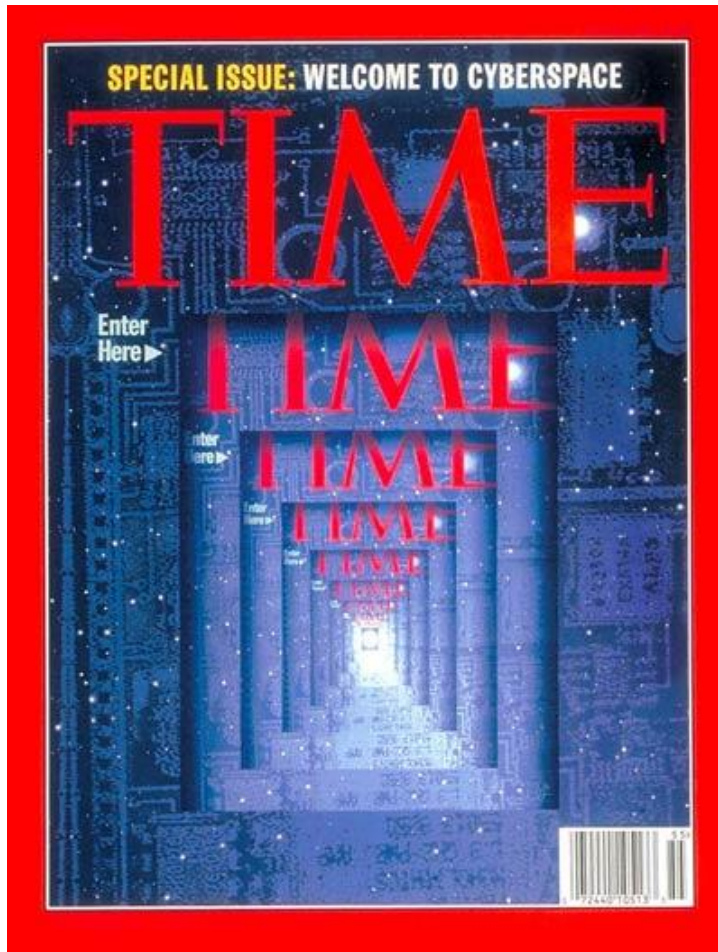


# Leading by example

## The EDPS Strategy 2015-2019

*Giovanni Buttarelli, European Data Protection Supervisor  
DPO meeting  
EIF Luxembourg, 8 May 2015*

# 1995



- 100m desktops sold
- 0.4% global population use the internet
- <1 in 10 Europeans have mobile phones

# 2015



- Students spend 10 hrs a day on smart phones
- 25.7m smart wearables
- 3bn internet users: 1 in 5 are in Europe

'The problems started when we both lost our smartphones and had to talk to each other.'  
(*The Spectator* 25.4.2015)

# Our objectives

- I. Data protection goes digital
- II. Forging global partnerships
- III. Opening a new chapter for EU data protection

# 1 Data protection goes digital

- Promoting technologies to enhance privacy and data protection
- Identifying cross-disciplinary policy solutions
- Increasing transparency, user control and accountability in big data processing

## 2 Forging global partnerships

- Developing an ethical dimension to data protection
- Mainstreaming data protection into international agreements
- Speaking with a single voice in the international arena

