

International Conference on
BIG DATA
from a **Privacy** Perspective

10 June 2015
Hong Kong

Regal Hongkong Hotel



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

Welcome Message



It is my great pleasure to welcome you to the International Conference on Big Data from a Privacy Perspective.

Digitisation and other advances in technology have led to the phenomenon of “big data”. Vast quantities of data are gathered, stored, linked and analysed with phenomenal ease and efficiency, thus generating immense economic and social benefits. But there can be profound ramifications for privacy. For example, big data analytics is more concerned with correlations in discovering patterns and identifying trends than establishing exact causalities. It can therefore wrongfully label individuals, stigmatise protected classes, and perpetuate societal prejudices and discrimination.

To confront these challenges, organisations engaged in the use of big data to enrich the quality of life and enhance business success must have due regard to consumer privacy and data protection. They should consider privacy not an impediment to innovation and progress but, rather, a competitive differentiator that wins customer trust and loyalty.

I would like to thank our international panel of distinguished speakers. They comprise regulators, academics and privacy professionals from think tanks and multi-national corporations. They will address various issues related to the use of big data, covering legislative controls as well as innovative approaches based on risk benefit analysis and ethical information governance.

It is my hope that today’s event will provide you with tools and ideas to go back to your own organisations and find ways in which to adopt a privacy-assuring strategy to ICT applications and in particular, big data analytics.

Allan CHIANG
Privacy Commissioner for Personal Data, Hong Kong

Message from the Guest of Honour



Over the past 20+ years, Internet and digital technologies have changed our lives significantly. First and foremost, Internet has created a more level playing field for the business sector. The ubiquitous connectivity to Internet has also made us smarter, more efficient and innovative. We have also seen our lifestyle and traditional business models changed by the free access to a wealth of updated information and data, the disruptive changes from the mobile apps platform, and the crowd-sourced creativity from social media. Yet, these technological advances also put us in the gray areas of humanity, challenging our ethical and moral boundaries. For example, the complex morality issue in stem cell cloning has become a big debate. As we enter the Age of Big Data with powerful social media platforms, we also face the challenging issue on privacy and data protection, which could lead to misperception, prejudice and discrimination.

Welcome to the 2015 International Conference on Big Data from a Privacy Perspective! This Conference represents a timely and serious attempt to address a big and potential controversial issue in Big Data. As we move forward in a rapidly evolving technological world, we must take a pause to look at the more human related issues. This is to ensure that the deployed and adopted technology will not only do well but also do good, by creating both economic and social benefits.

I hope all of the Conference participants will find the presentations and discussions relevant, useful and insightful. You will then share the learnings and ideas with others around you, so that we can all work together to make the Big Data Age a truly valuable experience for the society and mankind.

The Honourable Nicholas W. YANG
Advisor to the Chief Executive on Innovation and Technology and
Non-official Member of the Executive Council,
Hong Kong SAR Government

Conference Programme

Moderator: **Mrs Bojana BELLAMY**, President, Centre for Information Policy Leadership, Hunton & Williams, UK

Time	Programme
09:00 – 09:15	Welcome Address Mr Allan CHIANG, SBS Privacy Commissioner for Personal Data, Office of the Privacy Commissioner for Personal Data, Hong Kong
09:15 – 09:25	Opening Speech by Guest of Honour The Honourable Nicholas W. YANG Advisor to the Chief Executive on Innovation and Technology, and Non-official Member of the Executive Council, Hong Kong SAR Government
09:25 – 09:50	Protecting Privacy in the Era of Big Data Ms Edith RAMIREZ Chairwoman of the Federal Trade Commission, US
09:50 – 10:15	Big Data and Privacy: a Regulator's Perspective Mr Timothy PILGRIM, PSM Privacy Commissioner, Office of the Australian Information Commissioner, Australia
10:15 – 10:40	Accountability 1.0 – Necessary But Not Sufficient Mr Peter CULLEN Executive Strategist for Policy Innovation, The Information Accountability Foundation, US
10:40 – 11:00	Coffee/Tea Break
11:00 – 11:25	Big Data and the Future of Data Protection Professor Fred CATE Distinguished Professor and C. Ben Dutton Professor of Law, Senior Fellow of the Center for Applied Cybersecurity Research, and Director of the Center for Law, Ethics and Applied Research in Health Information, Indiana University Maurer School of Law, US
11:25 – 12:35	Panel Discussion: Big Data and Emerging Best Practices for a Win-Win Situation: Protect Privacy and Enable Benefits from Data Driven Economy Panel Chairperson: Mrs Bojana BELLAMY , President, Centre for Information Policy Leadership, Hunton & Williams, UK Panel Speakers: Mr Peter FLEISCHER , Global Privacy Counsel, Google, France Ms Kimberly GRAY , Chief Privacy Officer, Global, IMS Health, US Ms Christina PETERS , Chief Privacy Officer, IBM Corporation, US
12:35 – 13:00	Open Forum (joined by Privacy Commissioner for Personal Data, Hong Kong Mr Allan CHIANG and all speakers)

