

THE CONFLICT BETWEEN MOBILE PHONES AND PRIVACY: CAN'T WE ALL JUST GET ALONG?

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INTRODUCTION: WHEN TECHNOLOGY AND PRIVACY COLLIDE

Is this the future?

<http://www.youtube.com/watch?v=nQbVD5hlddk>

INTRODUCTION: WHEN TECHNOLOGY AND PRIVACY COLLIDE

- The future is here: digital signage
 - Display screens that adapt message to viewer
 - Tiny cameras calculate age, gender, race
 - Data stored in central database, modifies onscreen image to target viewer



responsive open-minded
building relation

We're in the information age –
but who has the data and what are they
doing with it?





AGENDA

- **Mobile Device Convergence – What’s Out There?**
- **Privacy Risks Associated with Mobile Devices**
- **Looking Forward – What’s on the Horizon and Why is Privacy Important?**

MOBILE DEVICE CONVERGENCE

- iHeadache: classifies user's headache

The screenshot shows the 'Reports' screen of the iHeadache mobile application. At the top, there is a blue header with the word 'Reports' in white. Below the header, there are two date input fields: 'Report Start Date' with the value '05/09/09' and 'Report Stop Date' with the value '06/08/09'. Underneath these is the label 'Break report by:' followed by four buttons: 'None', 'Months', '28 days', and '30 days'. Below this is the instruction 'Select from following to include on report'. There are four rows of toggle buttons: 'Headache Type' (Yes/No), 'Medication Taken' (Yes/No), 'Disability Time' (Yes/No), and 'Disability Scale' (Yes/No). At the bottom of the form area are two buttons: 'Show Report' and 'Email Report', with a help icon (question mark in a circle) to the right. At the very bottom is a dark navigation bar with four icons and labels: 'Headache' (headache icon), 'Log' (calendar icon), 'Reports' (report icon), and 'Settings' (gear icon).

MOBILE DEVICE CONVERGENCE

- GoodFood: pick and locate a restaurant



MOBILE DEVICE CONVERGENCE

- Pocket Express: mobile concierge



MOBILE DEVICE CONVERGENCE

- Even if there isn't an "app for that"...

<http://www.youtube.com/watch?v=sZQnwCNzYZA>



MOBILE DEVICE CONVERGENCE

- On the horizon
 - Digitization: all text available in e-format
 - Pocket computing: smaller, faster, stronger



BUYING GROCERIES IN THE FUTURE?



http://www.youtube.com/watch?v=eob532iEpgk&feature=PlayList&p=A3C1C46D3224DA55&playnext=1&playnext_from=PL&index=41

PRIVACY RISKS ASSOCIATED WITH MOBILE DEVICES

- Smartphone apps run on information, but how is the data handled?
 - Identifiable vs. anonymous
 - Retention vs. destruction
 - Shared vs. sole usage



PRIVACY RISKS ASSOCIATED WITH MOBILE DEVICES

- Your employees and colleagues use mobile phones
 - Devices can be stolen – is the data encrypted?
 - Amazing access to information, but what happens when an employee leaves?
 - Vicarious liability for employee negligence leading to ID theft



PRIVACY RISKS ASSOCIATED WITH MOBILE DEVICES

- Your customers use mobile phones
 - Are you getting more data than you need?
 - Are you getting consent?
 - Are you safeguarding data under your control?



PRIVACY RISKS ASSOCIATED WITH MOBILE DEVICES

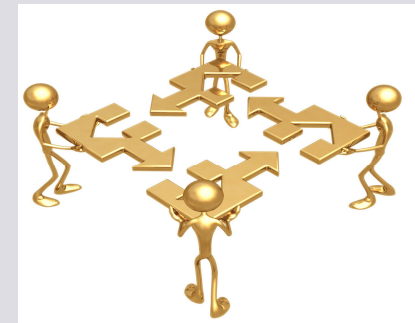
- Have a handle on the data under your control

http://www.youtube.com/watch?v=pqCJqwkeTVo&feature=Playlist&p=1D2277D80F59ED01&playnext=1&playnext_from=PL&index=8



LOOKING FORWARD: PRIVACY AND TECHNOLOGY SOLUTIONS

- Privacy by Design
 - A “win-win” situation, don’t have to sacrifice bottom line
 - Proactive approach toward potential privacy issues
 - Combines privacy and security measures at the design specification stage
 - Build into mobile device usage



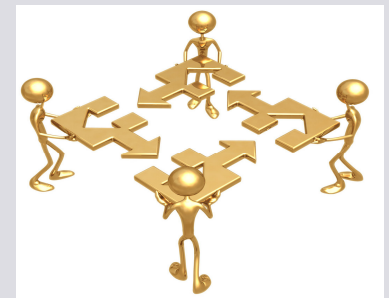
LOOKING FORWARD: PRIVACY AND TECHNOLOGY SOLUTIONS

- Privacy by Design in Action – Privacy Enhancing Technologies (PET)
 - Prepaid consumer cards (protect identity online)
 - Data encryption (appropriate safeguards for information)
 - Anonymous toll road billing systems (minimize collection of unnecessary data)



LOOKING FORWARD: PRIVACY AND TECHNOLOGY SOLUTIONS

- Privacy Impact Assessment
 - Tool for implementing Privacy by Design for programs that involve collection, use and disclosure of personal information
 - Helps organizations anticipate privacy risks and set out proactive solutions
 - Creates internal framework for assessing and addressing privacy issues as they arise



CONSUMER CONSIDERATIONS WHEN USING MOBILE DEVICES

- Be aware of personal information that is being collected
- Make an informed decision about whether you're comfortable sharing this data
- Hold businesses accountable! Consider PIPEDA, or consumer action



CONCLUDING REMARKS

- Why it's important to consider privacy
 - It's here to stay
 - Technology is getting cheaper, more accessible
 - Be at the forefront
 - Currently no industry consensus in this emerging area
 - Set the standard, be a leader
 - It's good business
 - Just because it's legal doesn't mean people will like it
 - Consumer confidence in privacy matters increasingly important

CONCLUDING REMARKS

- Don't let this happen to you... or your customers!

<http://www.youtube.com/watch?v=rnN17uJQUbc&feature=related>



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Laptop Encryption: "I don't know what we have to do to drive this message home" says Commissioner

September 10, 2009



A summer incident involving sensitive personal information on stolen laptops has brought the issue of data protection once again into the crosshairs of [Frank Work](#), the [Alberta Information and Privacy Commissioner](#).

In a [press release](#), the Commissioner expressed shock and disappointment with the fact that the stolen laptops, which contained the personal health information of more 300,000 individuals, were *not* encrypted. "This is shocking for me...I don't know what we have to do to drive this message home" said the Commissioner. "The standard in Alberta for storing personal or health information on portable devices is encryption. I can't accept anything less." The Alberta incident is strikingly similar to an incident that occurred in Ontario back in 2007. The Ontario incident also involved the theft of a non-encrypted laptop containing personal health information. A review of the incident by [Ann Cavoukian](#), Ontario's Information and Privacy Commissioner, produced

WELCOME!

This blog provides practical assistance to Canadian businesses so they can better deal with issues related to privacy, access to information, online reputation management, intellectual property and technology legal matters. I hope you subscribe to this blog via RSS (below) or via e-mail (below) so that you can receive timely updates to new posts. Thanks, Brian

ABOUT BRIAN BOWMAN

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Thanks!

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