# 3 Opening a new chapter for EU data protection

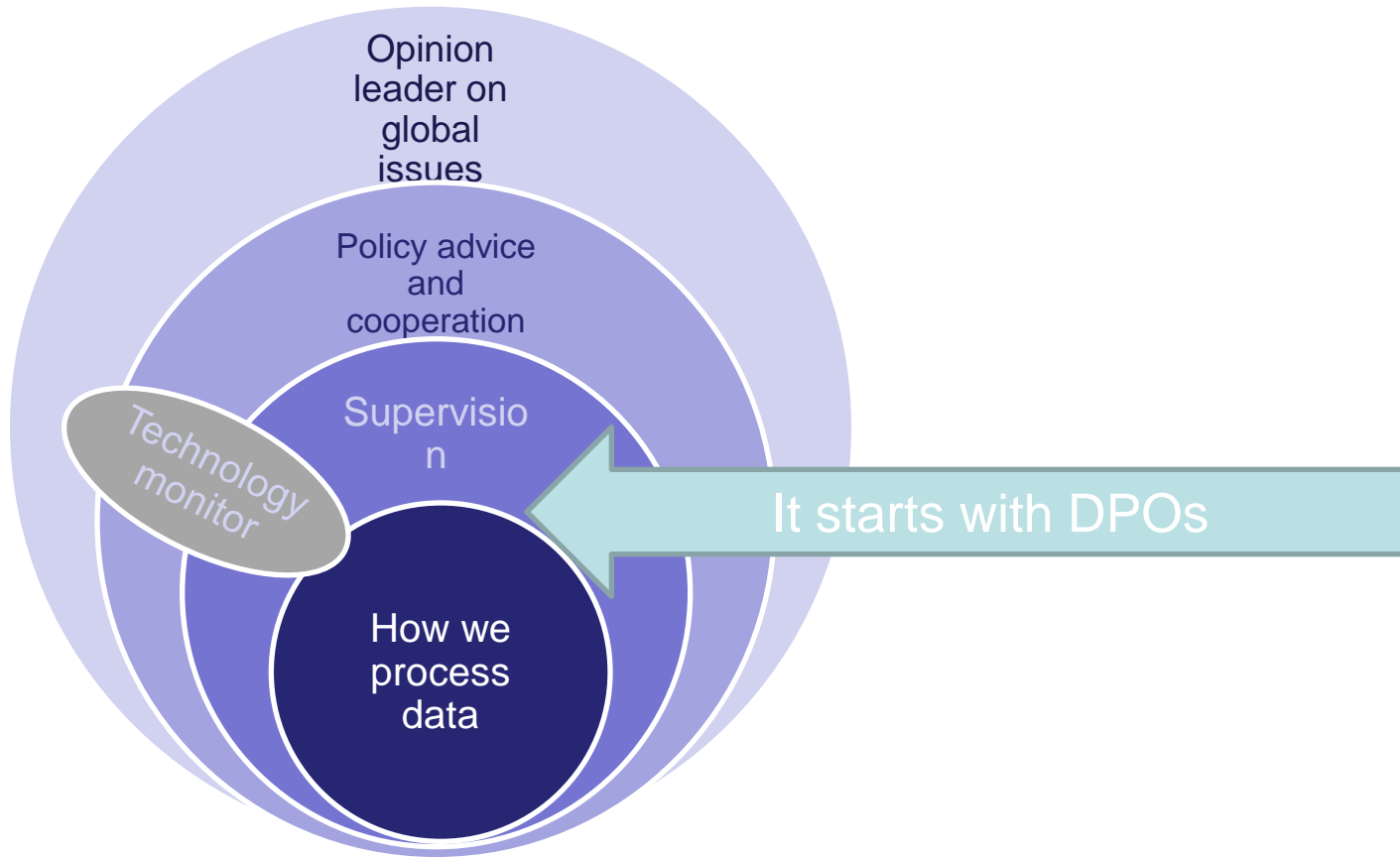
- Adopting and implementing up-to-date protection rules
  - Increasing the accountability of EU bodies processing personal information
- Facilitating responsible and informed policy making
- Promoting a mature conversation on security and privacy

# Big data accountability

Challenges	Responses
Complexity	Be clear on who is responsible for processing personal info, what info is processed, and why
Lack of transparency about assumptions and predictions	Honest and clear privacy policies including on logic of algorithms
Potential for unfair discrimination and lack of user control	Right to access and seek erasure, data portability
Repurposing of data	Controller responsibility and liability for further processing



# *How the EU can speak with one voice?*



# 2019?



- 50bn connected devices (Cisco)
- 10 times increase on 2014 mobile data traffic (Cisco)
- Value of IoT in telemedicine, smart cars etc €22bn (IDTechEx)
- 100% large organisations purchase external data (IDC)

# Thank you

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