

# The Profession of Privacy

*Guardians of Trust in the Global Information Economy*

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# A New Profession

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international association of privacy professionals

- Significant growth in the past 10 years
  - Europe: Data Protection Directive; member state implementations and national laws
  - USA: HIPAA / GLBA / CAN SPAM / Breach Notice
  - Australia: the Privacy Act
  - Canada: PIPEDA
  - Technology: Online / Email / RFID / VOIP / GPS
  - Globalization
- The rise of the ***Chief Privacy Officer (CPO), Data Protection Officer (DPO), and Correspondant (CIL)***

# IAPP Privacy Professional Survey

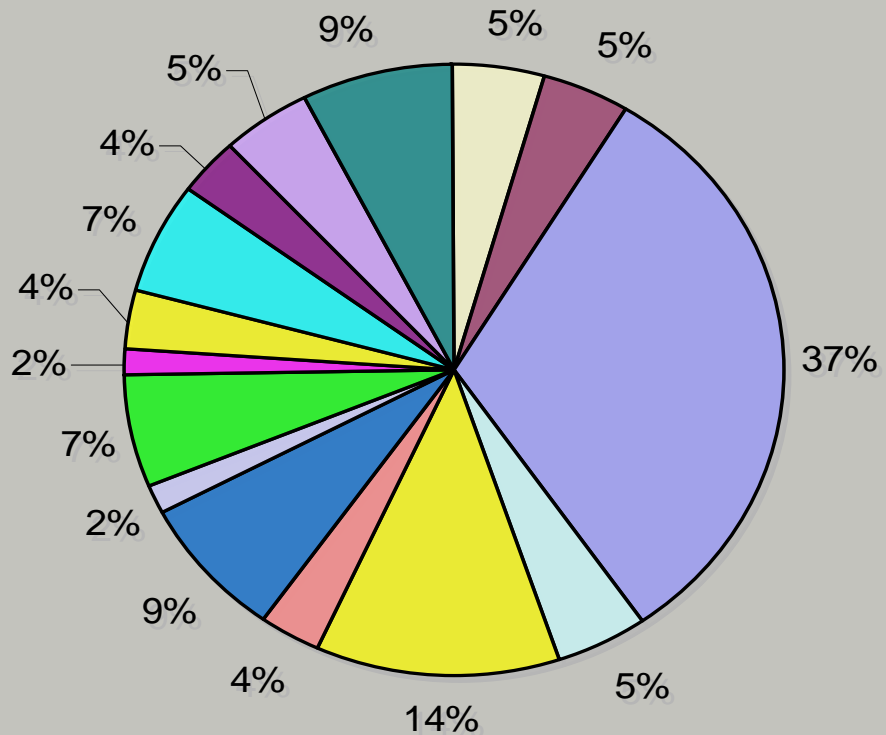
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Industry	2003	2004	2005	2006	2008
Healthcare	56%	49%	31%	20%	14%
Financial	20	22	21	31	37
Technology	6	8	7		14
Consulting/Law	5	6	5		7
Government	4	5	4		5
Other	4	8	8		9
Telecom	2	3	3		4
Manufacture	2	3	3		2

