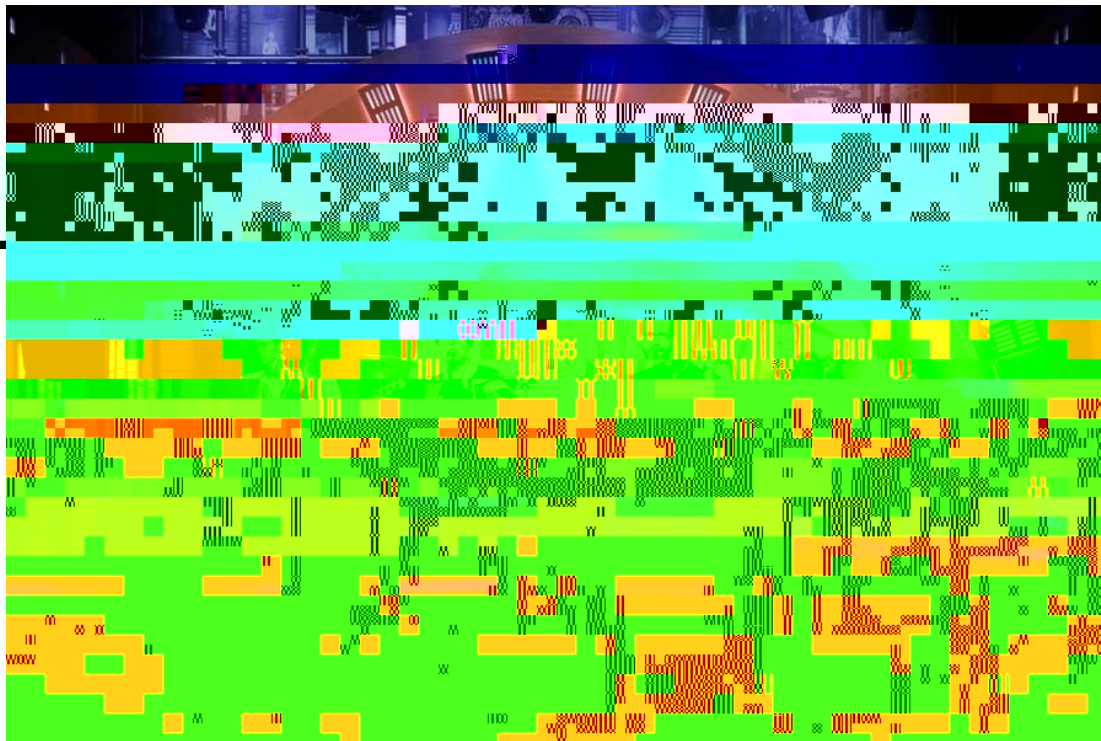


Cheryl Hiemstra  
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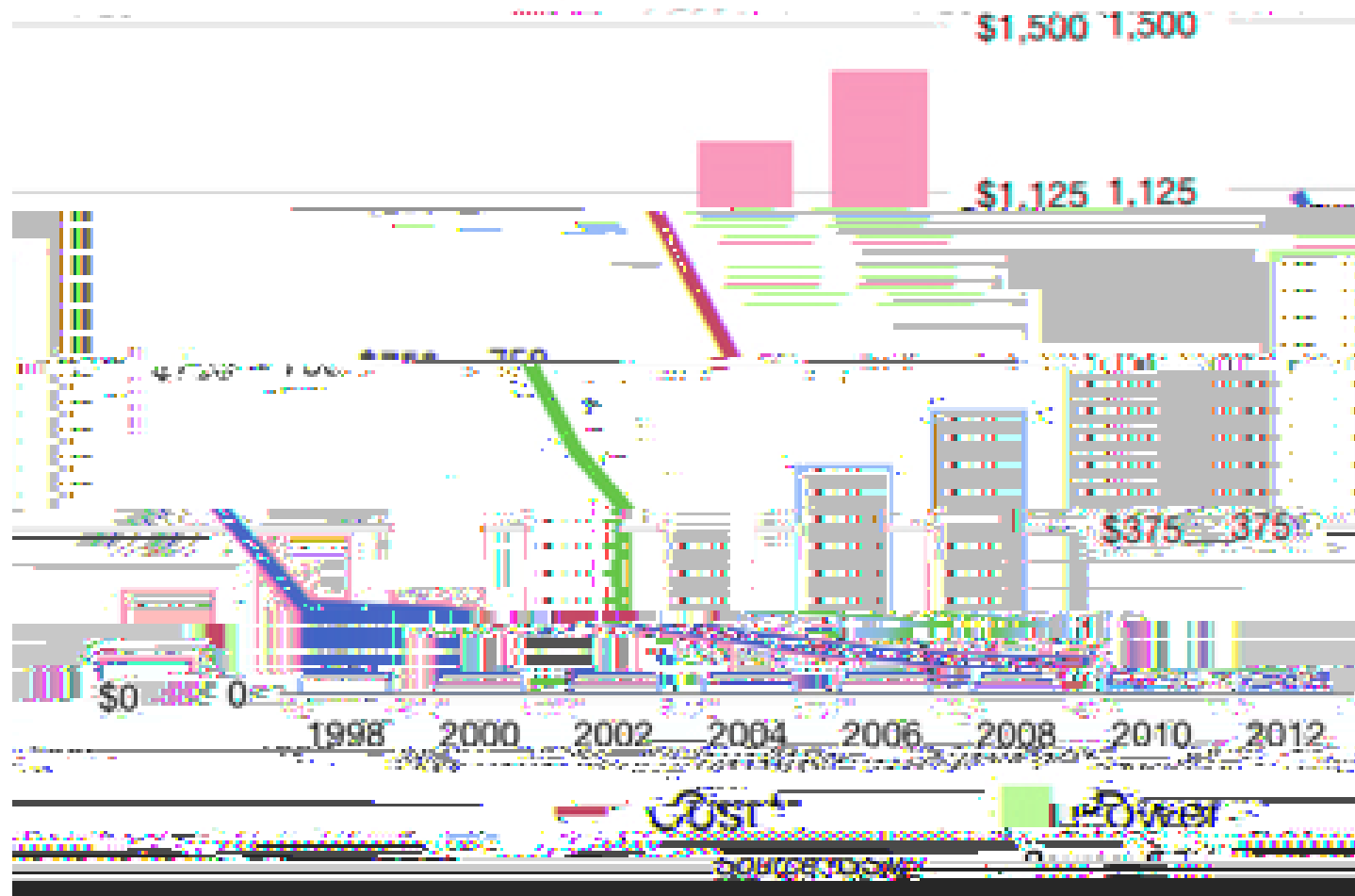
# Big Data

