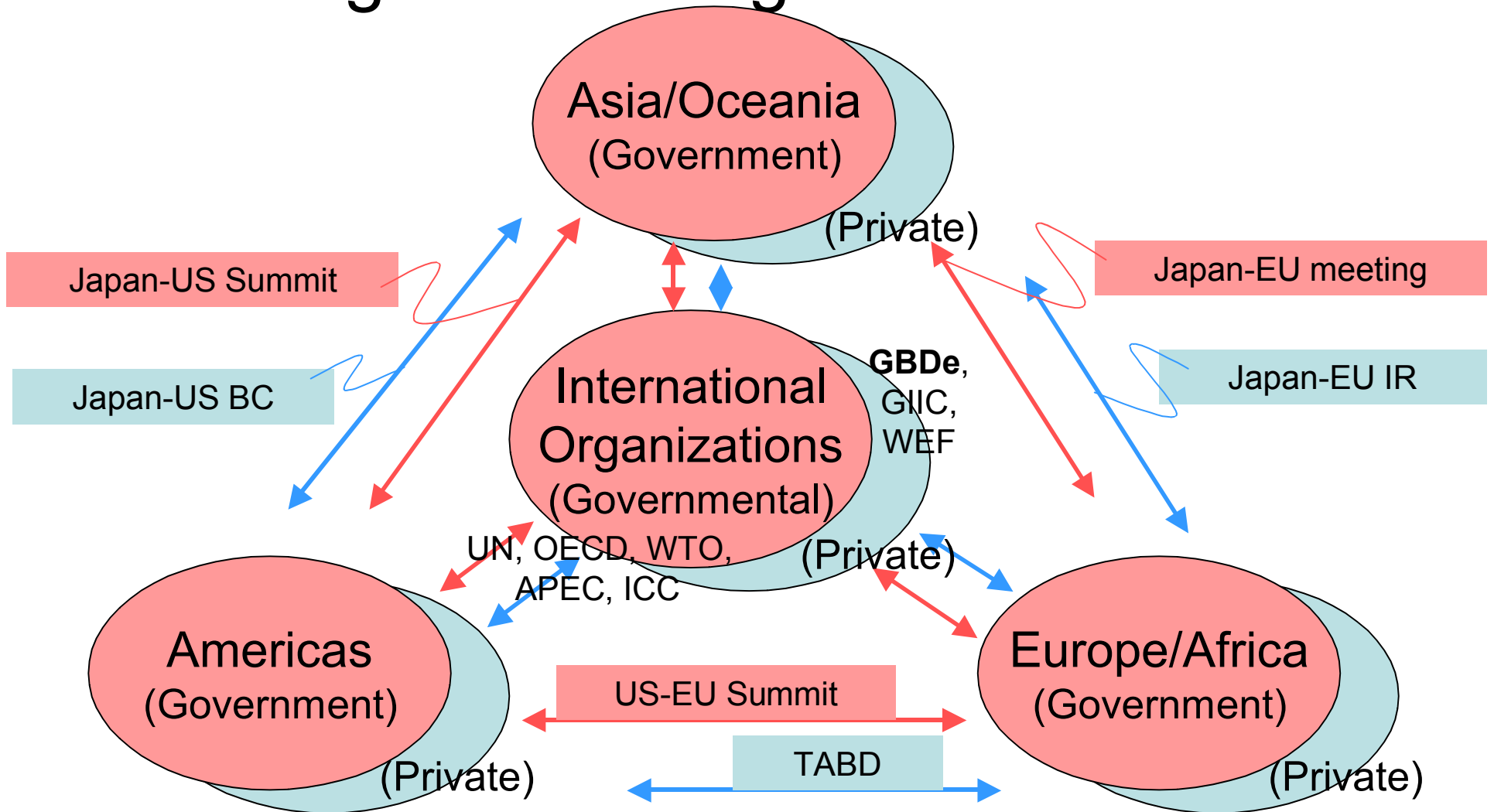
Advisor, NEC Corporation

Leading Sherpa to Consumer Confidence Working Group,
GBDe (Global Business Dialogue on e-Commerce)

