



Introducing IEEE Digital Privacy Model

Achieving Privacy Expectations in a Digital World

Why do we need a Digital Privacy Model?

Taking an Individuals' perspective

Data is the fuel for a digital ecosystem

- ❑ Modern technology facilitates the collection of vast amounts of data about an individual
- ❑ Data collection practices across all industries has exploded with new cloud computing tools
- ❑ Data about Individuals is the defacto 'product' that is monetized in different ways
- ❑ Individuals have limited visibility or understanding of the nature of data and meta-data they generate

Individuals around the world have differing views and expectations of privacy

- ❑ Technology and Privacy professionals need a simple mechanism to represent individuals' expectations of privacy
- ❑ Organizations of all types (enterprises and government agencies) need a common set of characteristics they can use to depict expectations of privacy
- ❑ Individuals' need an industry, and country agnostic way to express their expectations of privacy across various use cases

Expectations of Privacy

Six Characteristics

IEEE Digital Privacy Model (DPM)

Expectations of Privacy (EOP)

- ❑ The IEEE Digital Privacy Model(DPM) starts with creating a general representation of an individuals' expectations of privacy.
- ❑ Expectations of Privacy is represented by the following six characteristics:
 - Identities
 - Behaviors
 - Inferences
 - Transactions
 - Confidentiality & Integrity
 - Access & Observability



IEEE Digital Privacy Model (DPM)

Expectations of Privacy (EOP)

Confidentiality & Integrity plus
Access & Observability
of data/meta data about individuals'

Identities,
Behaviors,
Inferences, and
Transactions

forms the overall
Expectations of Privacy



EXPECTATIONS OF PRIVACY

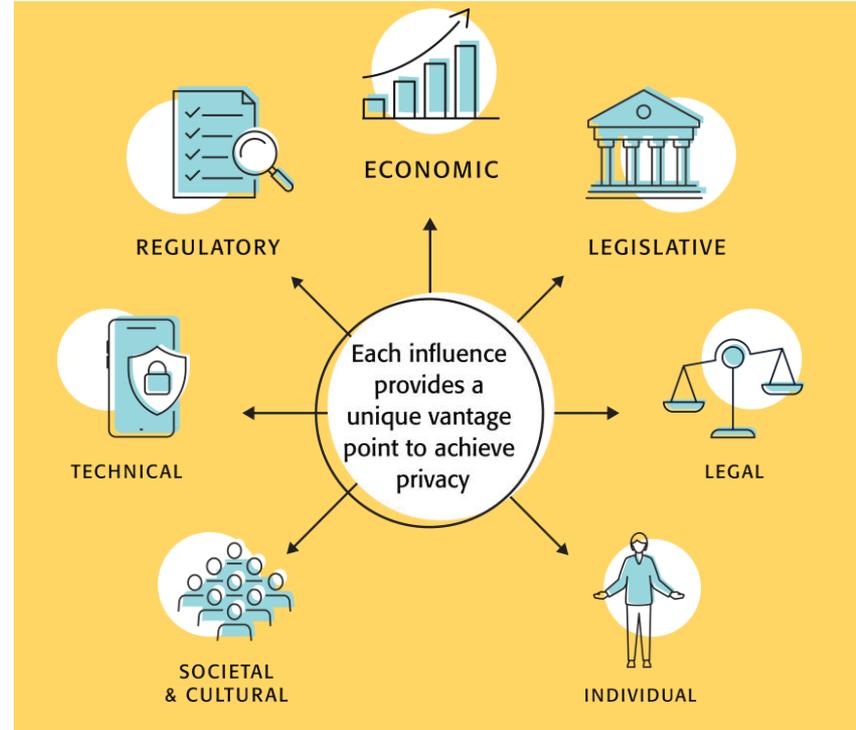
Influences on Privacy

Seven Influences

IEEE Digital Privacy Model (DPM)

Influences on Privacy (IOP)

- ❑ The IEEE Digital Privacy Model then identifies multiple influences that help shape the overall digital privacy infrastructure in any environment or region.
- ❑ Influences on Privacy are:
 - Technical
 - Regulatory
 - Economic
 - Legislative
 - Legal
 - Individual
 - Societal & Cultural