### Distribution of Respondent Organizations

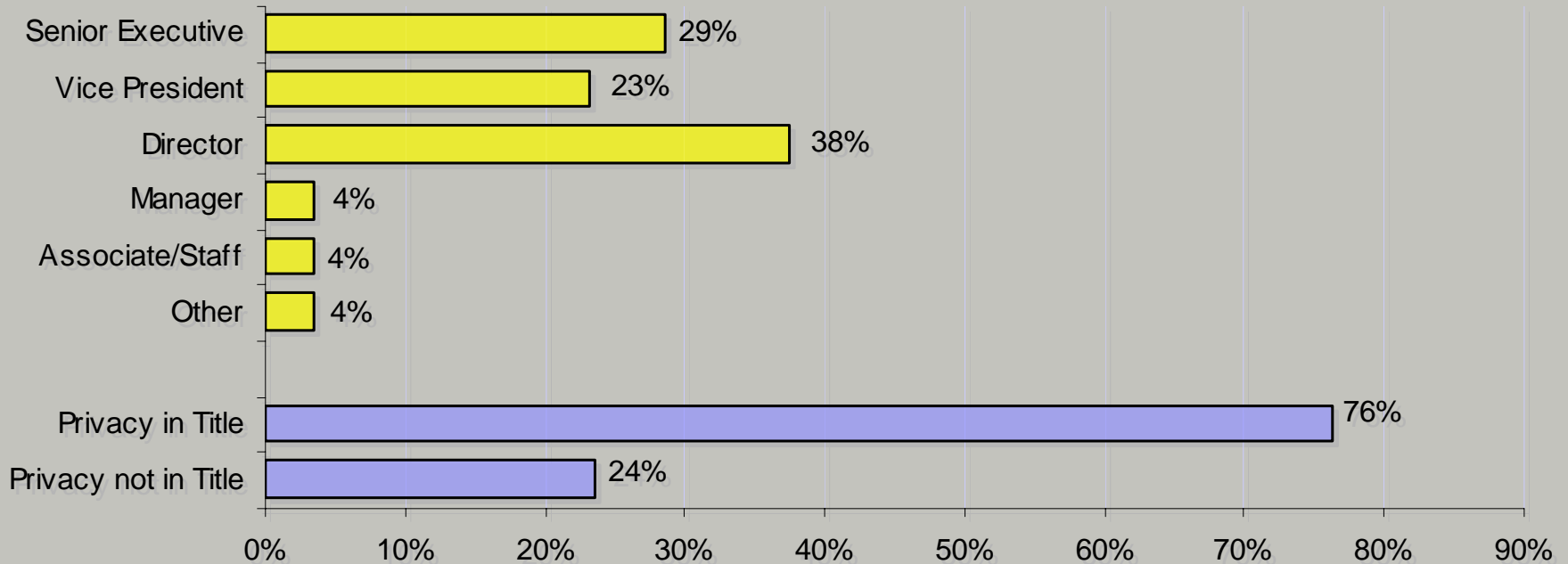
More than one response is permitted



- Consumer products
- Education
- Financial services
- Government
- Health care
- Hospitality & leisure
- Internet services
- Pharmaceuticals
- Professional services, consulting & audit
- Manufacturing
- Retailing
- Services
- Telecom, cable & wireless
- Technology & software
- Other

