

# EXPO 2015

## Data Economy in Privacy, Security & Trust

– Points of Attention –

1

**GOING DIGITAL & ON-LINE IS GOOD**

2

**GOING SMART IS GREAT**

3

**TOWARDS DIGITAL SINGLE MARKET IN EU**

4

**CROSS-BORDER DIGITAL IDENTITY MANAGEMENT**

5

**DO-IT-YOURSELF**

6

**LOOSING CONTROL & FLEXIBILITY**

7

**LOT OF PERSONAL/SENSITIVE DATA BEING  
REVEALED**



8

**DATA ARE EASY TO COPY, MODIFY & ERASE**

**CYBER ATTACKS ARE GROWING**

10

**NEED FOR DATA PROTECTION**

11

**DATA SECURITY – CONFIDENTIALITY, INTEGRITY,  
AVAILABILITY, ENTITY IDENTIFICATION**

12

**NEED FOR ENDPOINT DEVICE PROTECTION AGAINST  
INTRUSIONS & MALICIOUS SOFTWARE**

13

**NEED FOR USERS' CONTROL OVER SENSITIVE DATA**

14

**USERS' CONSENT IS NOT ENOUGH**

15

**SECURITY-BY-DESIGN**



16

**PRIVACY-BY-DESIGN**

17

**USABILITY, EASE OF USE**

18

**BIG DATA ANALYTICS OVER ANONYMIZED DATA**

19

**USER PROFILING SHOULD BE DONE LOCALLY**

20

**MASS USER/CITIZEN PROFILING COLLIDES WITH  
HUMAN FREEDOM**

21

**MASS CYBER SURVEILLANCE COLLIDES WITH  
HUMAN FREEDOM**

22

**CYBER-INVESTIGATION ENABLED, BUT NOT ABUSED**

23

**MAXIMIZE TRUST THAT YOU HAVE, MINIMIZE  
TRUST THAT YOU NEED**



24

**AVOID SINGLE POINTS OF TRUST, TO BECOME  
SINGLE POINTS OF FAILURE**

25

**BASE USERS' TRUST ON TRUSTWORTHY  
TECHNOLOGY, BE PROACTIVE**

26

**ADDICTION TO CONNECTIVITY & SMART DEVICES**

27

**USERS SHOULD CONTROL SMART DEVICES &  
MACHINES**

28

**SEE DATA PROTECTION AS BUSINESS OPPORTUNITY  
RATHER THAN OBSTACLE**

29

**DATA PROTECTION SHOULD BE A DRIVER OF DATA  
ECONOMY**

30

**RAISE AWARENESS**