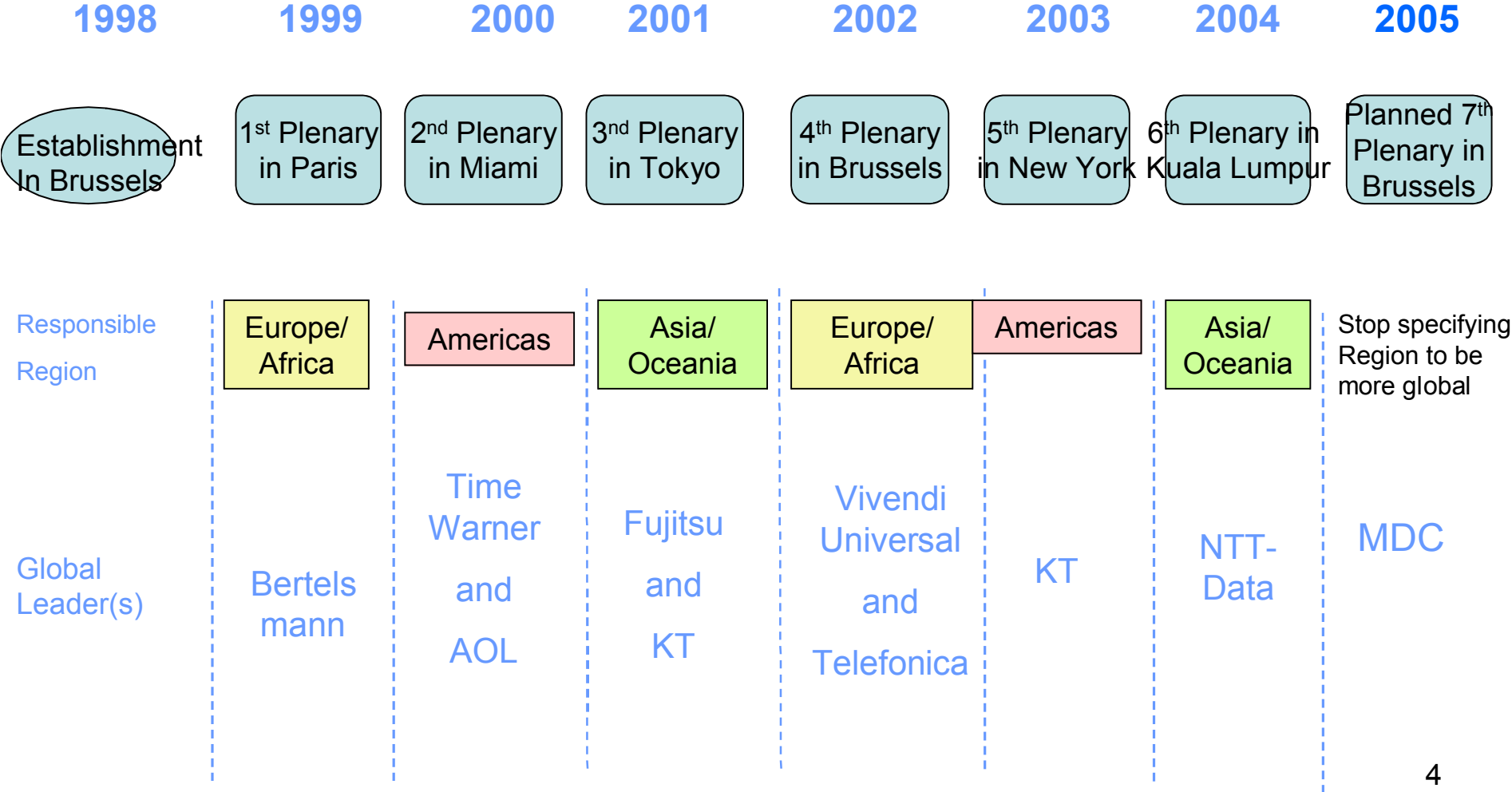
Contents

1. GBDe
2. GBDe Personal Data Protection Guideline
3. Relation among Privacy Guidelines
4. Are these Guidelines effective in Real Situation?

GBDe is a Multi-lateral Global Private Dialogue Focusing on eCommerce



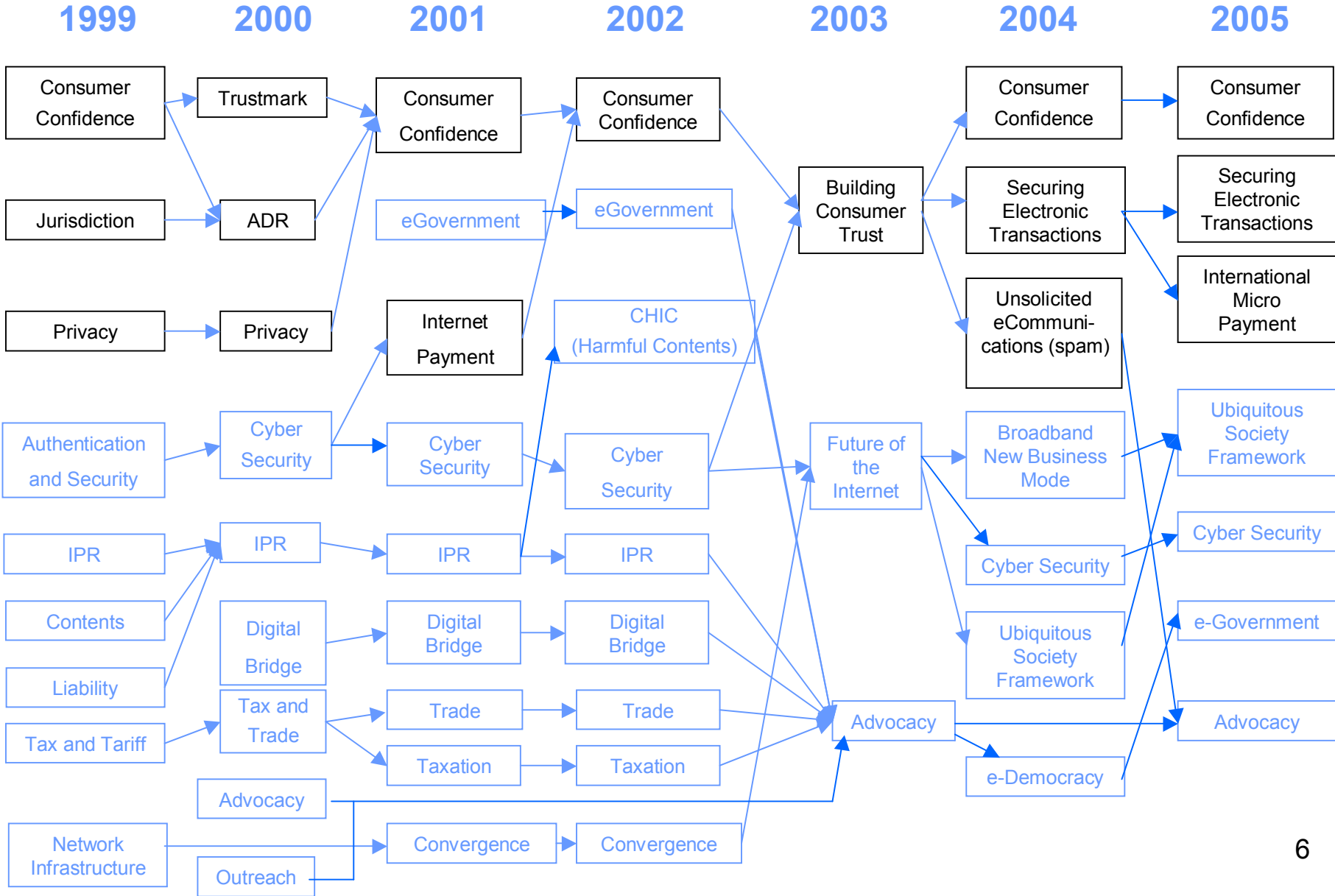
GBDe's History and it's Global Leaders



Currently Active and Whole Members

	Europe-Africa	Americas	Asia-Oceania
Current	Deutsche Bank, France Telecom, Siemens, Sumerian Network, Telefonica, Xceed	Hewlett-Packard,	Changhwa Telecom, Ill, Fujitsu, Hitachi, KT Corporation, Matsushita Electric, MDC, NEC, Nihon Unisys, NRI, NTT Data, TEPCO, Toshiba, IPA
Alumni	Bertelsmann, MIH, DaimlerChrysler, Vivendi, Brokat, Standardata, ABN Amro Bank, BBVA, C&W, DBInvest, Deal Time, Deutsch Post, DT, KPN, Mobile Channel Net, SIC,Nokia, Alcatel, Mediaset, Indra	AOL/TW, Accenture, Walt Disney, BCE, IBM, Securify, Cisneros, TD Bank Financials, Caribbean Com Net, Chubb, EDS, Telefonos de Mexico, Venezuela Analitica Editores, World Com, Sesami, Verisign	Tokyo-Mitsubishi Bank, Sharp, Equitable Card, Acer, Joong-ang Daily, LG, Mitsui and Co., NTT Co., NIIT

