FORBRUGERRÅDET

TÆNK

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Mutation of privacy

Camilla Hersom

President

The Danish Consumer Council

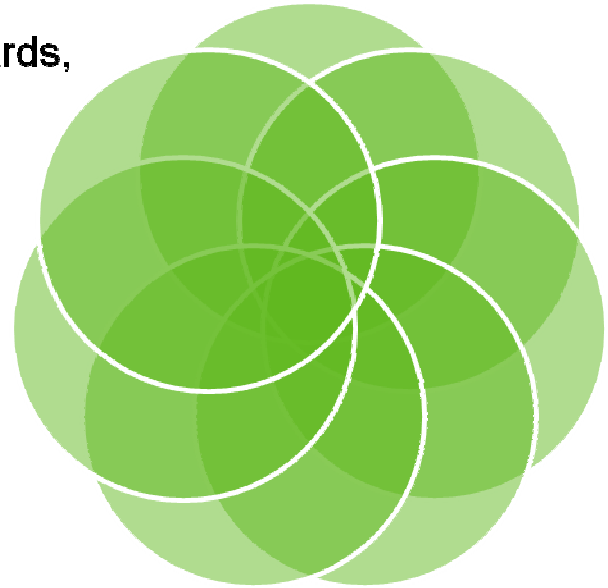
FORBRUGERRÅDET

Our purpose

To work for consumer rights

To represent consumers on boards, committees, councils etc.

To publish Tænk



To influence legislators, authorities, industry

To test consumer products

We make change to the benefit of consumers

We have the attitudes!

Private	Public
FORBRUGERRÅDET Independent – since 1947	Ministries and agencies, e.g.: **Ministry of Economic and Business Affairs** Consumer Agency Competition Authority FSA … → Consumer Complaints Board → Consumer Ombudsman

FORBRUGERRÅDET

42 members in 30 countries

Privacy is one of our top priorities

We are represented on:

- IT Security Committee (Ministry of Science, Technology and Innovation)
- Council for IT Security and Personal Data Security
- Information and Communications Technology Council
- Data Council

The Consumer Council: ”Privacy - not only for the few”

- Background
- Problems
- Solutions

The technical situation today

- We welcome new products and services
- Social networks are very popular
- State provisions on the use of IT
- Many consumers are unconcerned

Technology changes our way of living

- The limits of privacy have changed
- Consumers have got used to providing private information
- Consequences have become less transparent

What is the problem?

- Unlimited technological possibilities – huge pressure on the utilization
- Privacy is something subjective
  - what you do today, you may not want tomorrow
- Inadequate legislation

Things do go wrong – specific examples

- An IT employee provides information about a patient
- RKI register on bad payers provides information on people over the phone
- Universities continue to publish students' personal identification numbers

Technology means fast spreading

- Databases can be pooled
- The Internet does not forget
- The consumer looses control

Solution models – here and now!

- PIA – analysis tool must be spread – need for follow-up
- Privacy by design – should not be voluntary
- Guidelines on implementation of new technology
  - Requirements for biometric solutions
  - Ban on personal identification numbers in private registers
  - Requirements on possibility of pseudonymisation
  - Data protection of minors
  - Privacy in data collection and targeted marketing
  - Etc....

EU requirements – but follow-up in Denmark!

- Code of Conduct on RFID (including PIA and PET)
- Rule interpretations on search engines and social networks
- Data protection directive needs update

Who follows up and ensures privacy in Denmark?

- The Data Protection Agency does not require privacy by design
- Where is the proactive Watch Dog which participates in the public debate?
- Who initiates a common dialogue with authorities, business and consumer organisations?
- Is the solution a Privacy Ombudsman?