



# Privacy by Design with or without information security?

Kirsten Bock

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- Facilitating compliance with German + SH dp law
- Privileged in public procurement in SH
- 2003-2012: 76 Certificates



**European  
Privacy Seal**

DE-12301 / Valid 2010-08

- Facilitating compliance+ with EU dp regulations with regard to national law
- 2008-2012: 21 Certificates

- Completes documentation
  - Provides third party assurance
  - Proves compliance (B2B)
  - Creates a unique selling proposition
  - Keep up with competition
- Privacy can be a market niche

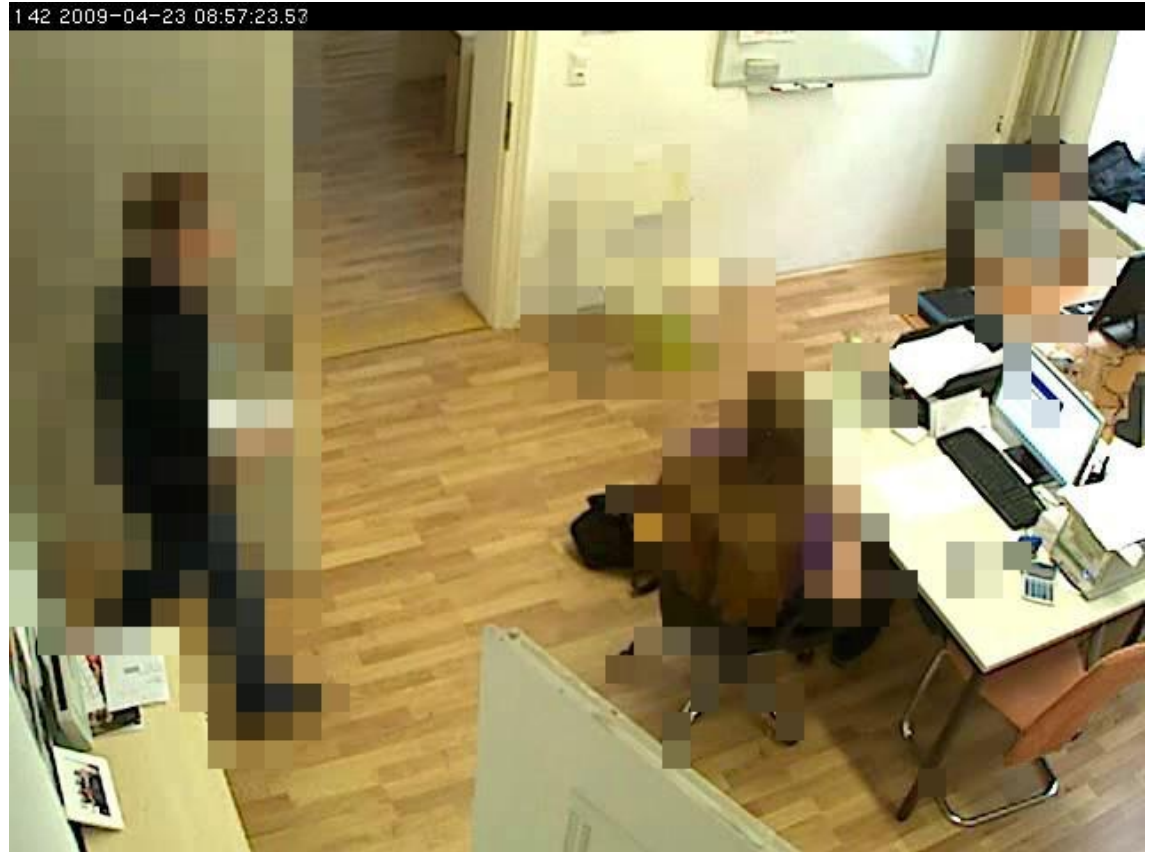
Example:

KiwiVision (08/2009)

