



Privacy and Wireless

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Data Privacy in the Internet age,

12 mio people stopped buying over the net because of privacy concerns that relates to 12 bio \$ loss of revenue generated over e-commerce

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Privacy Fundamentalists, 25% in 1990, and the same in 2000.

Privacy Pragmatists, 55% in 1990, increasing to 63% in 2000.

Privacy-Unconcerned, 20% in 1990, dropping to 12% in 2000.


Westin Research

Trust in data privacy

Trust in handling data correctly in....	DE	UK	USA
Health insurance	71	73	74
Banks	69	76	77
Live insurances	40	49	62
mail order companies	42	42	46
Online companies	10	13	21



Current Public Policy issues

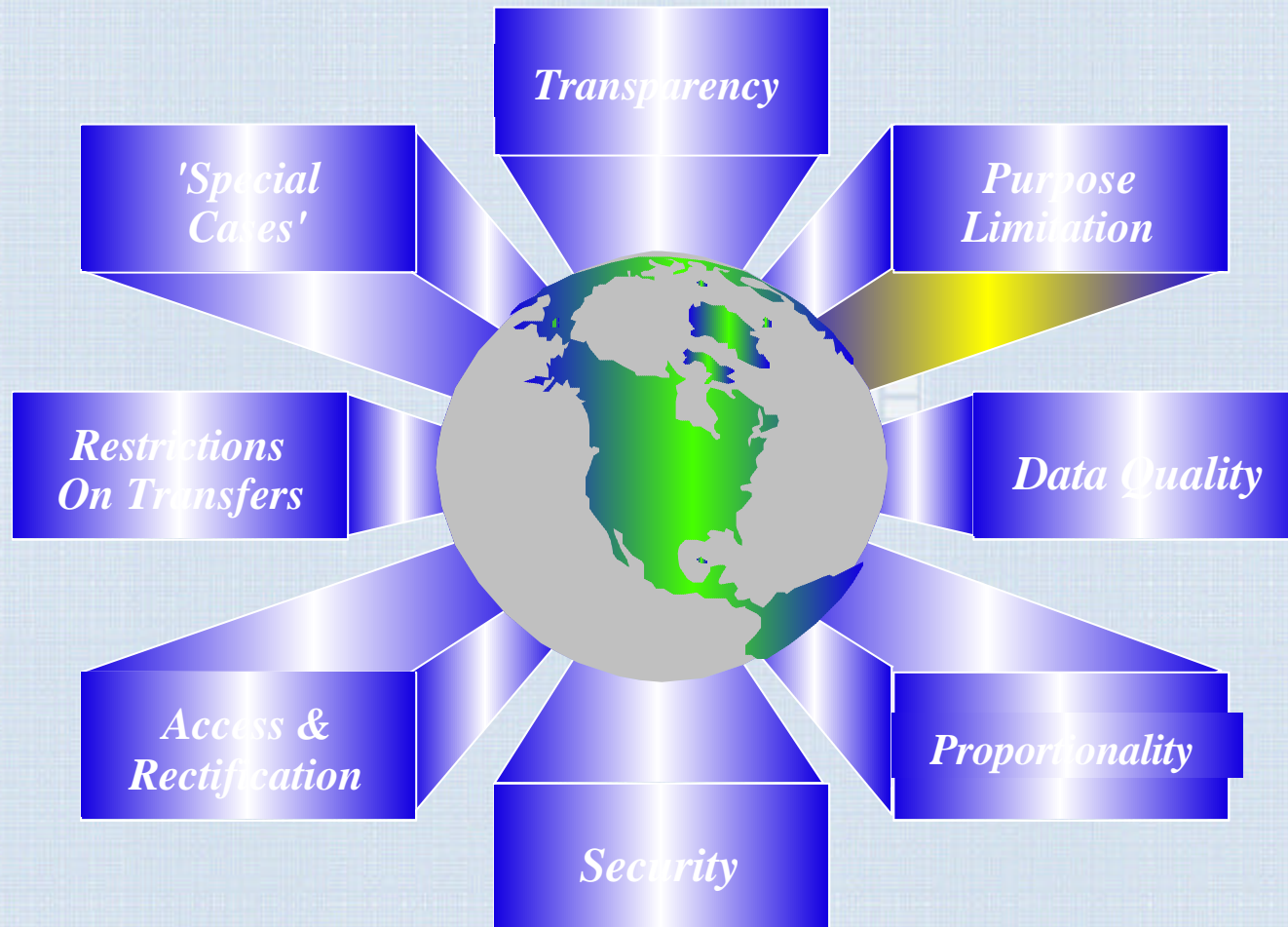
- transborder data flows
 - consent: opt-in/ opt-out
 - wireless technology
 - development of PETs and PITs technologies
 - retention of (traffic) data
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Basic Statement

- you can do security without privacy,
- but you cannot do privacy without security



OECD Data Privacy Principles





- Built-in privacy protection options
 - anonymizers for surfing, purchasing,
 - P3P editor
 - managing cookies
 - Identity management
 - policy compliance checker
 - water tight security firewalls
 - Tivoli privacy manager tool

IBM data privacy patents

- US6081793 - Secure Computer Moderated Voting
- US6061789 - secure anonymous Information Exchange
- US5931912 - Mining User Hypertext Object Usage
- CH920000009 - Secure Anonymous Proof of Electronic Receipts
- YOR919980144 - Remote Commerce with Anonymity
- YOR919990379 - Achieving Buyer-Seller Anonymity for Unsophisticated Users Via Intermediaries
- YOR919990379 - Achieving Buyer-Seller Anonymity for Unsophisticated Users Under Collusion Amongst Intermediaries
- CHQ919990009 - Anonymous investing Using Certified Anonymous Public Keys



Strategies for Privacy Success

- Prepare for technological change
- Create mutually beneficial relationships with customers
- Provide individuals with a sense of control over their information
- Create an organizational structure to support data compliance
- Leverage technology to enhance privacy protection
- Security audits

New Work: IBM Enterprise Privacy Architecture

- An architecture to help organizations leverage data for business purposes and also meet individual privacy expectations.
- Helps organizations build IT management systems and controls to integrate regulatory conditions into business processes.



little reminder

customers don't give
us their trust,
they only lend it to us,
if we don't justify it,
they take it back