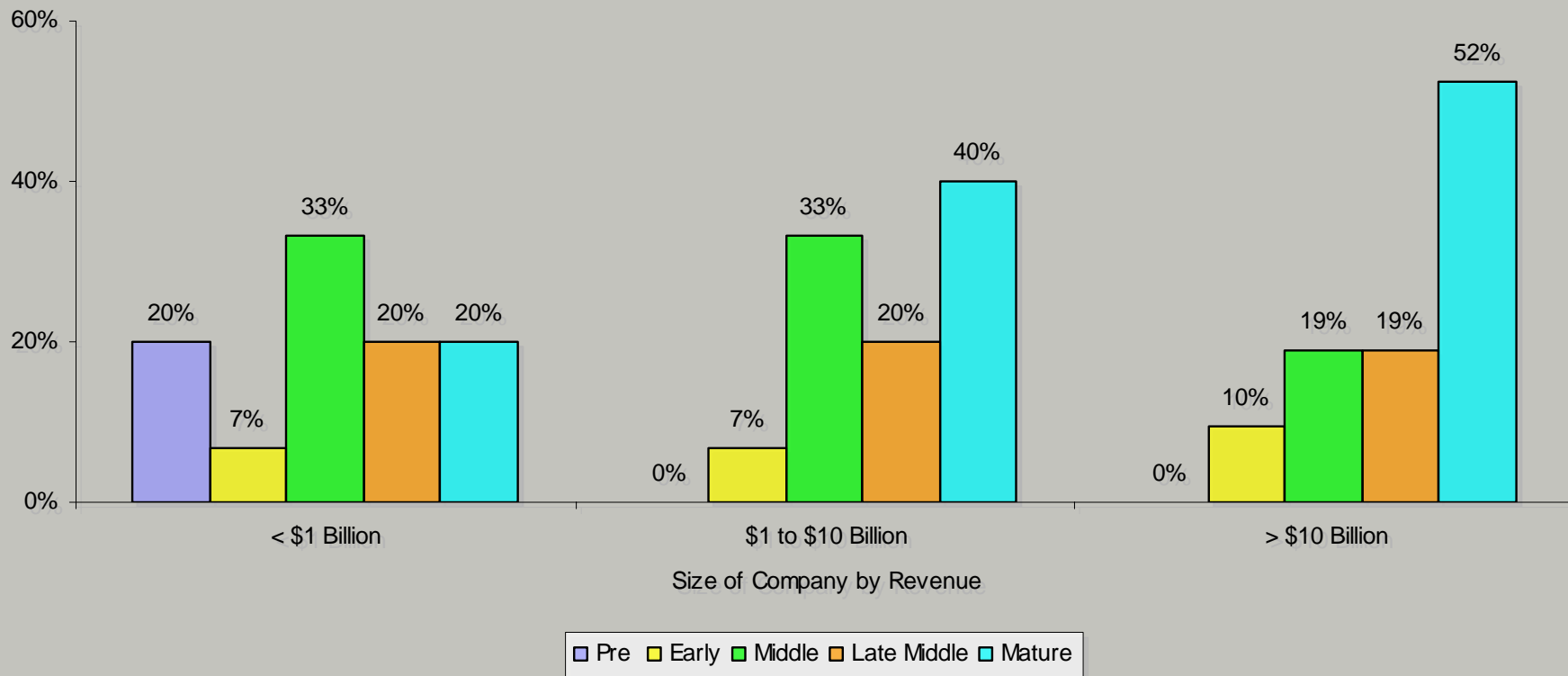
# Moving *Out* and *Down*

Leaders by Organizational Level and by Privacy in Title



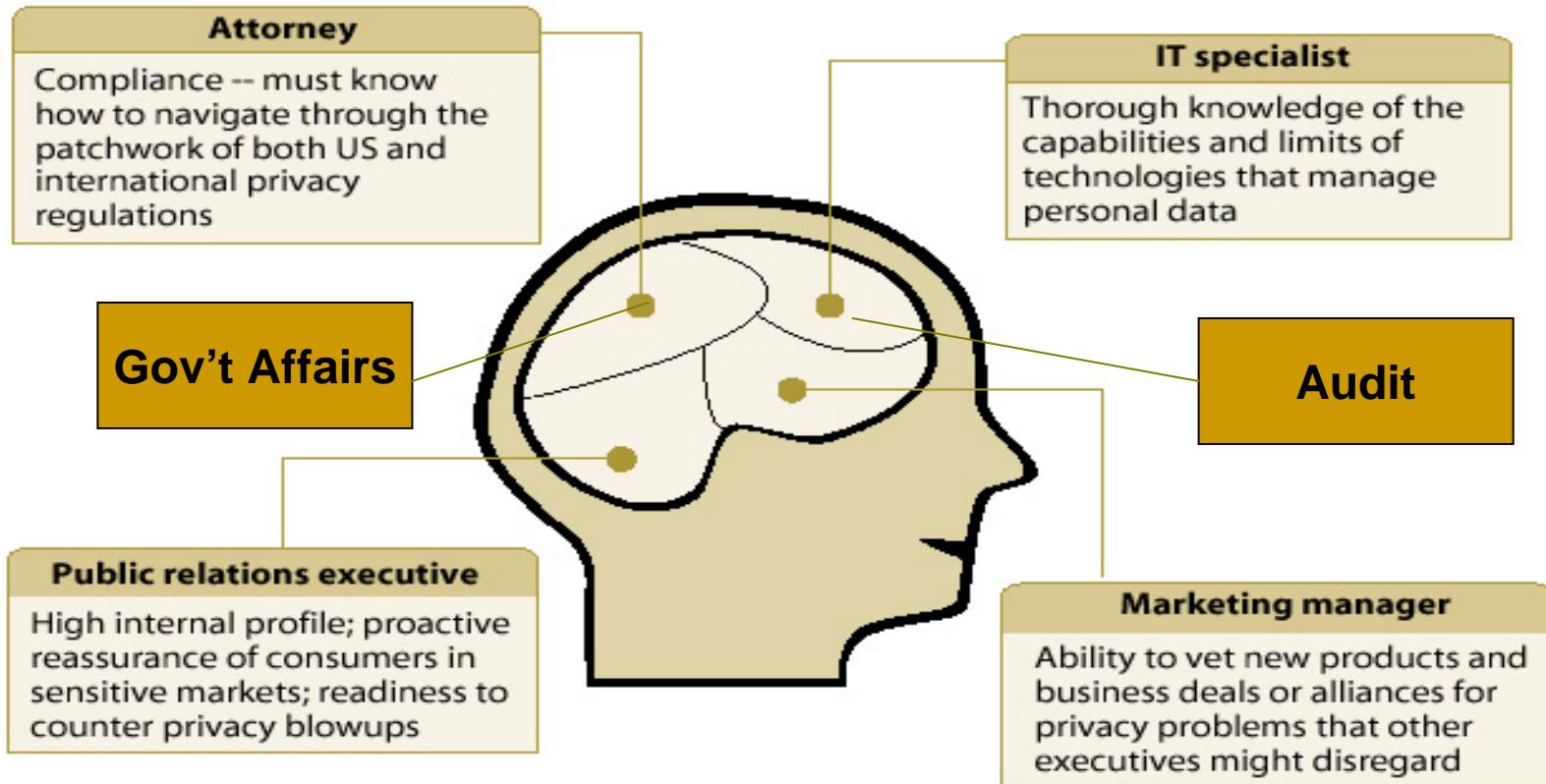