GBDe Working Groups

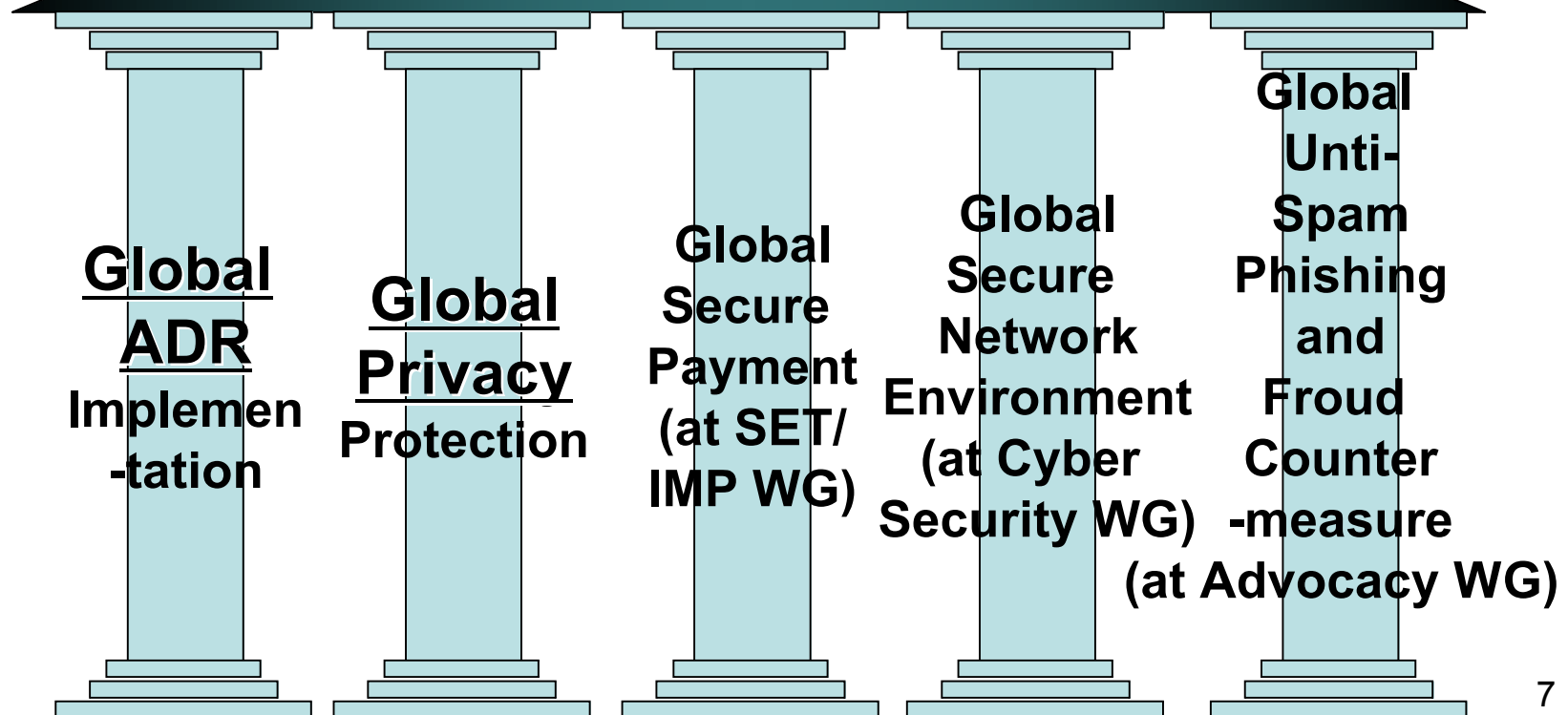


Consumer Confidence WG for getting Global Consumer Confidence

Global Trustmark

applicable for developed and developing countries

(Code of Conduct of the Merchant)



Consumer Confidence WG 2005

- Highlighted Areas : G-Trustmark, G-ADR and G-Privacy
- Co-leaders : HP and NEC
- Members : All GBDe companies are invited
- Guests : All those who are concerned and willing to work together with GBDe
- Goal : Not in making Recommendations (This phase is over) but to work toward getting more “effective” and “tangible” Global Consumer Confidence

Consumer Confidence Working Group Activities, 2005

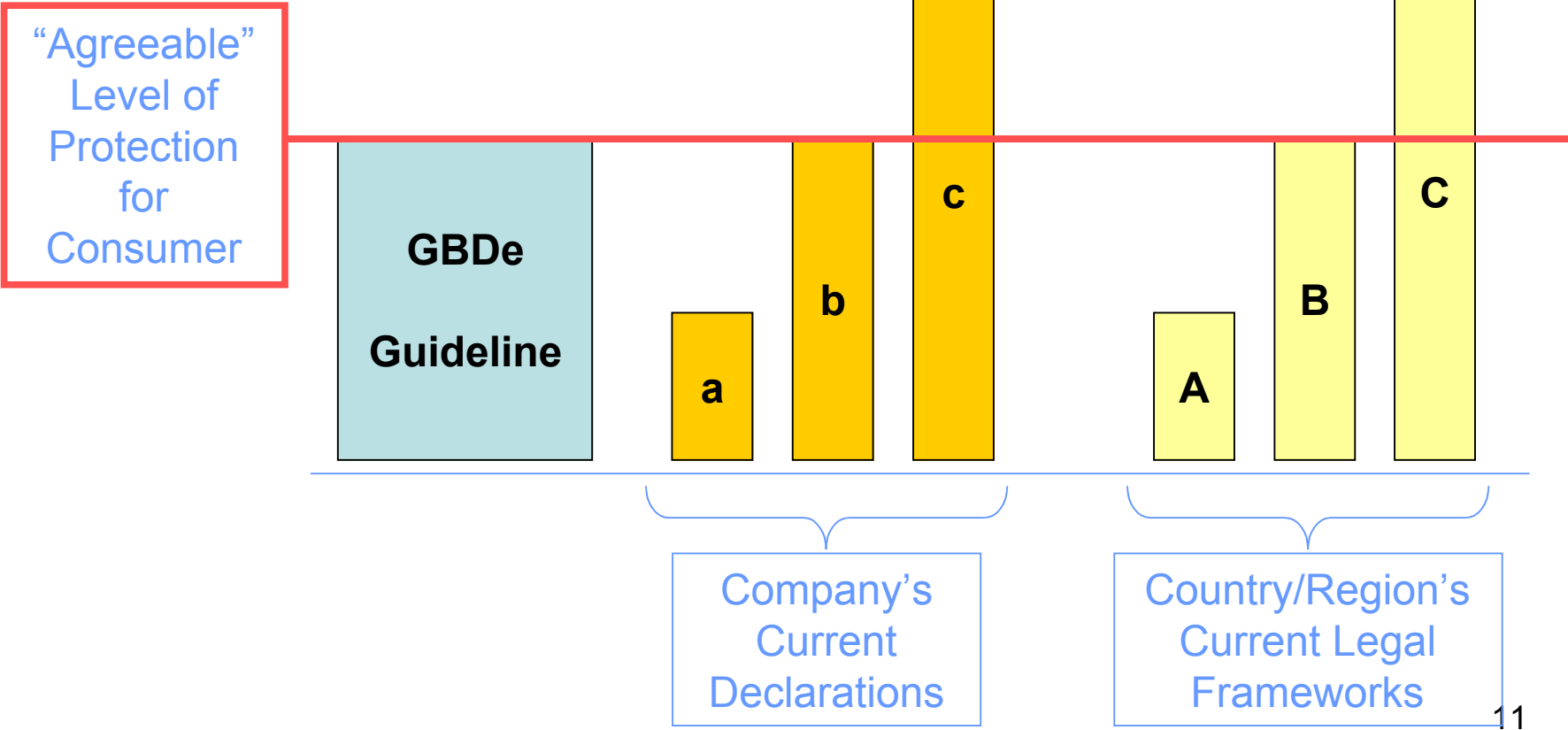
- Liaison with APEC-ECSG on its APEC Privacy Framework implementation
- Liaison with Ubiquitous Society WG of GBDe on the issue of “RFID-Privacy”
- Advocating GBDe Guidelines, 2001 globally