Privacy Protector,

Software module for  
integration in a video  
management system

Version 1.0



<https://www.european-privacy-seal.eu/awarded-seals/de-090017>

Privacy by Design

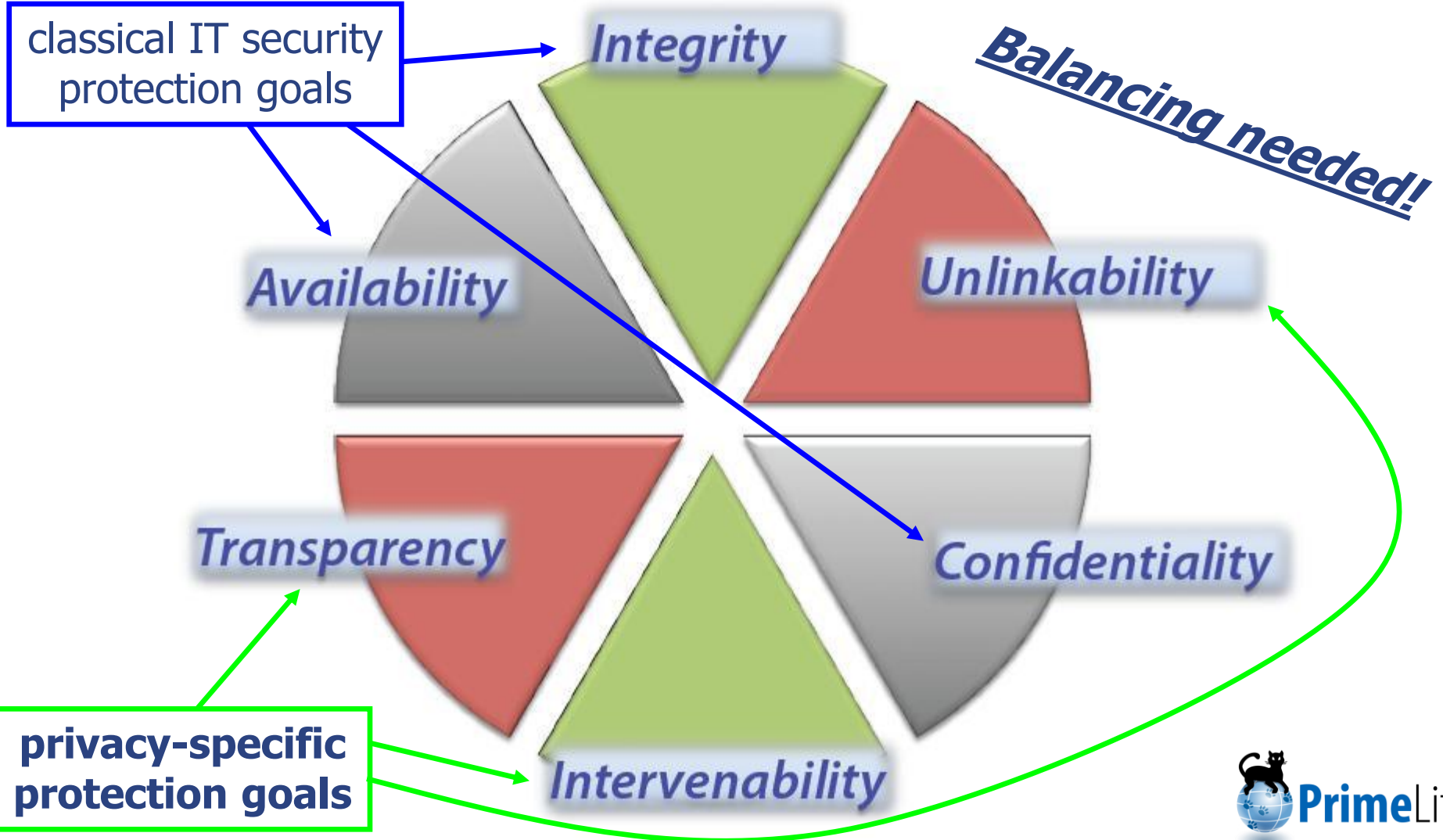
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Managing the organisation of IT security  
with respect to  
safeguarding the fundamental right of  
data protection

