



Privacy Design in the Cloud

31st International Conference of Data Protection &
Privacy Commissioners – Madrid, Spain

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November 4, 2009

Computing

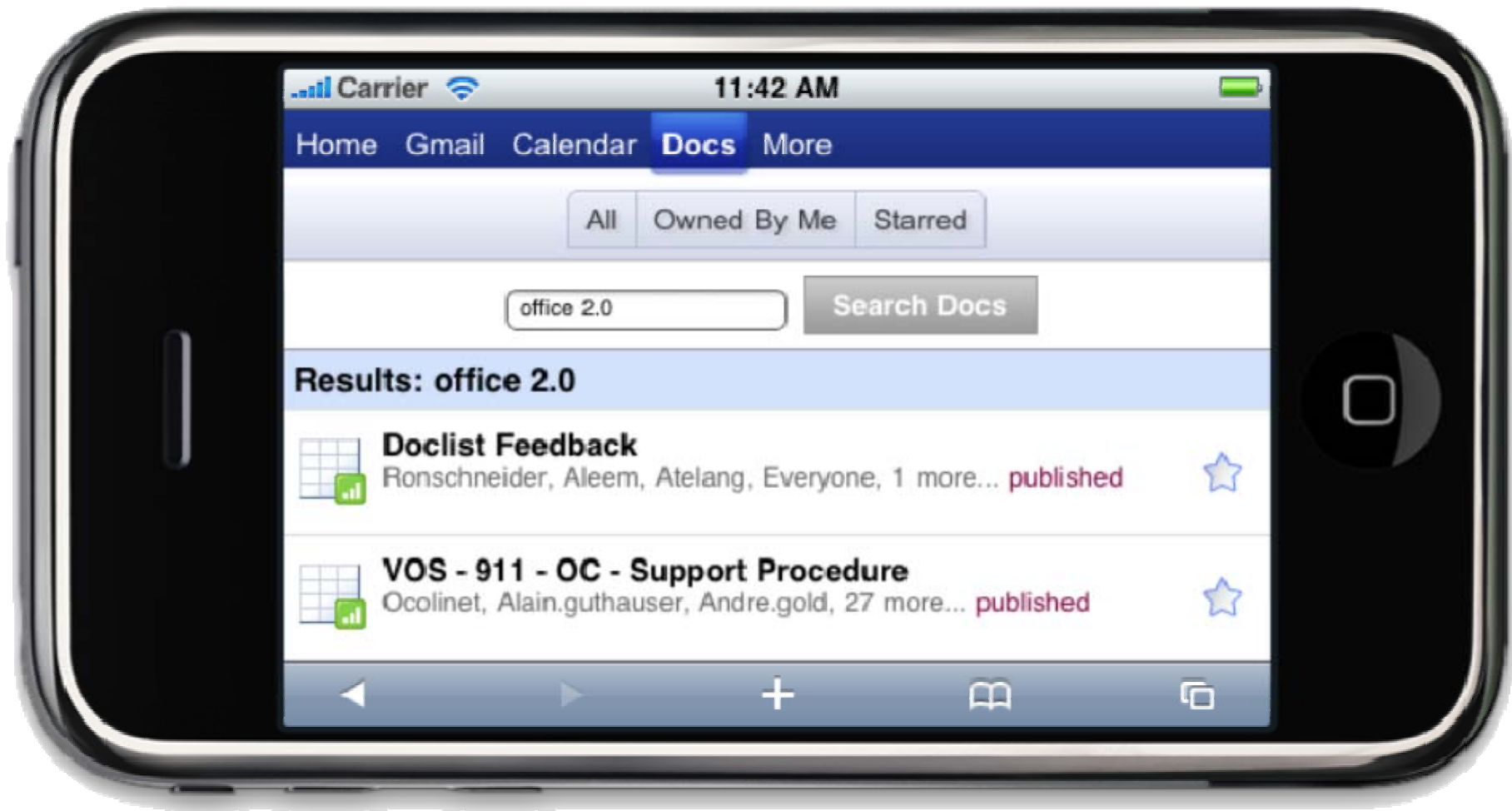
Collaboration

Connectivity

empowering users

3 innovations made possible by cloud computing

#3- Access my stuff anywhere, anytime



#1 – Communicate with others around the world in any language *instantly*



The screenshot displays a Gmail interface with a group chat on the left and an email in the main view. The group chat, titled "en2zh, zh2en, I", shows messages from Gagan Gupta, Qi Ke, and zh2en. The email, titled "Fwd: Le SaaS dopé par la crise, selon IDC", is from Estelle Deswarte and includes an automatic translation from French to English. The translation highlights the key finding: "The SAAS Market will grow by 36% in 2009 in EMEA due to the crisis." The interface also shows search options, navigation buttons, and various utility links on the right side.

Group Chat:

- Gagan Gupta Available
- Qi Ke Available
- zh2en Invite as Friend

Chat Messages:

- me: happy holidays!
- en2zh: 节日快乐!
- Qi: 谢谢。 圣诞快乐, 新年快乐!
- zh2en: Thank you. Merry Christmas and New Year!
- me: do you want to go?
- en2zh: 你想不想去滑雪?
- Gagan: sure!
- en2zh: 肯定!