# Privacy Programs are Maturing

Maturity Level of Privacy Program



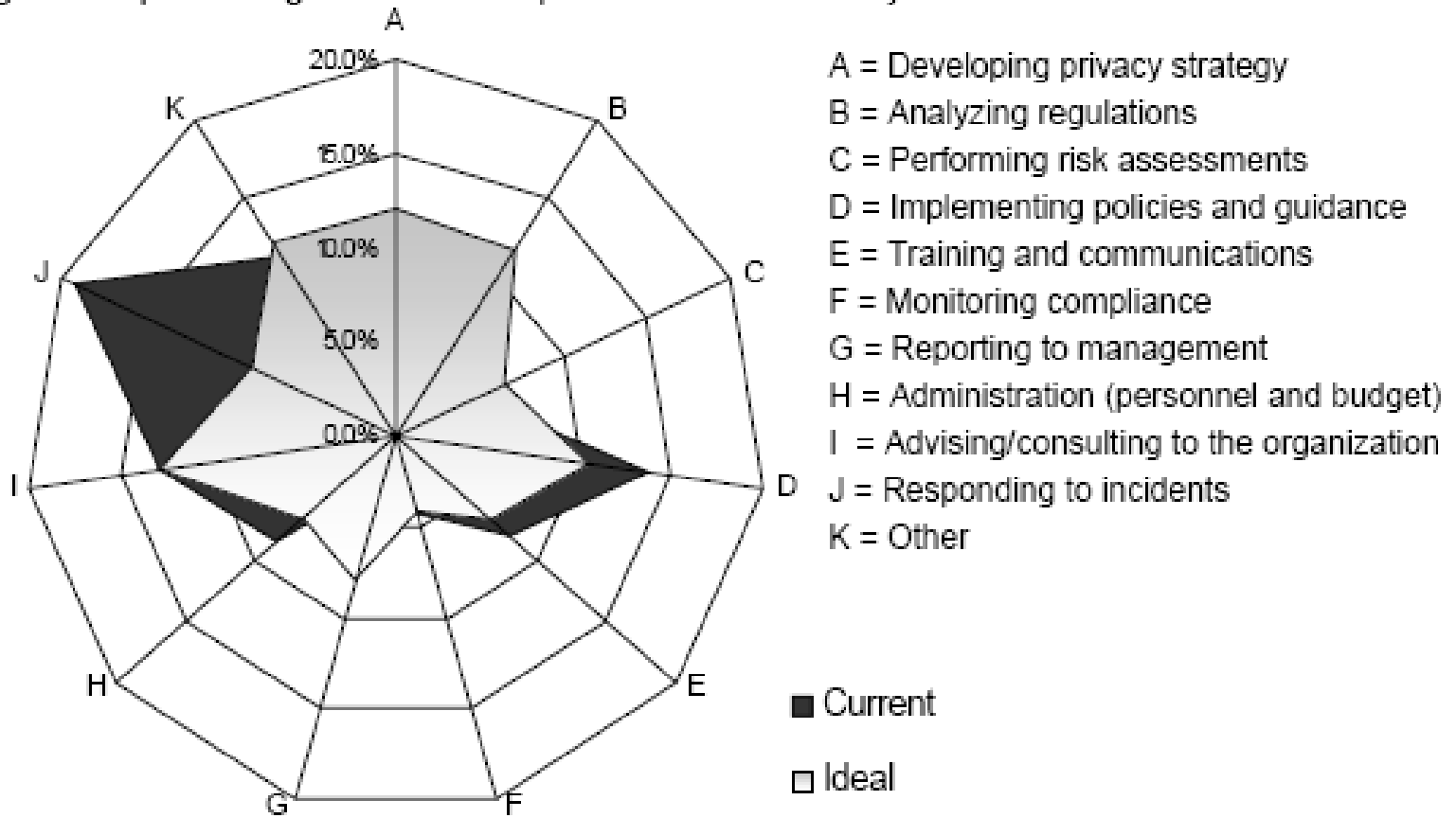
# The Mind of the Privacy Pro

## The Mindset And Various Skills Of A Chief Privacy Officer.



