



## The ABA Section of Science & Technology Law's Membership and Diversity (MAD) Committee Presents

# Privacy by Design: What All Companies Need to Do Now

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Described by a recent *Forbes* magazine article as “the new corporate hotness,” **Privacy by Design (PbD)** is transforming the way companies do business. Developed by Ontario’s Information and Privacy Commissioner Dr. Ann Cavoukian in response to growing threats to personal information, PbD has become a call to action heard around the world. PbD figures prominently in the U.S. Federal Trade Commission’s draft privacy framework, federal privacy legislation proposed by Senators Kerry and McCain, a landmark resolution adopted by international data protection and privacy commissioners, the sweeping new EU data protection regulations, and countless other legislative and regulatory initiatives globally.

PbD is a paradigm shift that is revolutionizing the way companies protect data in an information-driven age. It means building privacy directly from the outset into design specifications of information technologies, business practices, and networked infrastructures. At a time when cloud computing, data mining, behavioral profiling, and 24/7 surveillance have become the norm, PbD is something regulators, legislators, and leading companies are recognizing must be done now.

Learn firsthand about the new global privacy standard known as Privacy by Design (PbD) from two of the world’s leading regulators in this area, as they explore the following topics:

- What are PbD’s 7 foundational principles, and how can companies use them to protect personal data while gaining a sustainable competitive advantage?
- How does “privacy by design” provide needed solutions to the current “privacy by disaster” data breach crisis?
- What minefields await companies who fail to incorporate PbD into data management and cloud computing?
- How is PbD affecting the mobile/smartphone tracking debate?
- What is the FTC’s latest position on PbD, and what regulatory trends are emerging internationally?
- Practically speaking, how can organizations operationalize PbD?
- How can PbD limit risk to corporate reputation and the bottom line?

### Faculty

[Ruth Hill Bro](#), Moderator, Membership and Diversity Committee Chair and 2008-2009 Section Chair, ABA Section of Science & Technology Law

[Julie Brill](#), Commissioner, U.S. Federal Trade Commission

[Ann Cavoukian](#), Ph.D., Commissioner, Office of the information and Privacy Commissioner/Ontario

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