

Ethics & Privacy In THE AGE OF BIG DATA

Michelle Finneran Dennedy

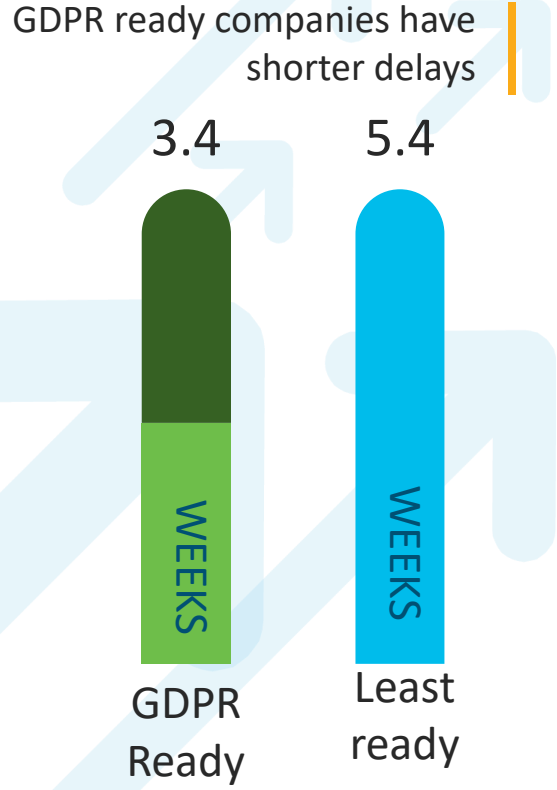
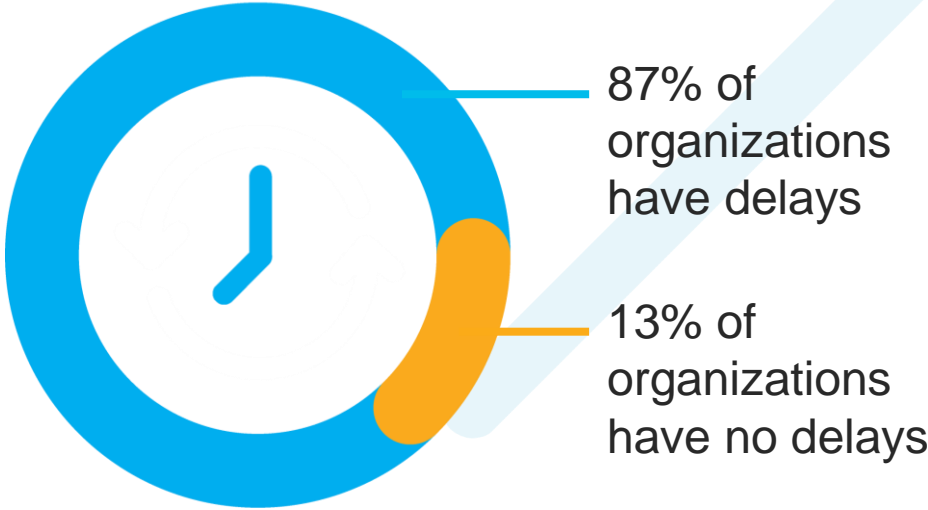
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The Business of Compliance

Sales delays due to customer privacy concerns



Did you know?