# The Work of a Privacy Pro

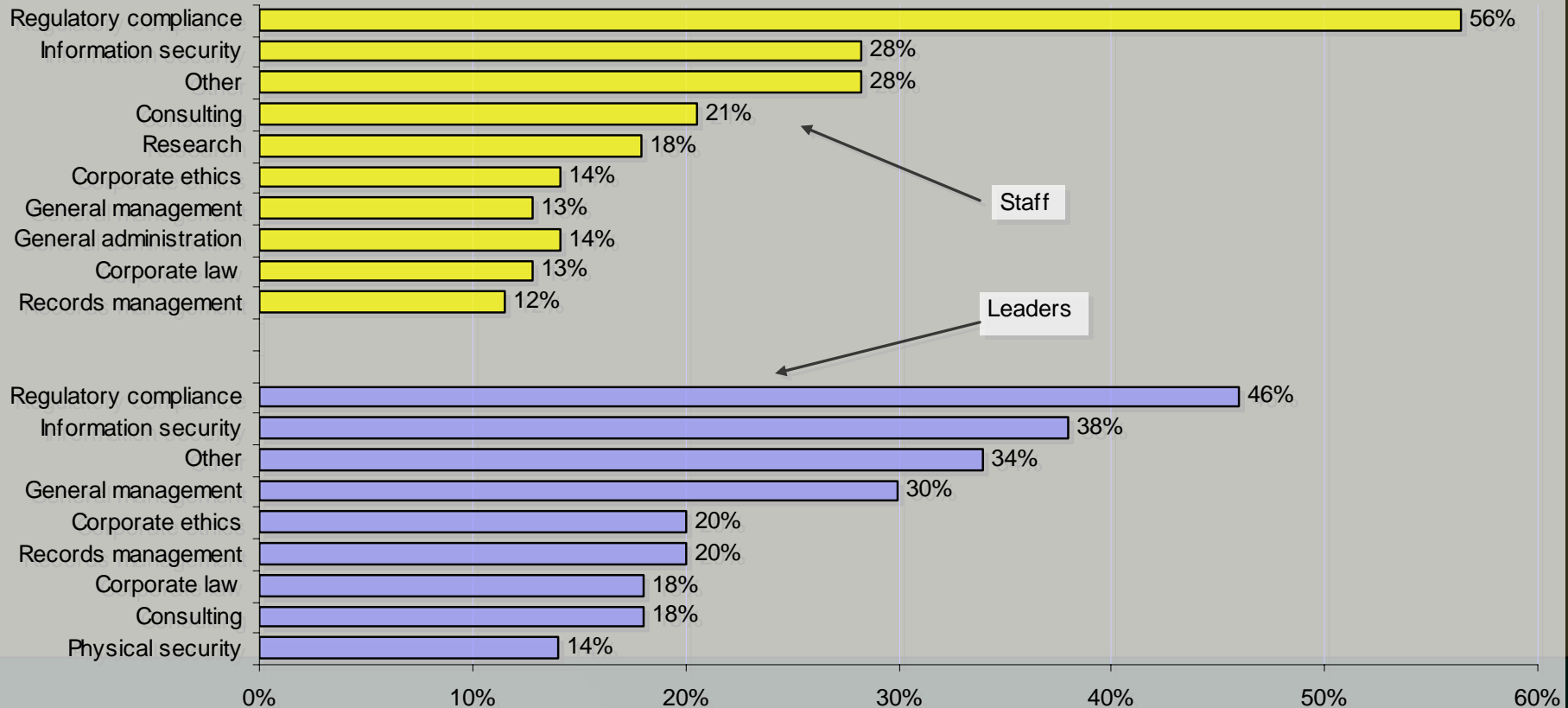
Figure 1: Spider Diagram of Self-Reported Effort in Privacy-Related Activities.