RFID-Privacy Meetings (Open)

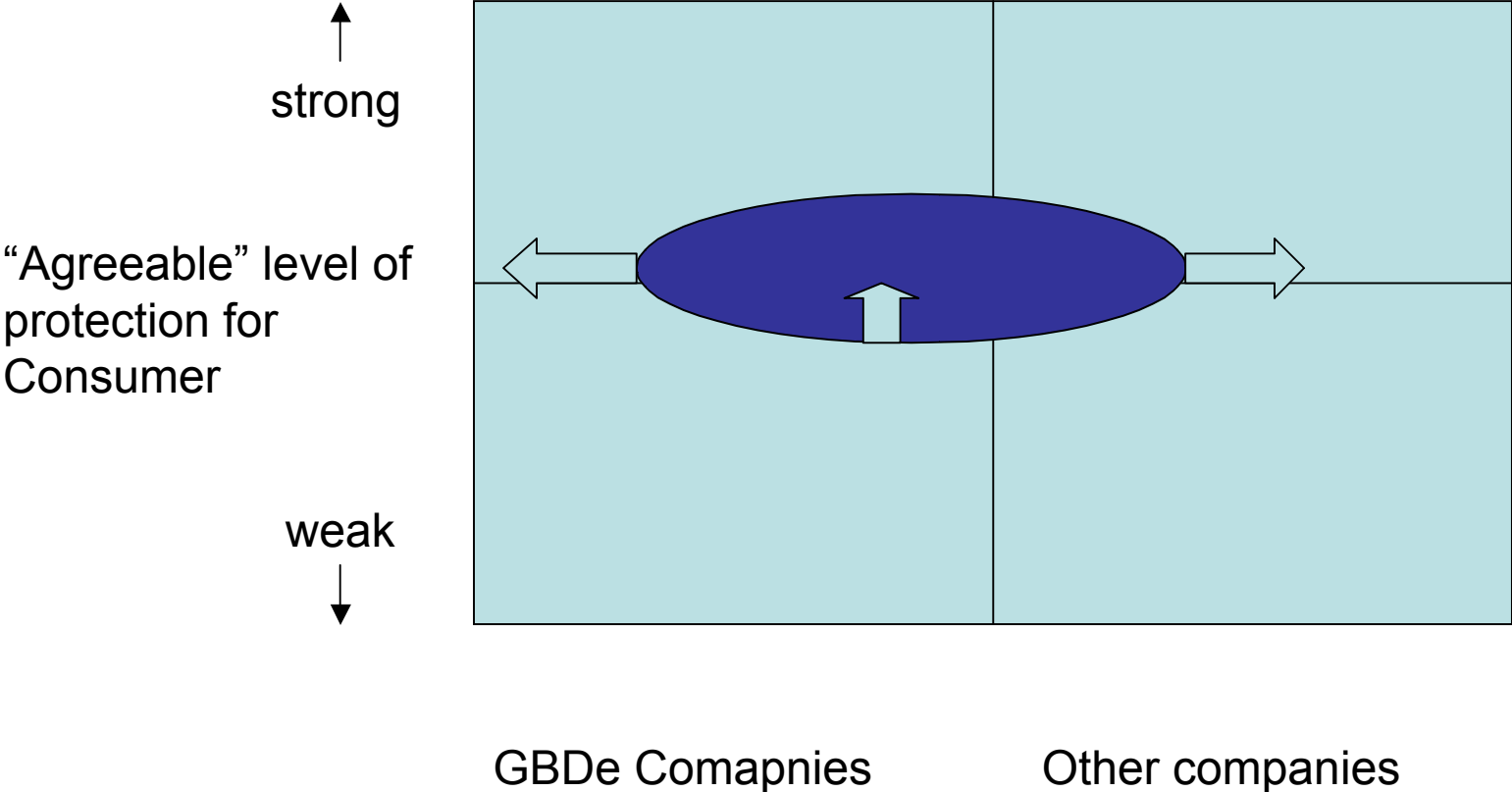
- 1st Meeting : October 8, 2004 Chicago
- 2nd Meeting : March 3, 2005 Washington, DC
- 3rd Meeting : Under planning

- Members attended
 - GBDe Members, CDT, Philips, Nokia, PPI, WPF, EPIC, EU, FTC, NICT (MIC), BBB, GIIC

