

Privacy in an interconnected world

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Bianca Mueller, LL.M.



Agenda

- Trends and drivers of the Internet of Things
- Economic impact and large scale disruption
- Challenges: Security and privacy
- Q & A

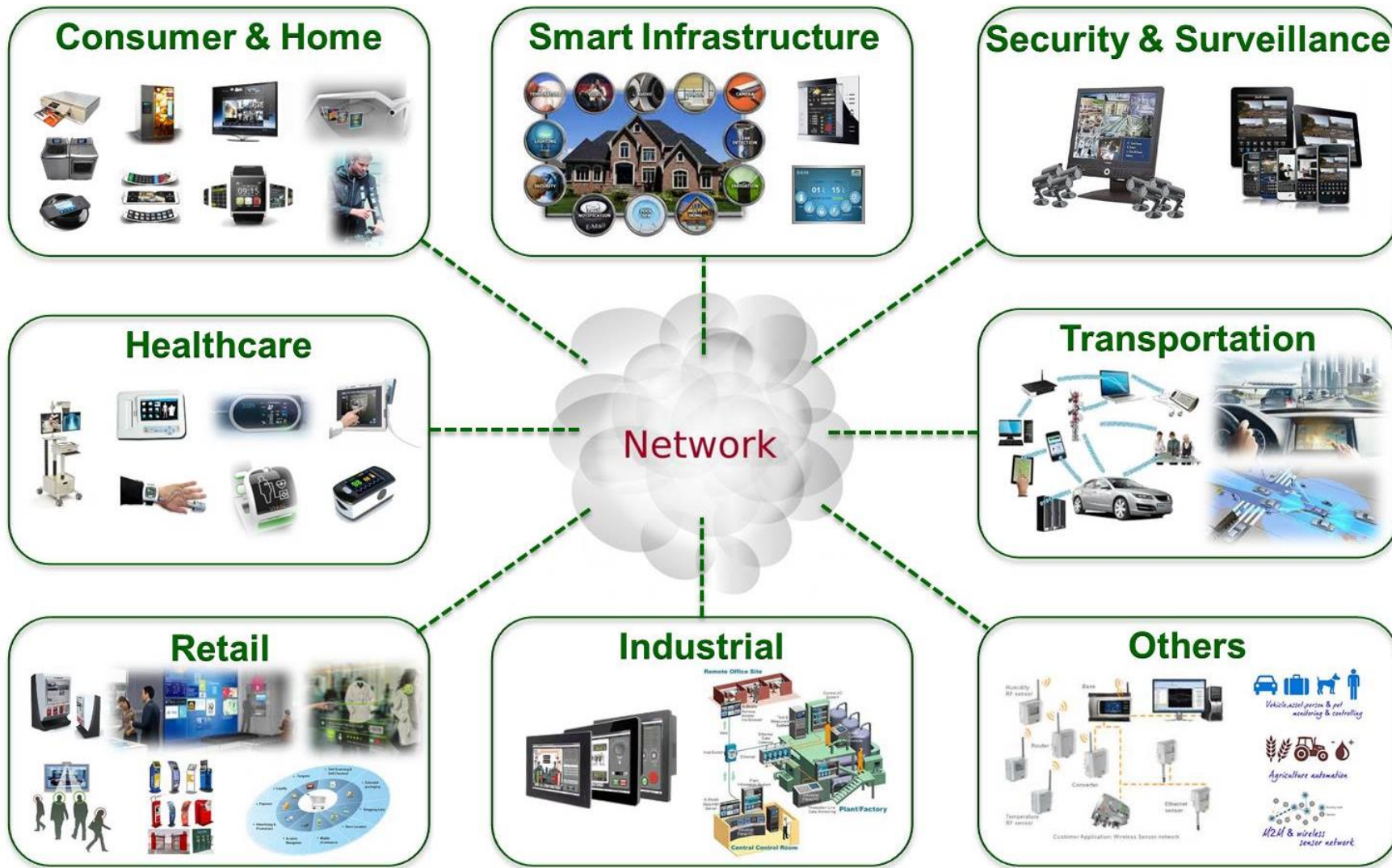


“There are times, too, when the law
doesn't give a damn who gets
caught beneath its wheels.” Suzanne Allyn