Email Content:

Fwd: Le SaaS dopé par la crise, selon IDC

From: **Estelle Deswarte** <estelle@oxygen-rp.com>
Date: 2009/1/28
Subject: Le SaaS dopé par la crise, selon IDC
To: Laurent Lasserre <llasserre@google.com>, Laurent Guiraud - Google Enterprise <guiraud@google.com>
Cc: Emmanuelle Flahault-Franc <emmanuelle@google.com>, Audrey Sliwinski <Audrey@oxygen-rp.com>

Automatic translation available.
Translate to: English - (Change language)

Le SaaS dopé par la crise, selon IDC

<http://www.lemondeinformatique.fr/actualites/lire-le-saas-dope-par-la-crise-selon-idc-27926.htm>

Édition du 27/01/2009 - par Didier Barathon

IDC estime que le modèle du SaaS (software as a service) va connaître une forte accélération du fait de la crise économique. Il représente une solution de rechange face à toutes les formes de commercialisation actuelles du logiciel rarement rentables.

Actuellement, les clients recherchent des formules simples de souscription alors que les vendeurs et leurs partenaires intégrateurs veulent des revenus récurrents. Tout cela conduit IDC à projeter une croissance de 36% pour le marché du SaaS en 2009 dans le monde, contre 42% en 2008.

L'autre grande nouveauté de 2009 sera la montée en puissance du marché sur les régions EMEA et...

Designing privacy & security for the cloud

Desktop / on-premise software

- More than 2 million laptops are stolen each year
- 1 in 10 laptops are stolen in their first year; 90% of those are never recovered
- Stolen equipment was top category (33.5%) for data loss via security breach in 2H08

Cloud software and services

- Security is built into the infrastructure so that rapid remediation is possible
 - Uniform, high-end security provided to all users, regardless of size or industry
 - Fragmentation, dispersal and obfuscation of data across servers
 - Data is constantly backed up live in multiple locations
-

Building user control: Google's Data Liberation Initiative



“You should be able to export any data that you create in (or import to) a product. ... Our team’s goal is to help make it easier to move data in and out.”

Ask 3 questions before you start to use a product in which you will store data:

1. Can I get my data out at all?
2. How much is it going to cost to get my data out?
3. How much of my time is it going to take to get my data out?

FAQ

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iGoogle

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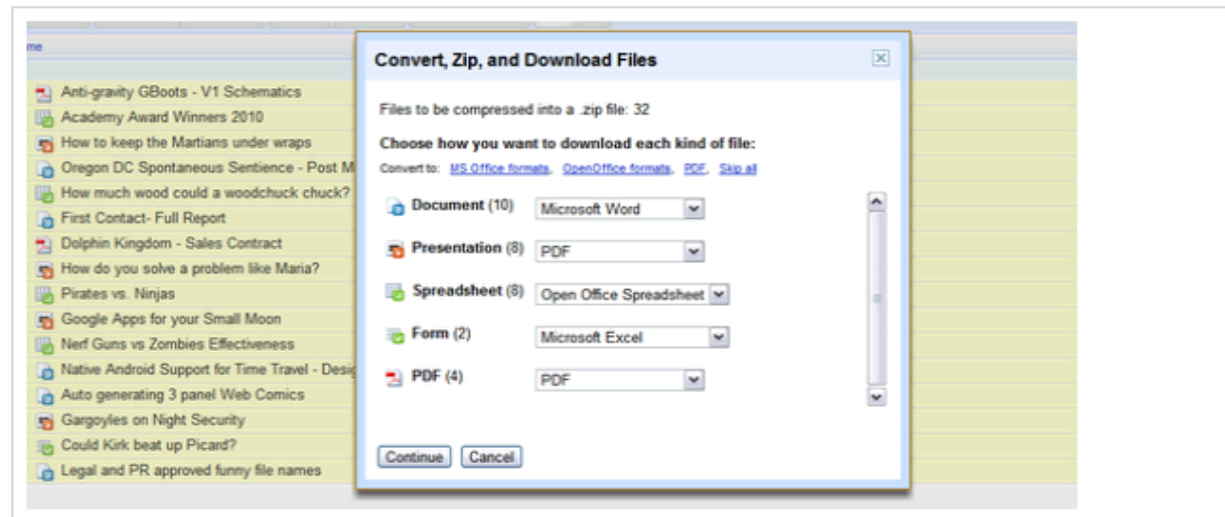
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Select one or more files and then click on "Export" from the "More Actions" menu. Next, pick the format (e.g. PDF, Microsoft Word, etc) you want for your exported files. Finally, click "Continue" and we'll give you a zip file to download that has all your content.



Conversions to and from new formats are being added at regular intervals. The last major update to the list of possible conversion types is outlined in [this blog post](#).

There's also a great [help article](#) on uploading and downloading your file content from a user's Google Docs home page.



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