

# Facebook's Roundtables on the Future of the Data Driven Economy

22 March 2016

## How to manage personal data in a globally connected and data-driven economy?

Stephen Kai-yi Wong

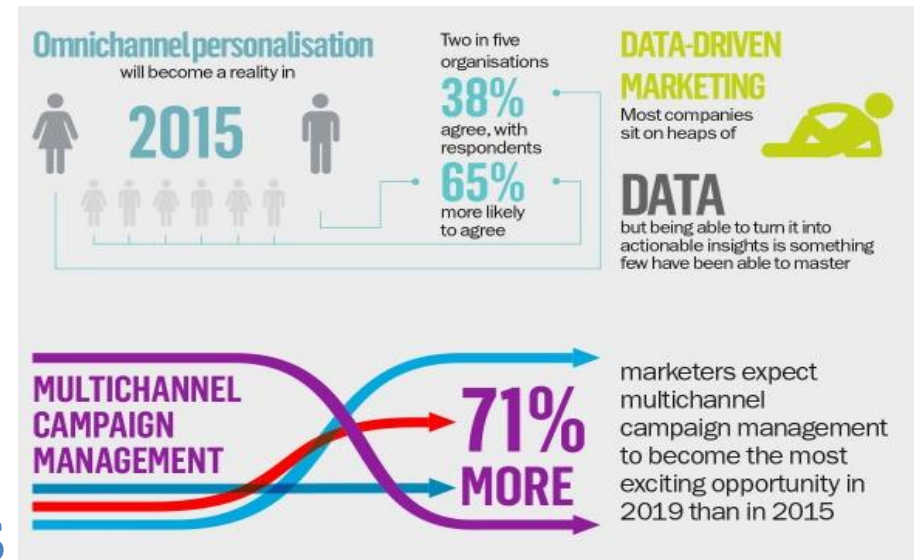
Privacy Commissioner for Personal Data, Hong Kong



# Data Driven Marketing Trend – A Major Economic Activities

## Advancement of technology:

- faster computers and networks
- cheaper storage
- more online activities



Contributed to the growth of data-drive  
marketing industry

# The Ad-funded Internet

Is the use of customers' personal data in the ad-funded 'free' Internet part of the package?



# Customers' Expectation - Octopus Incident

Stored-value  
payment card



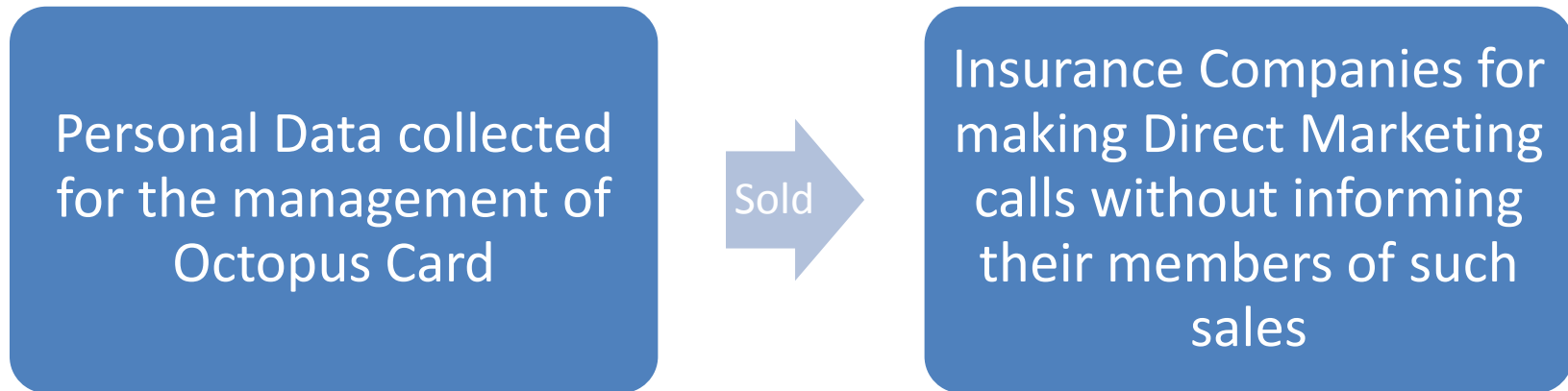
Payment for public transport  
underground/train/bus/ferry