Internet of Things trends and drivers



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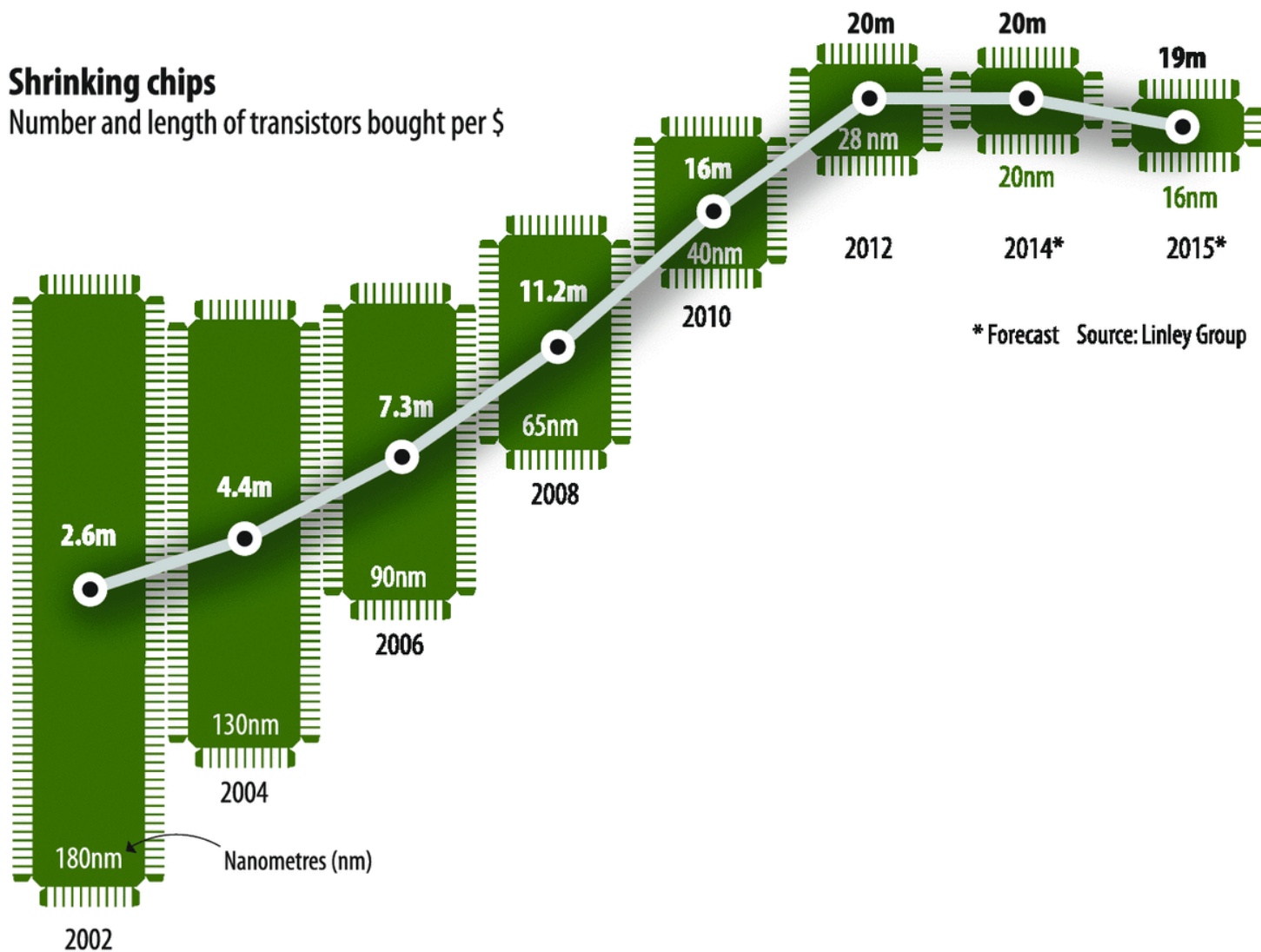
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Shrinking chips

Number and length of transistors bought per \$



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There will be 50 billion devices connected to the Internet by 2020 compared to 16 billion today.



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Economic impact and large scale disruption



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- IoT is predicted to add US \$8-14 trillion
- Improved operational efficiency
- Shift towards an outcome-based economy
- New connected ecosystems
- Collaboration between humans and machines