Concept of GBDe Guideline, 2001



GBDe Guideline is a Template



GBDe Personal Data Protection Guideline, 2001

Introduction

1. Definitions

- Company, Consumer,

Personal Data and Contact
Point

2. Fair Collection and Use

3. Other information

4. Purpose Specification and Openness

- Notice to Consumers

5. Purpose Limitation and Use of Personal Data

- Conditions and Obtaining
Consent

6. Special Categories of Sensitive Data

- Sensitive Data and Children

7. Disclosure and Personal Data

- Mere processing, Third Parties,
Affiliates and Acquisitions

8. Security Safeguards

9. Ensuring the Quality and Integrity of Personal Data

10. Individual Participation

11. Links to Other websites

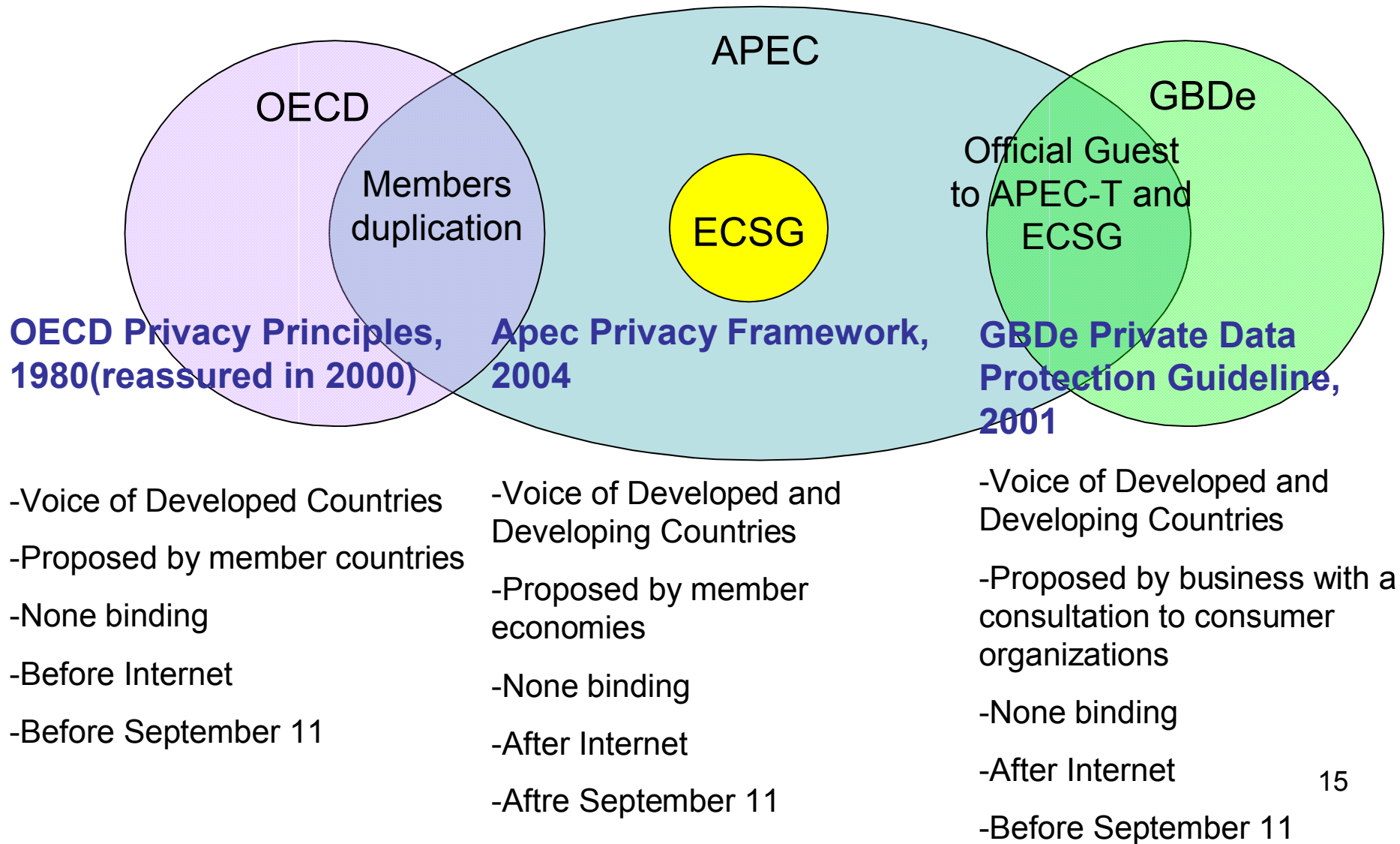
12. Accountability

New Concerns on Private Data Protection after 1980 OECD Principles

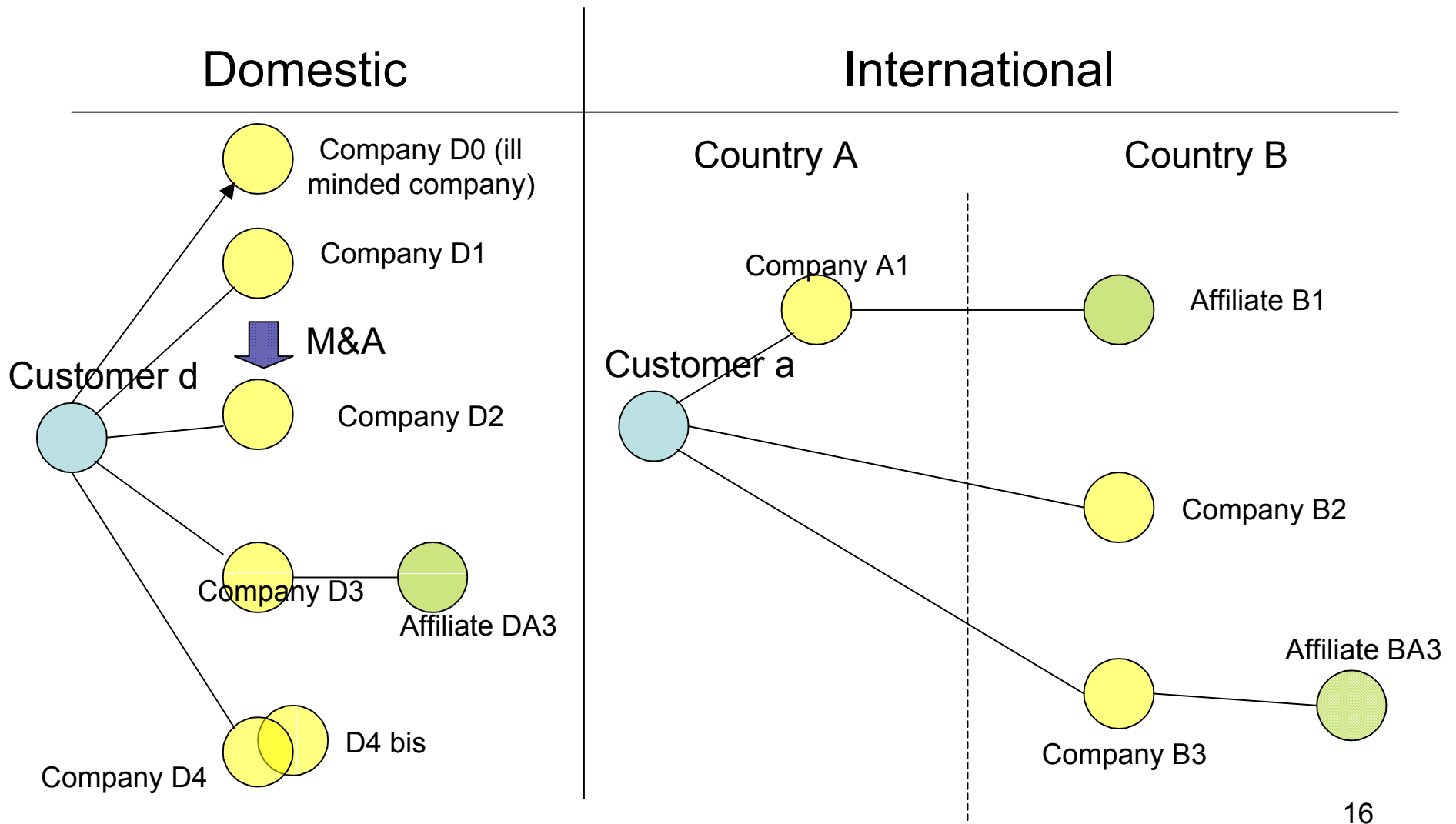
- ** Advent of Internet (Mail, Web, Mobile)
- ** Highlighted Human rights (Women/Children, Sensitive Data, ---)
- ** M&A's Influence
- * Public use vs. Privacy
- (* Influence of New Technologies (RFID, ---)
- +
- (* More International Issues
- * National Security vs. Privacy (after September 11)

GBDe Guideline has covered **s and some of (*)s.