GDPR-ready companies have fewer and less costly breaches

Percentage who had a data breach



Percentage who had Breach losses >\$500,000



Number of records impacted



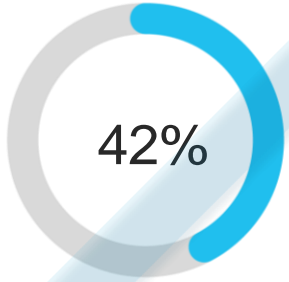
System downtime



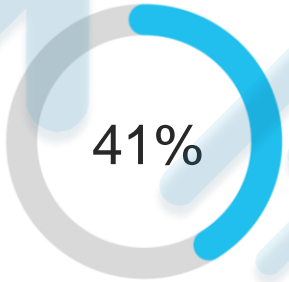


Privacy benefits

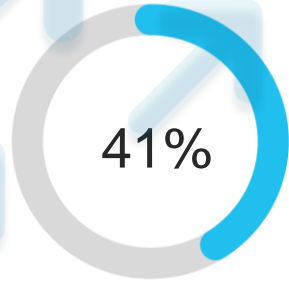
97% getting one or more benefits



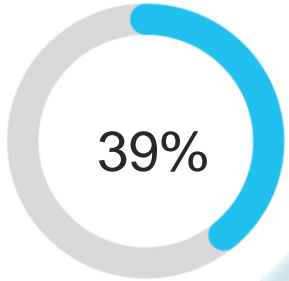
Agility and innovation



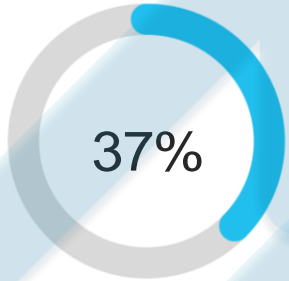
Competitive advantage



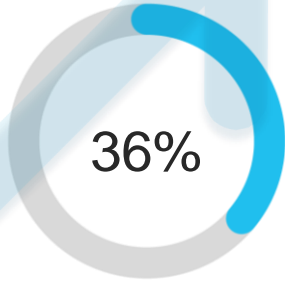
Operational efficiency



Lower losses from data breaches



Shorter sales delays



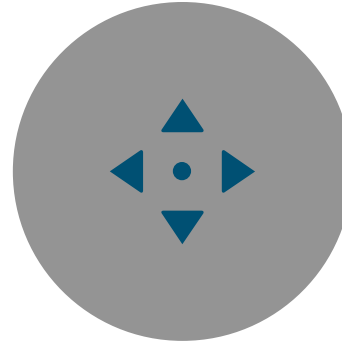
Investor appeal



Customer &
Market Expectations



Competitive
Differentiation



Risk Landscape



Legal
Obligations

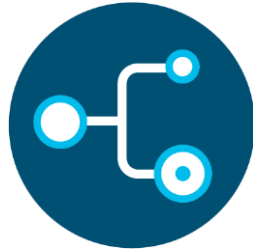
Strategic Considerations

Building for Privacy

Build for Fair principles



Policies and
Standards



Identification and
Classification



Data Risk and
Organizational Maturity



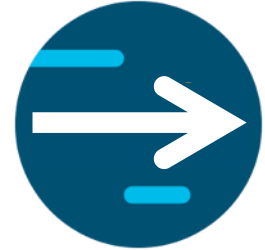
Incident
Response



Oversight and
Enforcement



Awareness and
Education



By Design

Data Sheets & Data Maps: Examples of early innovation



Cisco Cloudlock
Privacy Data Sheet

This Privacy Data Sheet describes the processing of personal data (or personal identifiable information) by Cisco Cloudlock, a Cisco cloud service.