Corner shops, supermarkets,  
fast-food stores

On and off street parking

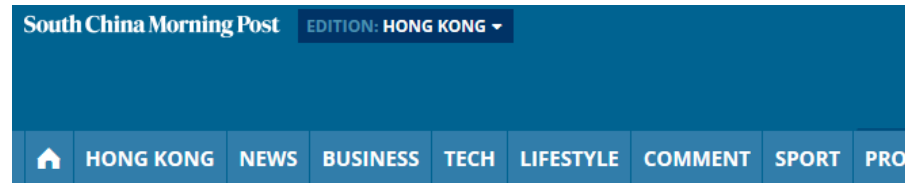
Access to residential and commercial  
building

# Octopus Incident 2010



# Octopus Incident 2010

Profiteering from personal data by Octopus fell short of customers' expectation – CEO resigned and Chairman stepped down



Octopus sold personal data of customers for HK\$44m

Phyllis Tsang and Ng Kang-chi

## THE WALL STREET JOURNAL.

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### Octopus CEO Resigns Over Data Sale



Thursday, Mar 10, 2016

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### Octopus chairman to step down in Dec

By Michelle Fei (HK Edition)  
Updated: 2010-10-20 06:57

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香港個人資料私隱專員公署  
Privacy Commissioner  
for Personal Data, Hong Kong

保障、尊重個人資料  
Protect, Respect Personal Data

PCPD.org.hk

# Customs are More Aware of the Trust Issue

2014 Opinion survey  
on consumers  
highlighted the  
importance of earning  
trust from consumers



# The Possibly Discriminatory Effect of Data Analytics

FTC reports highlighted the discriminatory and exclusion risks of big data analytics



The screenshot shows the top navigation bar of the Federal Trade Commission website. The header includes the FTC logo, the text "FEDERAL TRADE COMMISSION" and "PROTECTING AMERICA'S CONSUMERS", and links for "Contact" and "Stay Connected". Below the header is a menu with categories: "ABOUT THE FTC", "NEWS & EVENTS", "ENFORCEMENT", "POLICY", and "TIPS & ADVICE". The main content area displays a breadcrumb trail: "News & Events » Press Releases » FTC Report Provides Recommendations to Business on Growing Use of Big Data". The headline of the press release is "FTC Report Provides Recommendations to Business on Growing Use of Big Data". Below the headline is a sub-headline: "Report Notes Ways to Avoid Discriminatory Data Use, Highlights Benefits & Risks of Big Data for American Consumers". A blue box with white text says "FOR RELEASE". The date is "January 6, 2016". The tags are "Technology | Bureau of Consumer Protection | Consumer Protection | Privacy and Security | Consumer Privacy". The first paragraph of the report text reads: "A new report from the Federal Trade Commission outlines a number of questions for businesses to consider to help ensure that their use of big data analytics, while producing many benefits for consumers, avoids outcomes that may be exclusionary or discriminatory."





# It Can be Creepy that You Know Your Customers Better Than They Do

Target broke the news of pregnancy to the father of a teenager before she was ready to do so

## What's Even Creepier Than Target Guessing That You're Pregnant?

By Jordan Ellenberg



It can be spooky to contemplate living in a world where Google and Facebook and even Target know more about you than your parents do.



# The 37<sup>th</sup> International Conference on Privacy Bridge Building



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# Bridge 2 – User Control

Companies need to offer innovative solutions (which they are good at) to provide meaningful user controls



37<sup>TH</sup> International  
Privacy Conference  
Amsterdam 2015

PRIVACY BRIDGES

## BRIDGE 2

### USER CONTROLS

Users around the world struggle for control over their personal information. This bridge brings technology companies, privacy regulators, industry organizations, privacy scholars, civil society groups and technical standards bodies to come together to develop easy-to-use mechanisms for expressing individual decisions regarding user choice and consent. The outcome should be a set of technology, developed in an open standards-setting process, combined with clear regulatory guidance from both EU and US regulators resulting in enhanced user control over how their information is collected and used.