09:00 – 09:15

Welcome Address

Allan CHIANG, SBS

Privacy Commissioner for Personal Data,
Office of the Privacy Commissioner for Personal Data, Hong Kong

09:15 – 09:25

Opening Speech by Guest of Honour

The Honourable Nicholas W. YANG

Advisor to the Chief Executive on Innovation and Technology, and
Non-official Member of the Executive Council, Hong Kong SAR Government

Moderator

Bojana BELLAMY

President
Centre for Information Policy Leadership, Hunton & Williams, UK

Bojana Bellamy is the President of Hunton & Williams LLP's Centre for Information Policy Leadership, a preeminent global information policy think tank located in Washington, DC and London. Bojana brings more than 20 years of experience and deep knowledge of global data privacy and cybersecurity law, compliance and policy. She has a proven industry record in designing strategy, and building and managing data privacy compliance programmes. Bojana was recently elected to participate in a new transatlantic initiative, the "Privacy Bridge Project," that seeks to develop practical solutions to bridge the gap between European and US privacy regimes. She joins a distinguished group of approximately 20 privacy experts from the EU and US.

Prior to joining Hunton & Williams, Bojana served for 12 years as the Global Director of Data Privacy at Accenture. In this position, she built and managed a global data privacy team and was responsible for Accenture's data privacy strategy and compliance programmes worldwide, with respect to internal operations, and the company's technology, outsourcing and consulting services. Prior to joining Accenture, Bojana was a Principal Consultant with Privacy Laws & Business on data protection consulting and auditing projects for private and public sector clients in the UK and abroad.

Bojana was a Board member of the International Association of Privacy Professionals from 2008-2013, and was elected Chair from 2011-2012. She sits on the Advisory Board of the International Data Privacy Law Journal, participates in many industry groups, and is a regular speaker at international privacy and data security conferences.

Bojana received her LLM in European Union Law from the European University Institute, a Diploma of Advanced European Legal Studies, European Union Law, from the College of Europe, and a LLM in International Law and JD from the University of Belgrade.



09:25 – 09:50

“Protecting Privacy in the Era of Big Data”

We have heard a great deal about the promise of big data. The ability to collect, store, and analyse vast quantities of data has the potential to bring about transformative changes in the way we live, work, and engage in the marketplace. And that potential may indeed be great. But so too are the potential challenges. In particular, the staggering increase in the amount of data that consumers generate, fuelled by the adoption of connected and mobile devices, increases both the volume and sensitivity of those data sets. Our shared challenge is to maximise the potential of big data in a way that also protects the privacy of consumers around the world.

To reap the benefits of big data, we must address the risks it may pose to consumers. These risks include ubiquitous data collection, the potential for unauthorised sharing and unexpected uses, heightened security risks, and the potential for discrimination, among others. In her address, Edith Ramirez will discuss these and related concerns and also offer potential solutions to address them.

Edith RAMIREZ

Chairwoman
Federal Trade Commission, US

Edith Ramirez was sworn in as a Commissioner of the Federal Trade Commission (FTC) in April 2010 and became Chairwoman of the FTC in March 2013. At the FTC, Edith has focused on promoting competition and innovation in the technology and healthcare sectors, protecting consumers from deceptive and unfair practices, and safeguarding consumer privacy. Before joining the FTC, Edith was a partner in the Los Angeles office of Quinn Emanuel Urquhart & Sullivan, LLP, where she litigated complex business disputes, including intellectual property, antitrust, unfair competition, and advertising matters. She is a graduate of Harvard Law School, where she was an editor of the *Harvard Law Review*, and Harvard College.





Speaker



09:50 – 10:15

“Big Data and Privacy: a Regulator’s Perspective”

With the emergence of big data, has privacy been outpaced? Or does the privacy framework continue to be relevant and appropriate? Timothy Pilgrim shares his perspective on big data and privacy including the need for an innovative approach to notice and consent. Regulators are looking to see privacy as part of the business plan in this big data world. Because big data is big business.