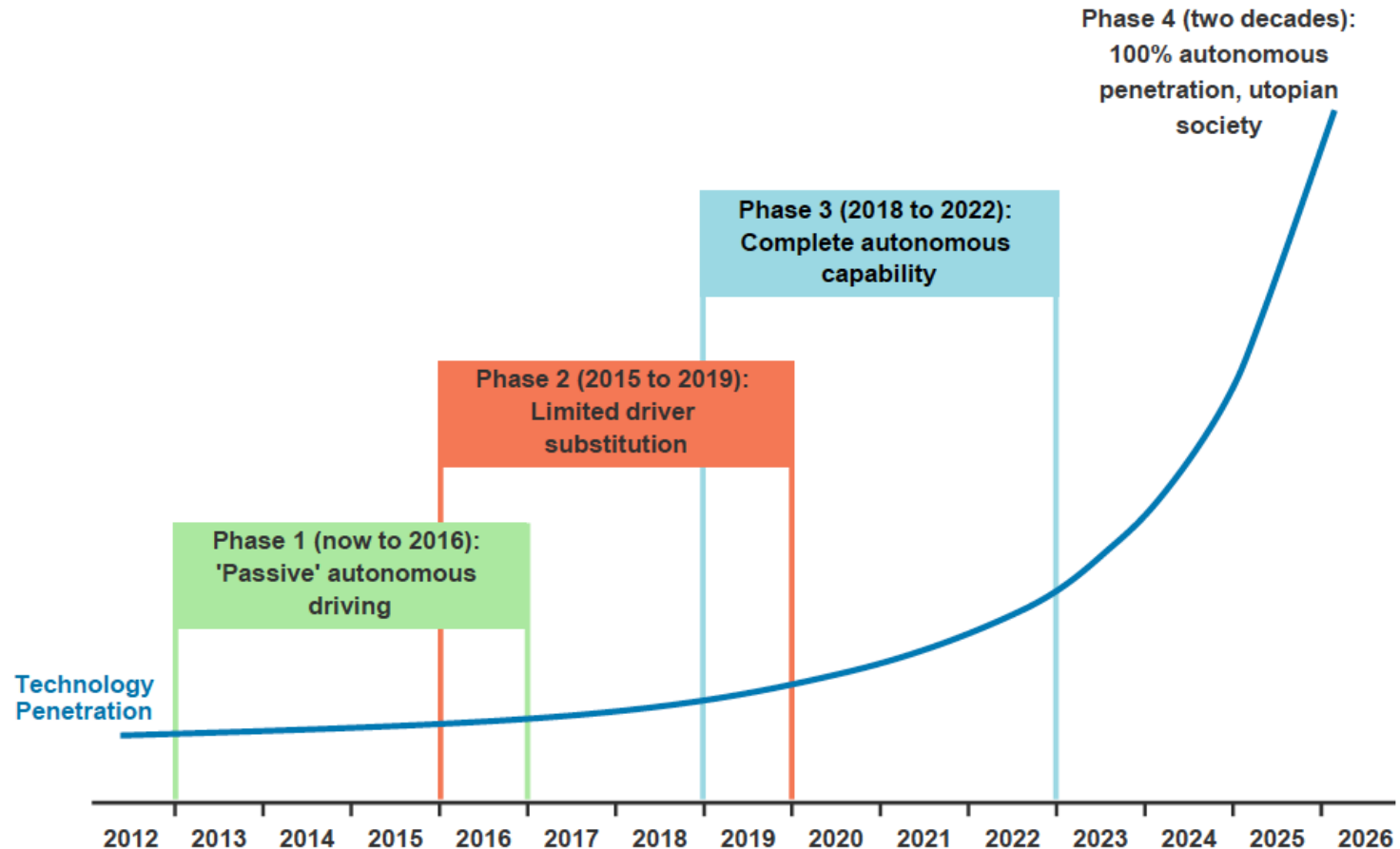


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Driverless car adoption timeline

EXHIBIT 1

Adoption Timeline



Source: Company Data, Morgan Stanley Research



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Self-driving car




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Challenges of an interconnected world



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IoT challenges

- 
- Security
 - Lack of control over data and privacy
 - Liability issues
 - Lack of trust
 - IoT standards



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78% of customers think it is hard to trust companies when it comes to use of their personal data.

Source: Orange, The Future of Digital Trust, 2014



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“Samsung may collect and your device may capture voice commands and associated texts so that we can provide you with Voice Recognition features and evaluate and improve the features. Please be aware that if your spoken words include personal or other sensitive information, that information will be among the data captured and transmitted to a third party through your use of Voice Recognition.

If you do not enable Voice Recognition, you will not be able to use interactive voice recognition features, although you may be able to control your TV using certain predefined voice commands. While Samsung will not collect your spoken word, Samsung may still collect associated texts and other usage data so that we can evaluate the performance of the feature and improve it”.



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Data context

Objective variables

Type of data

What type of data is it?

Type of entity

Who is accessing it?

Device context

What kind of device is used?

Collection method

How is the data collected?

Data usage

How is the data used?

Subjective variables

Trust in service provider

What is the user's relationship with the SP?

Value exchange

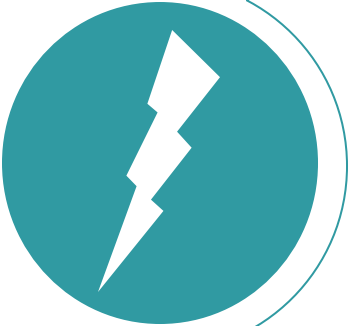
How do users perceive the benefits from the use of their data?