1. Overview of Cisco Cloudlock Capabilities

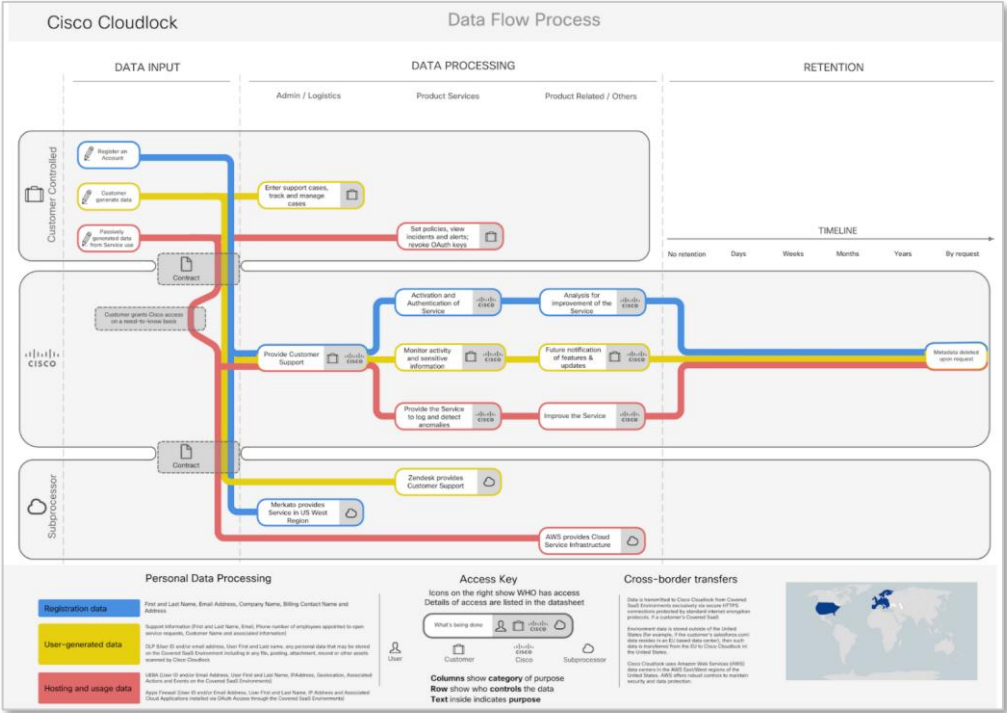
Cisco Cloudlock is a Cloud Access Security Broker (CASB) service that helps organizations use cloud platforms and applications securely. Cisco Cloudlock delivers visibility and control for cloud application environments such as Microsoft Office 365, Salesforce, Google G Suite, Box, Dropbox, and others (the "Covered SaaS Environments"). It helps secure cloud identities, data, and applications. Each customer chooses the Covered SaaS Environment(s) to secure with Cisco Cloudlock. The capabilities of Cisco Cloudlock consist of the following core features.

Data Loss Prevention (DLP) Cisco Cloudlock provides DLP functionality that monitors the content stored in Covered SaaS Environments in order to detect and secure sensitive information. Cisco Cloudlock provides out-of-the-box policies as well as highly configurable custom policies. Automated response actions can remediate risk in the instance of a policy violation, including but not limited to end-user notifications, administrator notifications, transfer of ownership, and quarantines. For example, Cisco Cloudlock can help the customer raise their security level by helping them to understand what and where personal data is stored in the cloud and by raising incidents if personal data (e.g. a credit card number) is detected in a cloud application in violation of a company policy.

User and Entity Behavior Analytics (UEBA) Cisco Cloudlock provides UEBA functionality for the Covered SaaS Environments to help identify compromised accounts and malicious insiders. In addition to UEBA policies monitoring events, Cisco Cloudlock applies advanced machine learning algorithms to detect anomalies based on factors such as user activities outside of whitelisted countries, logins from unusual locations, and suspicious actions across distances.

Connected Cloud Applications ("Apps Firewall") Cisco Cloudlock for Microsoft Office 365 and Cisco Cloudlock for Google G Suite enable discovery of cloud applications connected to customer environments via an OAuth connection. Apps Firewall provides a crowdsourced Community Trust Rating for individual applications as well as the ability to ban or approve apps based on risk profile and requested permissions (access scopes). Apps Firewall enables a customer to boost

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Privacy and other apps are available. For the latest version see: www.cisco.com/go/privacy



Privacy by design; data centric by design

- PbD vs. Privacy Engineering as a discipline
 - Differences
 - Planning & approach
 - The “professional engineer” meets the ethics bound Lawyer meets the compliance bound Banker
 - Why existing ethical codes may give us a “mindle” to begin to draw a framework
 - How problem solving in this area can be strategic and communicated into operational considerations to arrive at a common outcome.

Ethical considerations

The Why and How of Ethics in Data

- Who let the liberal arts majors in?
 - Why ethics are suddenly a “hot topic”
 - A little background and state of the ‘art’
 - IEEE7000/ 7002
 - ISO 317
 - NIST etc. etc. etc.
- Which model?
 - Kant?
 - Hobbs?
 - Aristotle?

Innovation Moving Forward: Wicked Privacy™