Timothy PILGRIM, PSM

Privacy Commissioner
Office of the Australian Information Commissioner,
Australia

Timothy Pilgrim was appointed Privacy Commissioner of the Office of the Australian Information Commissioner on 19 July 2010 after being Deputy Privacy Commissioner since February 1998. Prior to that he held senior management positions in a range of Australian Government agencies, including the Small Business Programme within the Australian Taxation Office and the Child Support Agency.

Timothy has made a significant contribution to the field of privacy in Australia. His achievements include involvement in developing the private sector provisions of the Privacy Act 1988 (Cth), and he also played a key role in implementing the private sector provisions, which took effect on 21 December 2001. More recently, Timothy has participated in the Australian Law Reform Commission inquiry into Australian privacy laws and practice, and continues to work on privacy law reform.

Timothy has worked at the international level to ensure that Australia is equipped to deal with global privacy challenges.

Timothy was awarded a Public Service Medal in the 2015 Australia Day Honours List for ‘outstanding public service in the development and implementation of major reforms to the Privacy Act 1988’.

10:15 – 10:40

“Accountability 1.0 – Necessary But Not Sufficient”

What does it take, in a world of big data and growing organisation information use to demonstrate responsible information governance? There are current expectations of regulators and customers, yet as more and more information is used, there are increasing expectations that information be used ethically and fairly while achieving value based innovation. Organisations will need to adopt and be able to demonstrate new, more evolved approaches to information governance to achieve the right balance.

Peter CULLEN

Executive Strategist for Policy Innovation
The Information Accountability Foundation, US

Peter Cullen provides strategic leadership to organisations, helping them leverage big data information use to achieve business value and differentiation, as well as advance their reputation and image. He is a globally minded executive leader, experienced in financial services and technology sectors and an internationally recognised professional in development of information public policy frameworks and organisation governance, risk and compliance systems. He brings over two decades of expertise in corporate governance, privacy and risk management as well as extensive background in building sound organisational practices.

Peter is currently the Executive Strategist for Policy Innovation at The Information Accountability Foundation. He leads the Foundation’s project on the Holistic Governance Policy Model, which examines public policy/governance mechanisms to achieve more effective data use and protection.

Prior roles include GM Trustworthy Computing and Chief Privacy Strategist at Microsoft Corp., where he led the development and implementation of programmes that bolstered the trustworthiness of Microsoft® products, services, processes and systems worldwide.





Fred CATE

Distinguished Professor and C. Ben Dutton Professor of Law, Senior Fellow of the Center for Applied Cybersecurity Research, and Director of the Center for Law, Ethics and Applied Research in Health Information, Indiana University Maurer School of Law, US

11:00 – 11:25

“Big Data and the Future of Data Protection”

Big data creates a variety of opportunities and challenges, some of the most significant of which affect the tools we use to protect privacy today. Anonymisation, notice, consent, access, and oversight are just a few of the common data protection measures challenged by the volume, variety, and velocity of data flows in the 21st century. In this session we consider the future of data protection law and practice and the practical steps government and industry can take to keep up in a world of big data.

Fred Cate is a Distinguished Professor and C. Ben Dutton Professor of Law at the Indiana University Maurer School of Law, and a senior policy advisor to the Centre for Information Policy Leadership at Hunton & Williams LLP. Fred has testified before numerous congressional committees and speaks frequently before professional, industry, and government groups. He is the author of more than 150 articles and books and is one of the founding editors of the Oxford University Press journal, *International Data Privacy Law*. He is a member of the U.S. National Academy of Science’s Forum on Cyber Resilience, the U.S. Department of Homeland Security’s Data Privacy and Integrity Committee Cybersecurity Subcommittee, the National Security Agency’s Privacy and Civil Liberties Panel, the OECD’s Panel of Experts on Health Information Infrastructure, Intel’s Privacy and Security External Advisory Board, the Board of Directors of The Privacy Projects, the Board of Directors of the International Foundation for Online Responsibility, and the Advisory Board of BNA’s Privacy & Security Law Report. He is a member of the American Law Institute, a fellow of the American Bar Foundation, and past president and a fellow of Phi Beta Kappa, and has appeared in *Computerworld*’s listing of Best Privacy Advisers.