Global Privacy Guidelines



Questions on Effectiveness



Recent Domestic Information Leakage Incidents in Japan---Newspaper based

Mail-order company

Approximately **660 thousand** customers' information was found leaked.

Contractor of computer services company

The SE of a contractor left his PC on a train. The PC contained **3,290** patients' personal data.

Golf club

ATM card skimming: Members' ATM cards were skimmed; PINs were stolen for illegal money withdrawals.

Travel agency

Approximately **620 thousand** customers' information was found leaked and sold by a mail list dealer.

Bookshop

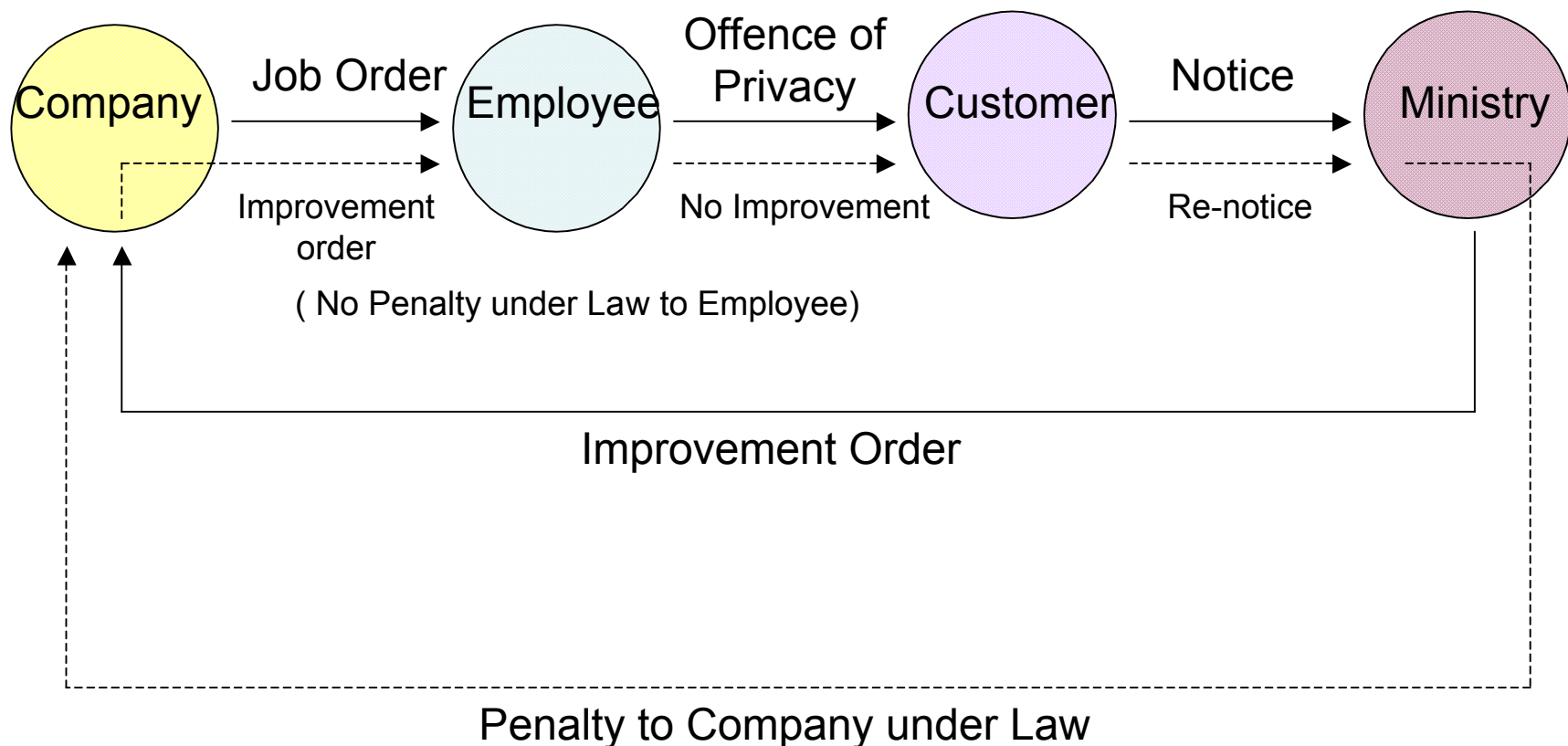
Name lists are openly sold at the bookshop.