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# Bridge 3 – Transparency

User-friendly form of transparency a necessary condition of meaningful user controls



37<sup>TH</sup> International Privacy Conference Amsterdam 2015



## BRIDGE 3

### NEW APPROACHES TO TRANSPARENCY

This bridge recommends that the Article 29 WP and the FTC rely on the MOU to coordinate their recommendations on privacy notices and then jointly enter a standardization process. By pooling the insights that they gained from earlier standardization efforts, and drawing on lessons learned by other industries (e.g. nutrition labeling), they can develop more definitive guidance on transparency to achieve a necessary condition for the user controls described in Bridge 2.

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# Bridge 8 – Accountability

A way to demonstrate  
commitment to fair  
information and  
privacy management  
practices



## BRIDGE 8

### **ACCOUNTABILITY**

Both EU and US regulators have accepted the idea of organizational responsibility as a means to assure data protection and for firms to satisfy domestic legal obligations. This document identifies the common elements of enforceable corporate accountability programs. The Article 29 WP and FTC harmonize their approaches while emphasizing the need for the private sector to develop more effective means for external verification and scaling of programs for use by small and medium enterprises. The hoped for outcome is an improved set of privacy processing practices that not only benefits individuals but also offers companies a clear set of compliance guidelines for international operations.

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# Six Data Protection Principles (DPPs)

- ## 1 收集目的及方式 Collection Purpose & Means

資料使用者須以合法和公平的方式，收集他人的個人資料，其目的應直接與其職能或活動有關。

須以切实可行的方法告知資料當事人收集其個人資料的目的，以及資料可能會被轉移給哪類人士。

收集的資料是有實際需要的，而不超乎需要。

Personal data must be collected in a lawful and fair way, for a purpose directly related to a function/activity of the data user.

All practicable steps shall be taken to notify the data subjects of the purpose of data collection, and the classes of persons to whom the data may be transferred.

Data collected should be necessary but not excessive.
- ## 2 準確性儲存及保留 Accuracy & Retention

資料使用者須確保持有的個人資料準確無誤，資料的保留時間不應超過達成原來目的的實際所需。

Personal data is accurate and is not kept for a period longer than is necessary to fulfill the purpose for which it is used.
- ## 3 使用 Use

個人資料只限用於收集時透明的目的或直接相關的目的，除非得到資料當事人自願和明確的同意。

Personal data is used for the purpose for which the data is collected or for a directly related purpose, unless voluntary and explicit consent is obtained from the data subject.
- ## 4 保安措施 Security

資料使用者須採取切實可行的步驟，保障個人資料不會未經授權或意外地被查閱、處理、刪除、喪失或使用。

A data user needs to take practical steps to safeguard personal data from unauthorised or accidental access, processing, erasure, loss or use.
- ## 5 透明度 Openness

資料使用者須公開其處理個人資料的政策和行事方式，交代其持有的個人資料類別和用途。

A data user must make known to the public its personal data policies and practices, types of personal data it holds and how the data is used.
- ## 6 查閱及更正 Data Access & Correction

資料當事人有權要求查閱其個人資料；若發現有關個人資料不準確，有權要求更正。

A data subject must be given access to his personal data and to make corrections where the data is inaccurate.



спасибо  
 danke 謝謝  
 ngiyabonga  
 teşekkür ederim  
 tapadh leat  
 dank je  
 gracias  
 mochchakkeram  
 bedankt  
 hvala  
 maururu  
 thank you  
 go raibh maith agat  
 dziekuje  
 sagolun  
 sukriya  
 kop khun krap  
 arigatō  
 takk  
 dakujem  
 merси  
 obrigado  
 terima kasih  
 감사합니다  
 grazie  
 ευχαριστώ  
 merci