11:25 – 12:35

Panel Discussion:
“Big Data and Emerging Best Practices for a Win-Win Situation: Protect Privacy and Enable Benefits from Data Driven Economy”

As the governments and private sector realise the potential and driving force of big data and analytics for societal and economic growth, debates about privacy and security in the world of big data persist. Some challenge the applicability of privacy principles in the new information age of big data and the Internet of Things and some call for additional rules and tools to be applied to big data. At the same time, privacy regulators and law makers insist that privacy principles remain relevant and valid, expecting organisations not only to apply them, but also to go beyond legal compliance. Some organisations are starting to consider proactively current implications and the future of responsible big data. The emerging organisational best practices aim to enable data driven products and services and reap the benefits of big data, while protecting individuals' privacy and trust.

Panel Chairperson

Bojana BELLAMY

President
Centre for Information Policy Leadership
Hunton & Williams, UK

Panel Speakers

Peter FLEISCHER

Global Privacy Counsel
Google, France

Peter Fleischer has worked as Google's Global Privacy Counsel since 2006.

Based in Europe, Peter is Google's longest serving privacy leader. He counsels Google teams on how to design privacy sensitive and legally compliant products. Peter has designed many of Google's privacy compliance programmes. He has met with thousands of privacy officials and leaders worldwide. Peter has managed scores of regulatory actions around the world, and appeared before some of the world's highest courts.

Prior to joining Google, Peter worked for 10 years at Microsoft, as EMEA privacy leader and Director of Regulatory Compliance.

Peter is a graduate of Harvard College and Harvard Law School. He is an elite swimmer.



Panel Speakers

Kimberly GRAY

Chief Privacy Officer, Global
IMS Health, US

Kimberly Gray is global chief privacy officer of IMS Health, the world's leading provider of market intelligence to the pharmaceutical and healthcare industries. She is responsible for the development, oversight and promotion of IMS Health's comprehensive privacy, data protection and data management programme, which includes policy development, communications and strategic direction for the company.

An attorney who has worked in both private practice and corporate settings, Kimberly has co-chaired the health care law committee and has served as a delegate of the Pennsylvania Bar Association. She has served as an adjunct professor at the Dickinson School of Law of the Pennsylvania State University and in the master's programme of Shippensburg University.

Kimberly serves on the Future of Privacy Forum, the Ponemon Institute's RIM Council, the Centre for Information Policy Leadership (CIPL), the Ethics Committee of the European Pharmaceutical Market Research Association (EphMRA), the Confidentiality Coalition of the Healthcare Leadership Council and the Executive Council of HITRUST. She has served on the Board of Directors of the International Association of Privacy Professionals (IAPP) and continues to be actively involved with IAPP, especially in its educational and networking programmes.

Kimberly holds a Juris Doctor from The Dickinson School of Law of the Pennsylvania State University. She lectures frequently on privacy and information security issues.



Christina PETERS

Chief Privacy Officer
IBM Corporation, US

Christina Peters is Chief Privacy Officer at IBM, where she is responsible for information policy and practices affecting over 400,000 employees and thousands of clients. She leads a global team of legal, data protection and technical professionals at IBM who address privacy and data security in the leadership manner expected of this global brand. She also leads IBM's global engagement in public policy and industry initiatives on data security and privacy, and serves on the advisory board of the Future of Privacy Forum and on the Research Advisory Board of the International Association of Privacy Professionals (IAPP).

As a practicing attorney at IBM since 1996 (first in Germany, later in the US), Christina has handled a wide range of complex transactional, policy, compliance, litigation, and cybersecurity matters in the United States and internationally.

Christina was educated at Dartmouth College (summa cum laude) and Harvard Law School (magna cum laude), where she was an Executive Editor of the Harvard Law Review. After a D.C. Circuit clerkship, Christina worked at a large Washington, D.C. law firm. Prior to joining IBM, she was a Robert Bosch Fellow in Germany, where she worked at the Federal Cartel Authority and Deutsche Telekom. She speaks German and French in addition to her native English. She is an IAPP Certified Information Privacy Professional, and has been admitted to the bars of New York, Pennsylvania (corporate counsel), Virginia and the District of Columbia.



12:35 – 13:00

Open Forum

Joined by Privacy Commissioner for Personal Data, Hong Kong
Mr Allan CHIANG and all speakers.

Moderated by Mrs Bojana BELLAMY, President, Centre for Information
Policy Leadership at Hunton & Williams.

Acknowledgements

The Office of the Privacy Commissioner for Personal Data, Hong Kong greatly appreciates the generous contribution of all the speakers and moderator of the Conference.

Presentation materials are available at <https://www.pcpd.org.hk/privacyconference2015> subject to speaker approval.



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