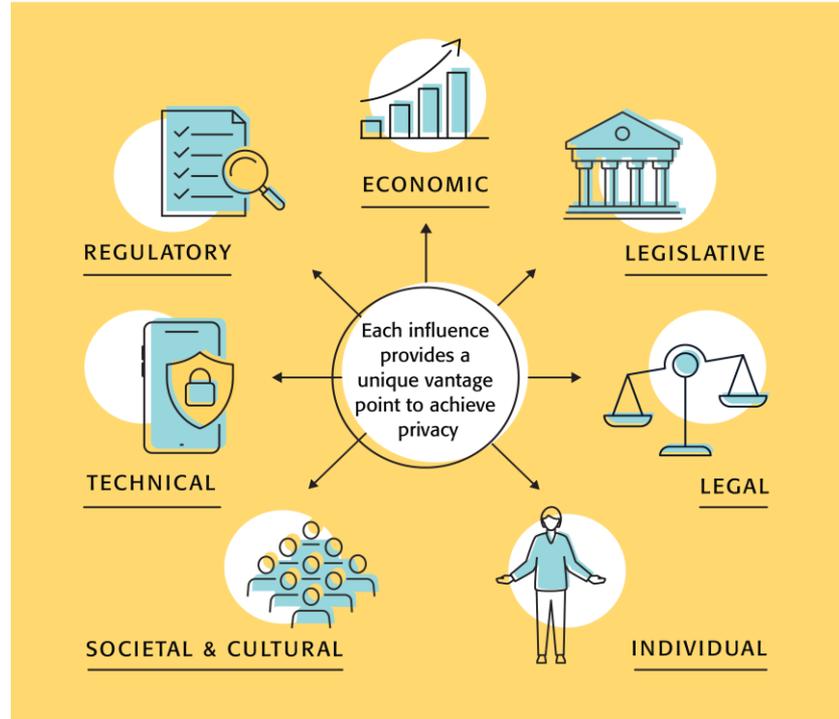


IEEE Digital Privacy Model (DPM)

Influences on Privacy (IOP)

Technical,
Regulatory,
Economic,
Legislative,
Legal,
Individual, and
Societal & Cultural

influences determine the overall
Expectations of Privacy
achievable in any Digital Ecosystem



INFLUENCES ON PRIVACY



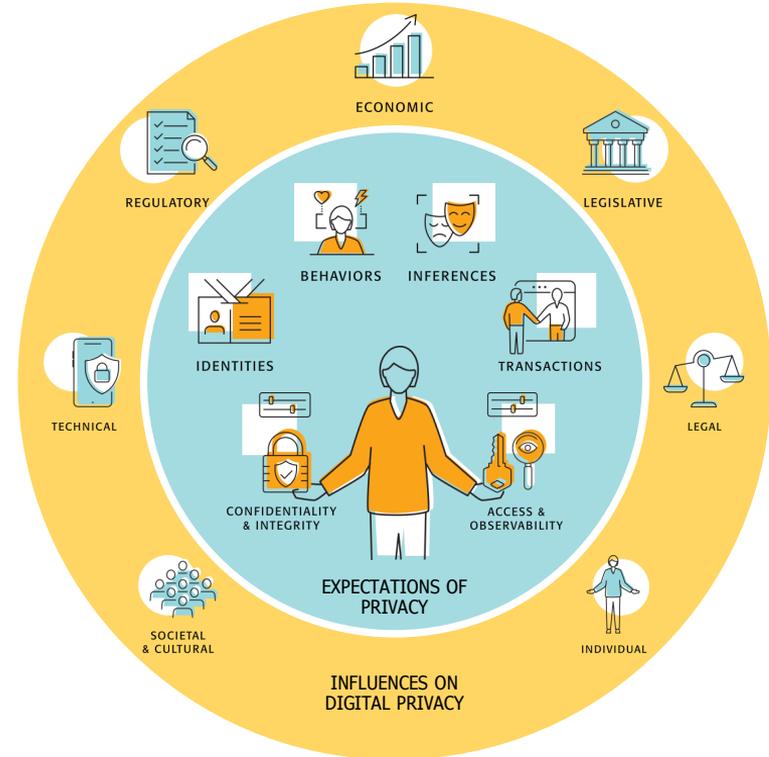
Digital Privacy Model

Holistic View of Digital Privacy from an Individuals' perspective

IEEE Digital Privacy Model (DPM)

IEEE-DPM

- ❑ The IEEE Digital Privacy Model brings both expectations of privacy and the influences on privacy together as shown.
- ❑ The DPM:
 - Brings attention to individuals' expectations of privacy
 - Allows organizations to get a holistic view of their privacy solution needs
 - Enables Technology and Privacy professionals to realistically achieve privacy from an individuals' perspective



Influences determine the overall **Expectations of Privacy** achievable in any Digital Ecosystem

IEEE Digital Privacy Model (DPM)

IEEE-DPM

- ✓ Contact IEEE Digital Privacy Initiative for more information on the Digital Privacy Model
- ✓ Connect and participate in the conversation
- ✓ Bring your expertise, add your worldview to the conversation

We want to hear from you!
We welcome an opportunity to discuss and to collaborate with you !



Visit us at digitalprivacy.ieee.org

Contact us digitalprivacyinfo@ieee.org