Recent Information Leakage Incidents in International Japanese Company

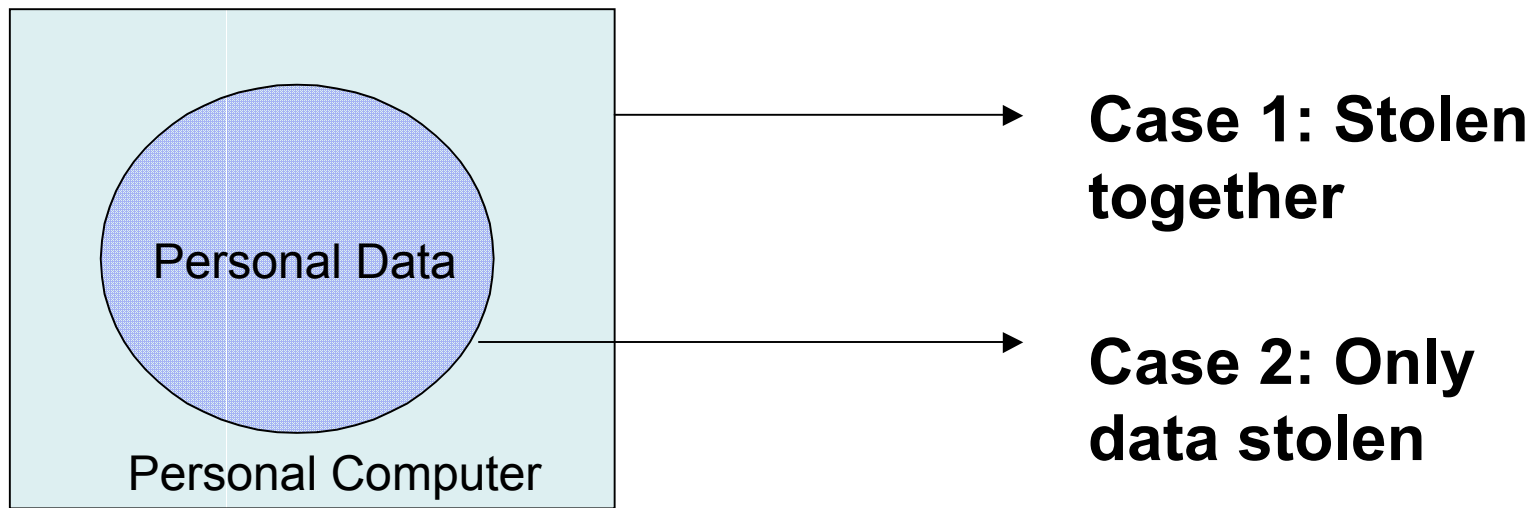
- (In Korea) - During an SI proposal phase, a contractor leaked a customer's information to the media
- (In Italy) - A bag was snatched on a train just before the train stopped (The laptop was encrypted in this case)
- (In China) - While having breakfast at a hotel, an employee's room was burglarized and a laptop stolen (in this case, not encrypted)
- (In Canada) - A car was broken into in a restaurant parking lot and a laptop was stolen (in this case, encrypted)
- (In the US) - A bag containing a laptop was stolen during a baggage check at the airport (in this case, encrypted)

Complicated and Time-consuming improvement and redress mechanism

---Japanese Law Case---

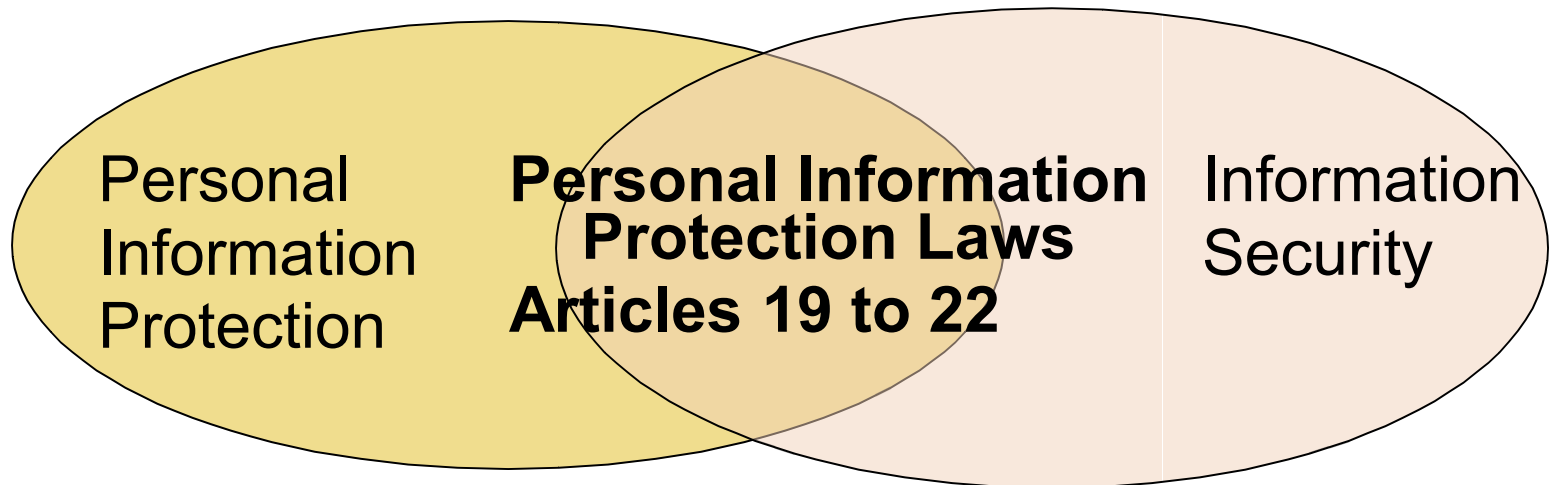


Is it Criminal in your country?



Law and Self Regulation

---Japanese case



JIS Q 15001*

P-Mark System

BS7799

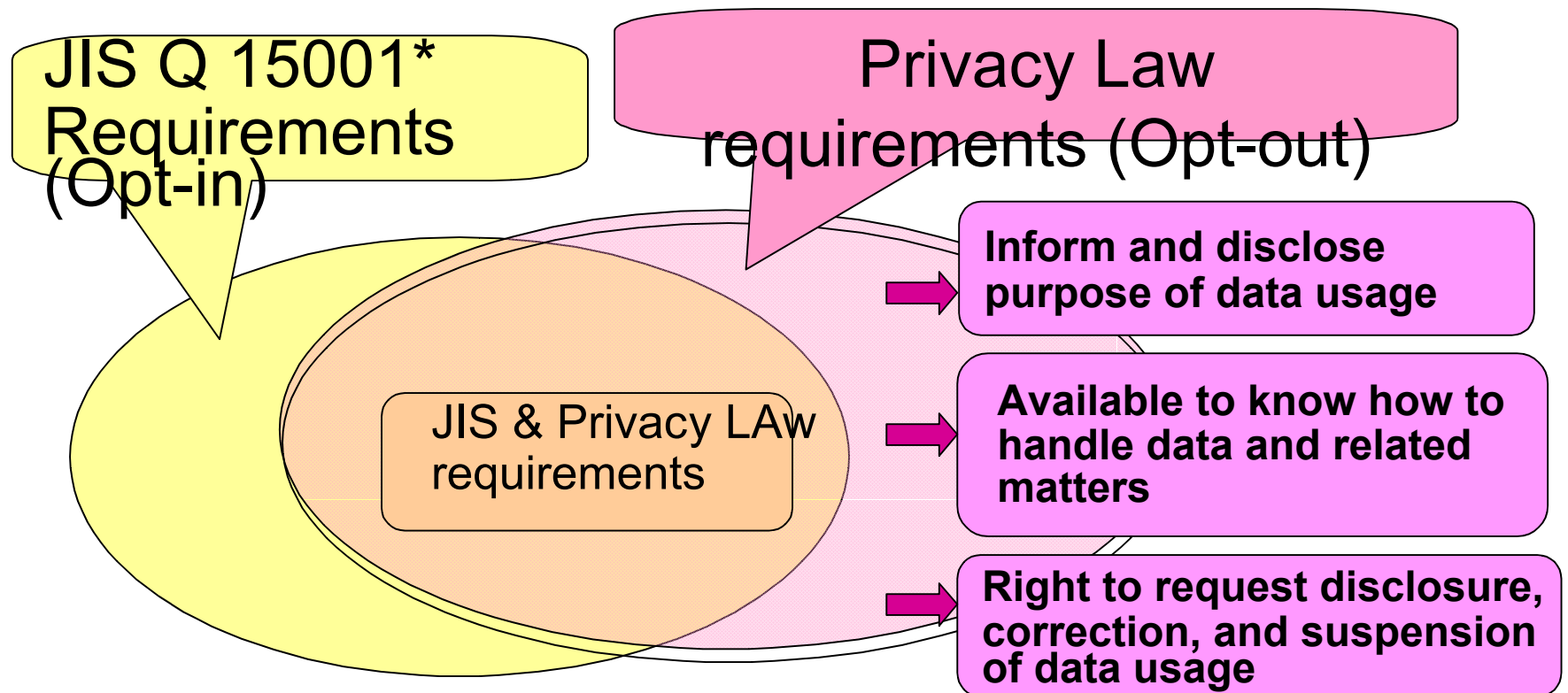
(ISO/IEC17799, JISX5080)