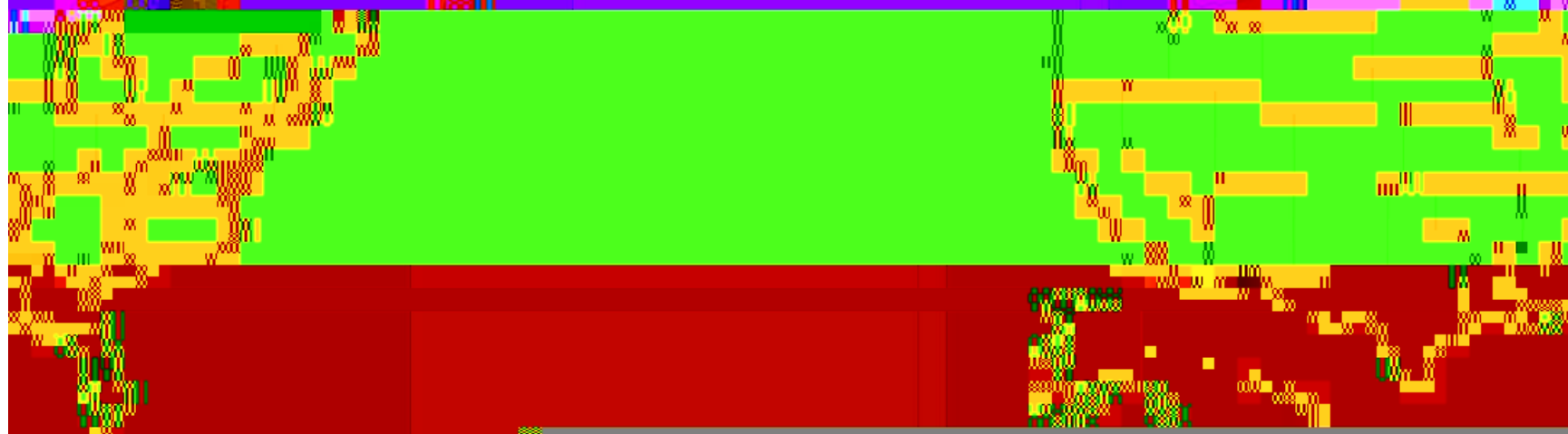


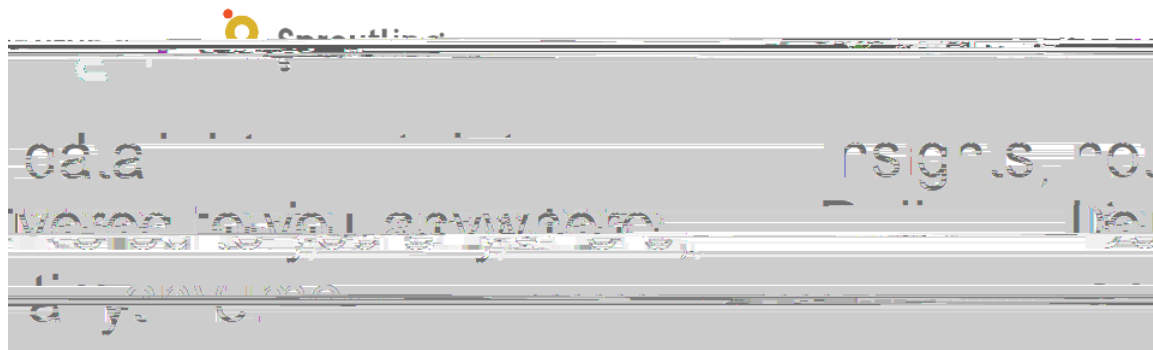
eg Cost vs. Power

MOORE'S LAW - COMPUTE

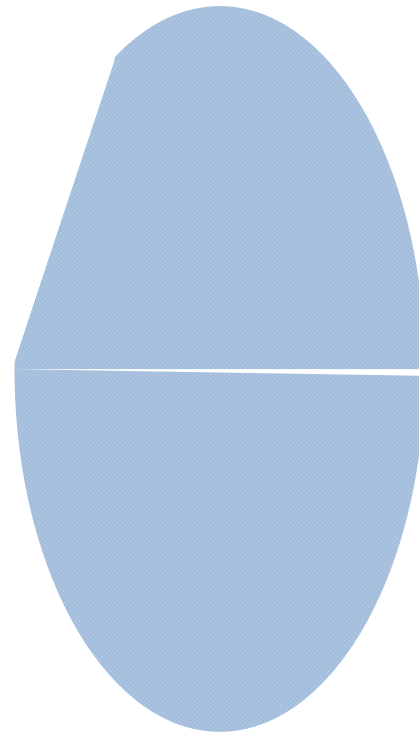
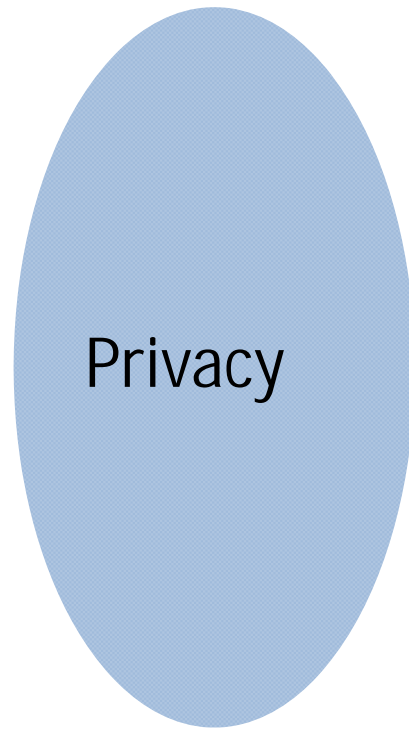
MHz







The Pessimist's View  
(or, Privacy Dead)



# A More Realistic View

# Beginnings: Privacy Torts

- invasion of privacy
- false light
- public disclosure of private facts
- right to publicity
- intrusion upon seclusion
- appropriation of name or likeness



Right to Financial Privacy Act

1. The Right to Financial Privacy Act of 1976 (12 U.S.C. § 1111) provides that the Federal Reserve Board shall issue regulations to protect the privacy of financial records of consumers. The Act states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

2. The Act also states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

3. The Act further states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

4. The Act also states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

5. The Act further states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

6. The Act also states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

7. The Act further states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

8. The Act also states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

9. The Act further states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

10. The Act also states that the Board shall issue such regulations as may be necessary to carry out the purposes of this Act, which are to protect the privacy of financial records of consumers and to ensure that the collection, use, and disclosure of such records are reasonable and appropriate in light of the purposes for which such records are collected, used, and disclosed.

