Leading by example
The EDPS Strategy 2015-2019

Giovanni Buttarelli, European Data Protection Supervisor
DPO meeting
ELF Luxembourg, 8 May 2015
1995

- 100m desktops sold
- 0.4% global population use the internet
- <1 in 10 Europeans have mobile phones
‘The problems started when we both lost our smartphones and had to talk to each other.’

(The Spectator 25.4.2015)

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

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<tr>
<th>Challenges</th>
<th>Responses</th>
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<tr>
<td>Complexity</td>
<td>Be clear on who is responsible for processing personal info, what info is processed, and why</td>
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<td>Lack of transparency about assumptions and predictions</td>
<td>Honest and clear privacy policies including on logic of algorithms</td>
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<td>Potential for unfair discrimination and lack of user control</td>
<td>Right to access and seek erasure, data portability</td>
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<td>Repurposing of data</td>
<td>Controller responsibility and liability for further processing</td>
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How the EU can speak with one voice?

Opinion leader on global issues
Policy advice and cooperation
Supervision
How we process data

It starts with DPOs
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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