ISMS** Certification System (JIPDEC)

*Japan Industrial Standard Q 15001
**Information Security Management Standard

Privacy Mark and the Privacy Law

---Japanese case

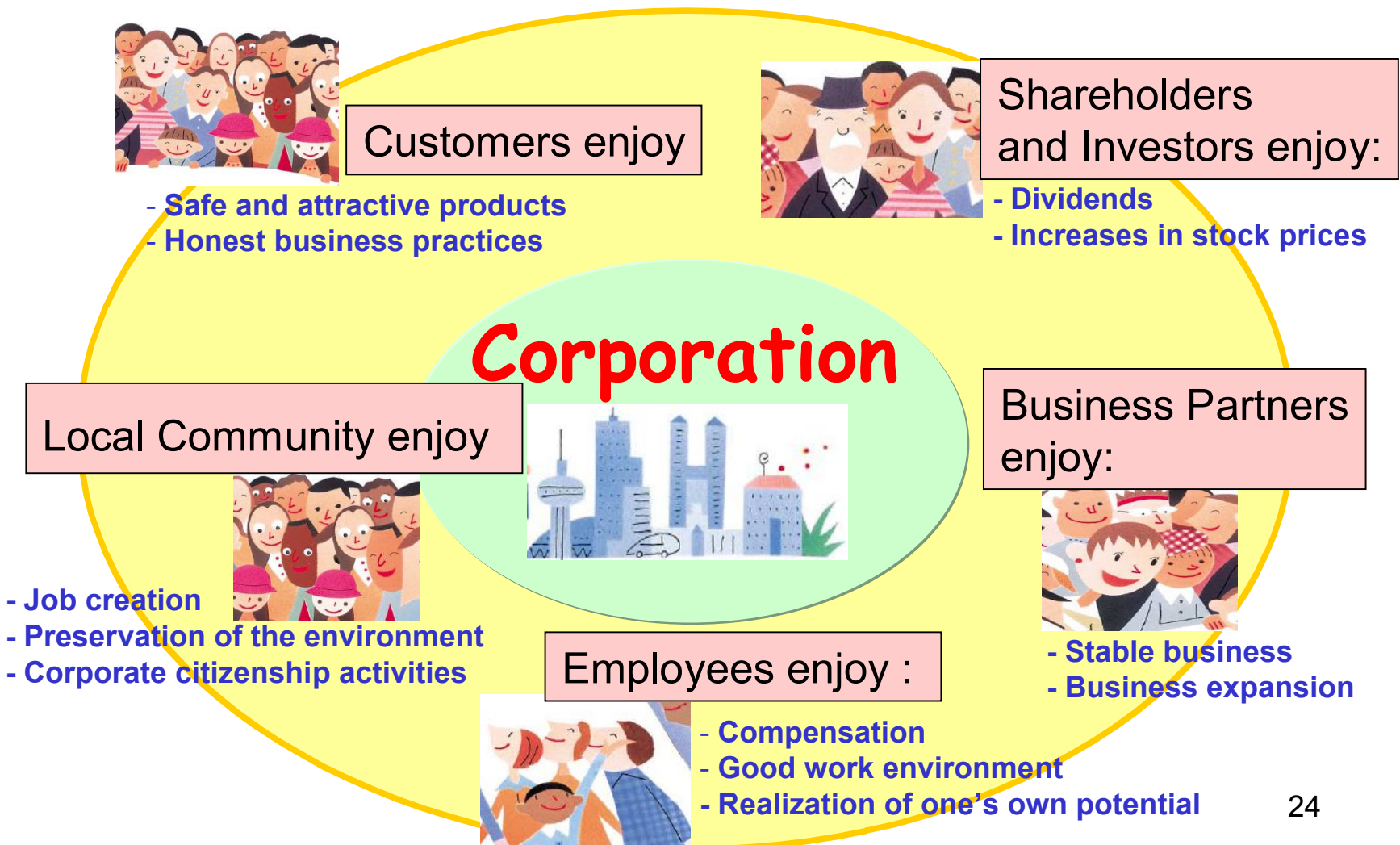


P-Mark given : 1,195 (as of April, 2005)

Necessary Measures for a Company

	Measure Examples
Organization	<ul style="list-style-type: none"> ■ Multi-leveling: company & division levels ■ Secretariat covering all divisions ■ Appointment of Promoter in each division
Definition of Personal Information	<ul style="list-style-type: none"> ■ Registration of all personal information on the Personal Information Management System
Training Program	<ul style="list-style-type: none"> ■ Training for those who handle personal information (web based and textbooks)
Internal rules, Implementation	<ul style="list-style-type: none"> ■ Internal rules of Security Management Standards applied to all divisions ■ Specification of the management levels for personal information
Self-check, Audit	<ul style="list-style-type: none"> ■ Thorough internal audits ■ Self-checks on the web

Whole Cooperation is Necessary for the better future under governmental leadership



GBDe Welcomes You to Join

- Company Commitment necessary to be a Regular Member
-USD30K Annual Dues for Large and USD5K for Small Company
- Not only a Privacy Company but also an organization can join.
- Easier Commitment (interested area only) and Lighter Dues to be a WG Member
- Attendant to Annual Summit, WG and Sherpa Meetings, Conversation with Governments and Liaison with International Fora are possible.
- Contact Point: Ross Burrell (secretariat@gbde.org)
- More Information : <http://www.gbde.org>

Thank you very much!
for the detail, please visit
www.gbde.org

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(but please do not spam or phish me !)