Source: World Economic Forum



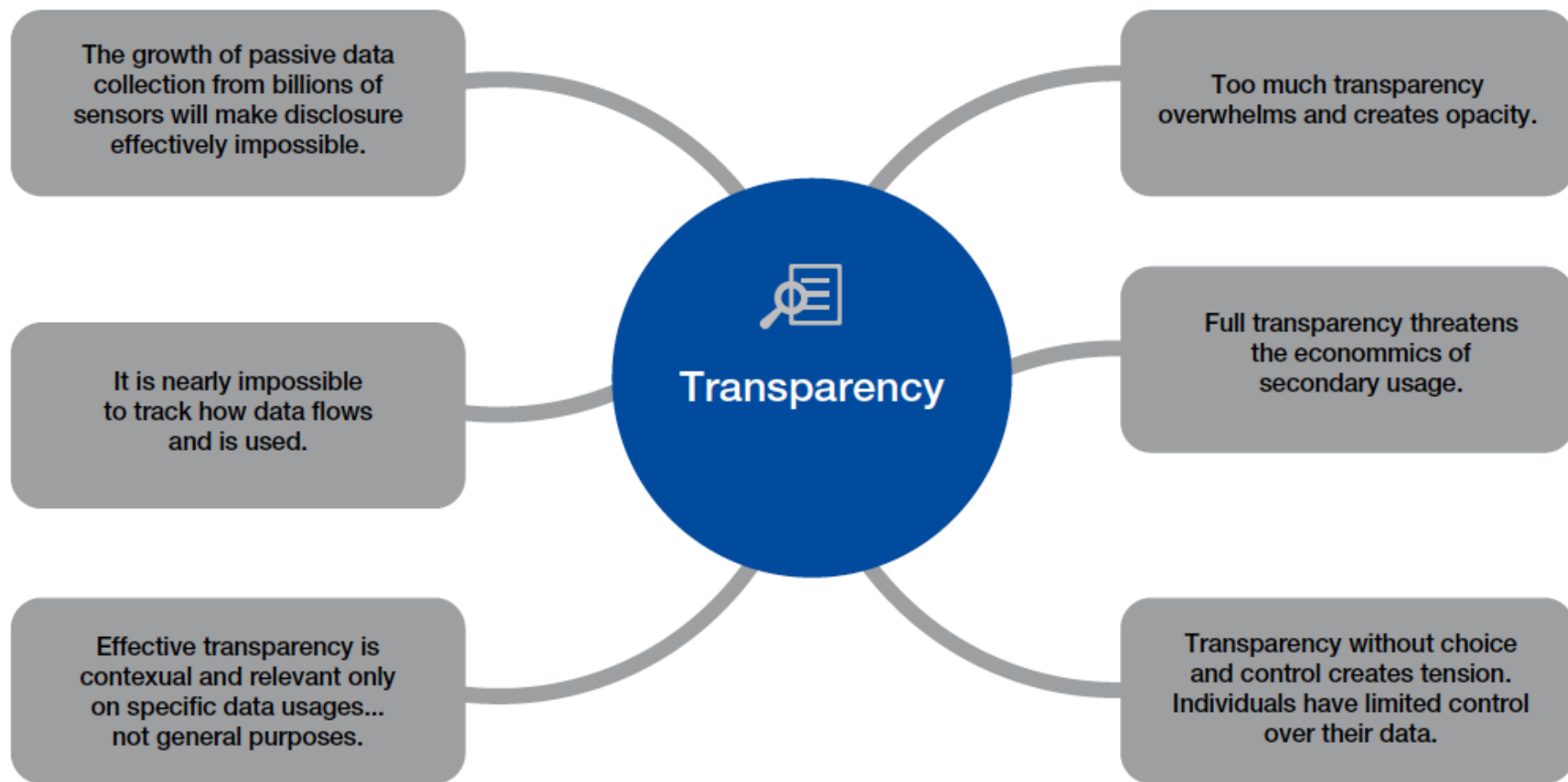
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IoT Privacy challenges

- 
- Lack of control over data
 - No ownership of data
 - Information asymmetries
 - Discrimination re price and quality of service
 - Lack of consumer awareness
 - Lack of true informed consent
 - Transparency issues
 - Data is being collected passively
 - Lack of trust



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Source: World Economic Forum



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Conclusion



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- Increased operational efficiency
- Collaboration between humans and machine
- Privacy is part of the democratic fabric
- Policy makers will need to adapt (privacy) laws
- Government needs to invest in digital infrastructure



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Questions?



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Get in touch

Bianca Mueller, LL.M.

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- Information technology law
- Drafting and risk analysis of commercial IT contracts
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- Protection of ideas, trade secrets, and confidential information
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- European privacy and technology law



Phone + 64 4 39 000 30
Mobile + 64 21 1345 267
Email bianca@lawdownunder.com
Skype lawdownunder

LawDownUnder
109-125 Willis Street
Wellington 6011



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