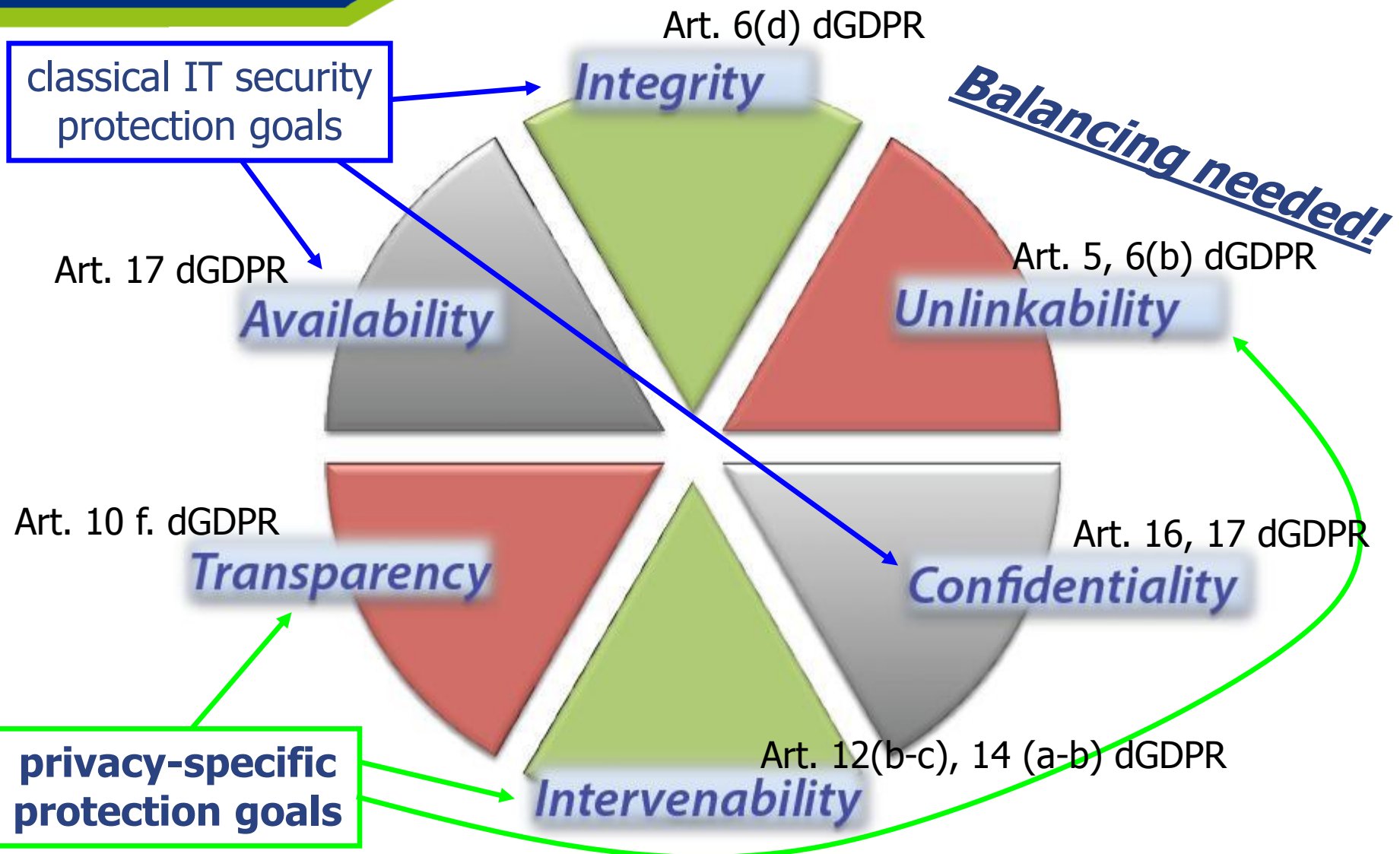
Risk focus is on how organisations deal with PII of employees,  
members, citizens, customers, patients, “humans”

Often technical solutions are

- build to serve motives/business models
  - Do not take legal dp requirements into account
  - Motives are biggest data protection problem
  - Privacy by Design → facilitates compliance
  - Privacy by Default → plug & play compliance
- legal requirement for PbD necessary









The controller and the processor shall implement the appropriate technical and organisational measures to ensure that processing operations (data, systems, processes)