Source: Deloitte "Enterprise at Risk" Study, 2006

# The Work of a Privacy Pro

**Other Job Functions Performed by Leaders and Staff  
Reported by More Than 10% of Respondents**  
More than one response is permitted



# Defining and Promoting the Profession

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- Founded 9 years ago
- 6200 members in 50 countries
- **Educate:**
  - IAPP Advisor
  - IAPP Daily Dashboard
  - IAPP/OSU Journal
  - Surveys
- **Network:**
  - KnowledgeNet
  - KnowledgeLink
  - Conferences
  - Member Directory
- **Certify:**
  - CIPP
  - CIPP/G
  - CIPP/C

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Ann E. Donlan  
Editor

**Daily Dashboard**  
May 5, 2006

**PRIVACY LEGISLATION -- CANADA**  
--Merits Of Proposed Amendments To BC Privacy Law Debated  
  
Proposed changes to the province's Freedom of Information and Protection of Privacy Act are drawing fire from critics who contend the proposals would allow the government to shield information from the public. Another change would allow limited, temporary access to personal information outside Canada. One politician said the change would make the information of BC residents subject to the USA PATRIOT Act.  
[Full Story](#)

**HIGHER EDUCATION & PRIVACY**  
--Opinion: Universities Should Not Be Subject To Wiretapping Law  
An FCC ruling stemming from the 1994 Communications Assistance for Law Enforcement Act appears to apply to universities. If the ruling was applied to colleges and universities, experts say billions of dollars would be needed for network upgrades. Critics also contend that universities would face "massive invasions of privacy" if they, along with broadband Internet and "interconnected" VoIP providers, must comply with the wiretapping law by next year, according to this blog entry. The

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**BEST PRACTICES FOR  
ACHIEVING PRIVACY  
COMPLIANCE**  
Washington DC - May 17



**GDD**  
 GERMAN ASSOCIATION FOR  
 DATA PROTECTION AND DATA SECURITY

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**DSCI** DATA SECURITY INITIATIVE OF INDIA  
 A NASSCOM® Initiative

**iapp ANZ**  
 Australia New Zealand  
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**AFCDP**

International Pharmaceutical  
**PRIVACY CONSORTIUM**



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Asociación Profesional Española de Privacidad  
**appp**