# Top 5 Privacy Risks 2014

- 1 Web Application Vulnerabilities
- 2 Operator sided Data Leakage
- 3 Insufficient Data Breach Response
- 4 Insufficient Deletion of personal data
- 5 Non transparent Policies, Terms and Conditions

where 'do 'we 'go 'from 'here

# where do we go from here: privacy promises

- consumer education, awareness selling point
- <https://www.ghostery.com/en/>
- <http://www.youradchoices.com/>

## Perceptions

- “self regulation” v legislation
- *privacy by design v enforcement*

where do we go from here: children

- COPPA Children's Online Privacy Protection Act
- FERPA Family Education Right and Privacy Act
- SOPIPA Student Online Personal Information Protection Act (California)
- State contracting restrictions

# where do we go from here: background checks

- *price discrimination v. dynamic pricing*
- Fair Credit Reporting Act
- Employment law
  - Washington SB 5211 (2013)
  - Oregon HB 2654 (2013)

# for further study

- FTC: <http://www.onguardonline.gov/>
- California: <http://oag.ca.gov/privacyAboutthedata.com>
- Academics to watch: Dan Solove, Paul Ohm, Woody Hartzog
- Fordham [http://law.fordham.edu/center on law and information policy/clip.htm](http://law.fordham.edu/center_on_law_and_information_policy/clip.htm)
- Stanford [http://cyberlaw.stanford.edu/focus areas/privacy](http://cyberlaw.stanford.edu/focus_areas/privacy)
- *Consumer Data Privacy in a Networked World: A Framework for Protecting Privacy and Promoting Innovation in the Global Digital Economy* (White