



Privacy isn't just the law, it's a
good idea!



David Singer
IBM Internet Technology



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The Laws

- US
 - COPPA
 - HIPPA
 - Video Privacy Protection Act of 1988
 - Cable Privacy Protection Act of 1984
 - and many more
- Rest of the World
 - EU Privacy Directive
 - Various national laws

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What to do about the laws?

- Obey them

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Privacy as a Good Idea

- Violating your customers' privacy loses their trust -- and probably their business
- You don't decide what violates your customers' privacy -- they do
- Perception is reality and perceived threats constantly change
 - from spam to identity theft

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Privacy and Technology

- Security is the technological underpinning
- But it's not enough
 - Privacy requires best practices and attitudes
 - Your customers think it's important -- do you?
- The spirit of Willie Sutton lives on

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IBM Links on Privacy

- Privacy Policy
 - <http://www.ibm.com/privacy>
- Privacy Priorities
 - <http://www.ibm.com/publicaffairs/gp/privacy2.html>
- Privacy and Security Services
 - <http://www.ibm.com/services/e-business/security>
- Privacy and Security Products
 - http://www.tivoli.com/products/solutions/security/secureway_products.html

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Questions? Answers?



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