**CPD Korea CPO Forum**  
 KOREA Chief Privacy Officers' FORUM

# Evolution

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## Then

Compliance

Risk Mitigation

Gut Instinct

Reactive

Limited Scope

Solo Professional

A Job

## Now

Strategy

ROI

Analysis/Standards

Proactive

Holistic

Collaborative Team

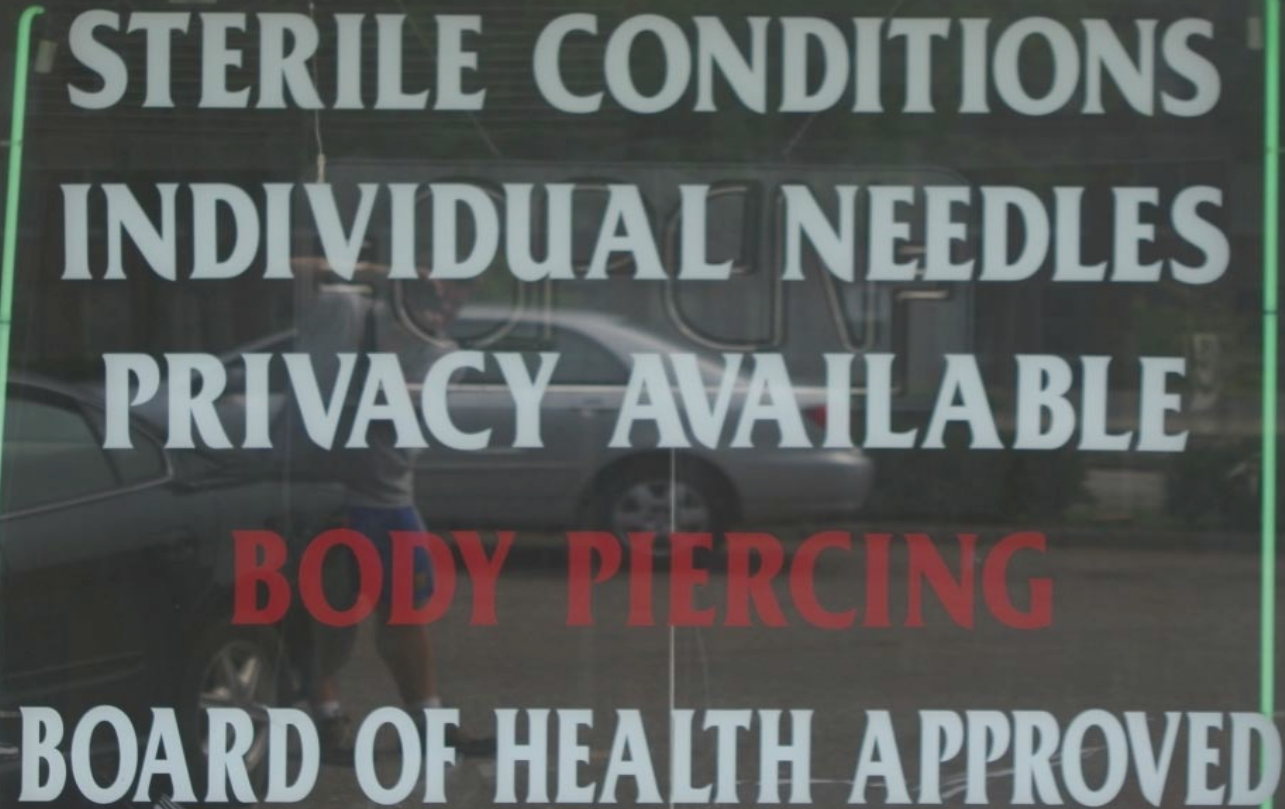
A Profession



# Data in Stasis Has Limited Value

- Metcalf's law
  - The value of a network
- My Laws
  - The value of data only increases when data is transferred; ergo,
  - Data in stasis has limited value
- Data must flow to create value!





**STERILE CONDITIONS**  
**INDIVIDUAL NEEDLES**  
**PRIVACY AVAILABLE**  
**BODY PIERCING**  
**BOARD OF HEALTH APPROVED**

# Moving Forward

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- A privacy profession exists!
- The best policy response?
- It begins with networking
- We hope to share our story and promote similar growth around the world

**[www.privacyassociation.org](http://www.privacyassociation.org)**