

Industry and Innovation – Impacts of Data Protection and Privacy

International Seminar on Personal Data Protection and Privacy

John S. Miller

Vice President for Global Policy and Law, Cybersecurity and Privacy
Information Technology Industry Council (ITI)

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About ITI

- The Information Technology Industry Council (ITI) is the premier policy and advocacy organization for the world's leading innovation companies.
- We advocate for global policies that promote public-private partnerships, support development via the adoption of efficient ICT, promote innovation via open and fair trade, drive sustainability and efficiency, protect consumer choice, and enhance worldwide competitiveness of our member companies.



Top Global Policy Issues for our Companies



**Privacy/Data
Protection**



Cybersecurity



**Data Flows and
International Trade**



**Standards and
Regulations**

Data

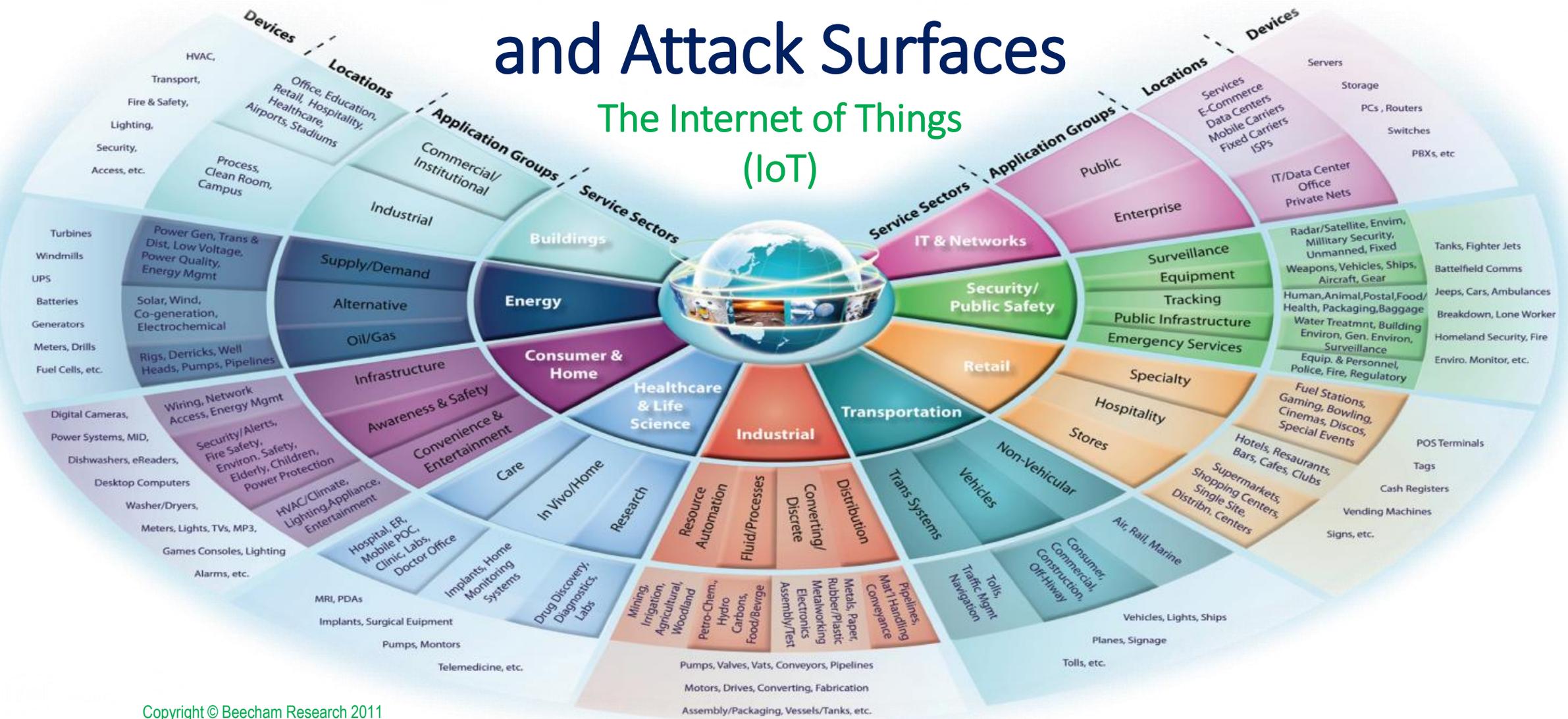
- Big Data
- Analytics



New World of Digital Footprints

and Attack Surfaces

The Internet of Things
(IoT)



Artificial Intelligence

- Machine Learning
- Multiple Applications



WHAT IS A.I.?

Innovation and Investment Friendly Policy Approaches

- Public/Private Partnership
 - Leverage industry partners as a resource
 - Diverse stakeholders need to communicate
- Global solutions
 - Global standards and best practices
 - Multilateral approaches
- Accountability / Voluntary Co-Regulation
 - Companies demonstrate accountable practices, voluntarily submit to enforcement
- Avoiding Siloed Regulatory Approaches
 - Essential to realizing the economic benefits of IoT, Big Data, further innovations

Practical Privacy and Data Protection Policy Guidance

- Allow multiple legal grounds for processing, including legitimate interests
- Recognize appropriateness of different kinds of consent based on context
- Create contextually aware definitions of personal data with exceptions
- Sensitive data categories should be clearly defined in a closed list
- Create balanced laws sensitive to privacy risks and potential social benefits of innovative technologies
- Institute a flexible and harm preventative data breach notification regime
- Create accountability-based systems with clear delineations of liability
- Provide multiple mechanisms for cross-border data transfers, avoid data localization and overreliance on adequacy

Brazil's Opportunity



Develop a modern privacy law that takes the “best of the best”

- **Protect privacy of citizens**
- **Encourage Brazilian innovation, economic growth**
- **Align with Digital Strategy**
- **Align with IoT Strategy**

THANK YOU!

John S. Miller

jmiller@itic.org

+1-202-626-5731