- are available in a timely manner and can be used in accordance with this regulation (**availability**),
- remain intact, complete, accountable and up-to-date (**integrity**),
- can be accessed only by those authorized to have access (**confidentiality**).
- can be understood, reconstructed and evaluated with reasonable effort (**transparency**).
- prevent or allow only with disproportionate effort linking of personal data for a purpose other than the purpose stated at the time of collection (**unlinkability**), and
- that they are designed so that the data subjects can exercise the rights granted to them pursuant to this regulation and that they, controllers and data protection authorities can intervene in the data processing (**intervenability**),

and be able to demonstrate the measures taken

**Protection Measures**

1. Legal Balancing of Protection Goals
2. Protection Measures Catalogues

**Data Protection Goals**

- Intervenability
- Unlinkability
- Transparency
- Confidentiality
- Integrity
- Availability

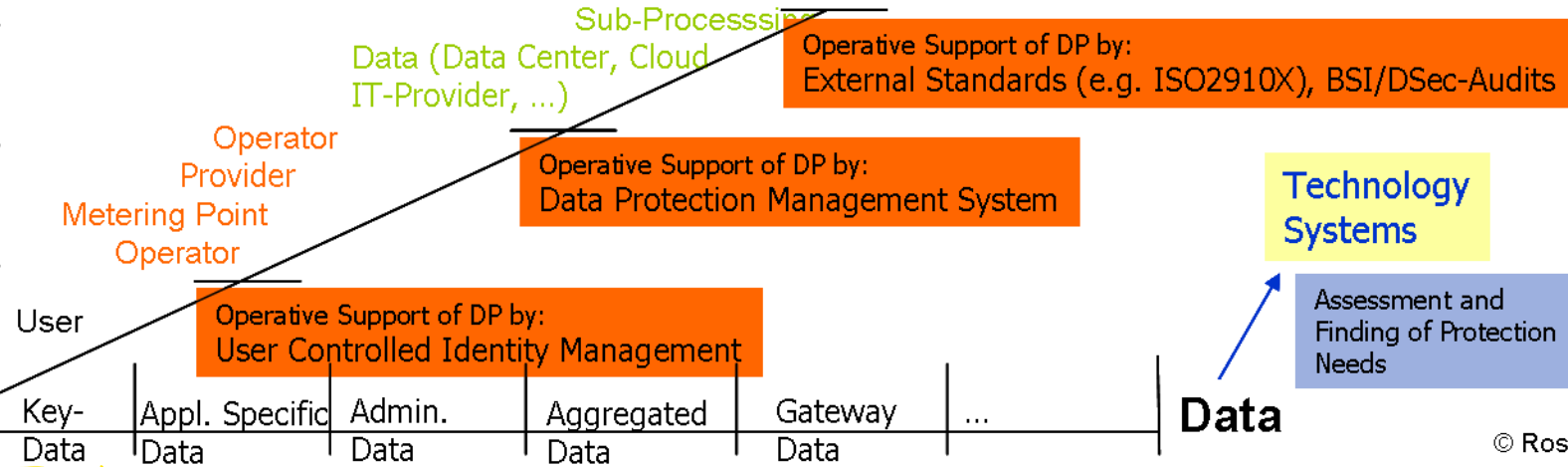
**Additional External Actors**

- Research (engineering, economics, social sciences)
- Security Services
- Regulators, BNA, Bureau of Standards
- Access-, Content-, IT-Provider

**Legal Relationships**

Process owners = Responsibilities

**Roles and Processes**



**Privacy by Design**

Legislation

Protection Goals (6)

- Intervenability
- Unlinkability
- Transparency
- Confidentiality
- Integrity
- Availability

- Process Components (3)**
- Data
  - Systems
  - Procedures

- Protection Demand / Risk Analysis (3)
- Normal
  - High
  - Very high

- Reference Measures**
- Documentation
  - Management
  - Audit
  - ...

From these building blocs a reference model of **54 specific data protection measures** can be derived!

- Protection Measures in place**
- Documentation
  - Management
  - Audit
  - ...

Each and every personal data processing can be subject to a generic and scalable assessment!



**Contact:**

**[kbock@datenschutzzentrum.de](mailto:kbock@datenschutzzentrum.de)**  
**[www.european-privacy-seal.de](http://www.european-privacy-seal.de)**

Protection Goals (6)

Intervenability
Unlinkability
Transparency
Confidentiality
Integrity
Availability

Process  
Components (3)

- Data
- Systems
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Protection  
Demand / Risk  
Analysis (3)

- Normal
- High
- Very high

From these building blocs a reference model of **54 specific data protection measures** can be derived!

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# DPGs Transport Normative Requirements

