



## Big data roadmap and cross disciplinary community for addressing social Externalities (BYTE)

### Big data breakfast organised by CPDP and the BYTE project

Summary report

28 January 2015

The big data breakfast was a high-profile event organised at the annual Computers, Privacy and Data Protection conference in Brussels on the 22 January 2015. The event was a closed session that included high-level industry representatives, policy-makers, regulators and civil society organisations from Europe and beyond. Mr Jacob Kohnstamm (Chairman, Dutch DPA) delivered a keynote address on the privacy and data protection issues relevant to big data processing, and representatives from Inria and Hunton & Williams offered responses. In addition, industry panellists from Intel Corporation, Hewlett Packard and Microsoft offered descriptions of their activities specifically related to addressing privacy and data protection issues associated with big data. The session featured two hours of group discussion among the high-level participants. Three key discussion streams emerged from the event.

The first major intervention was an encouragement to maintain awareness that big data processes are relevant to many different industry sectors and often do not involve the processing of personal data. For example, innovations relevant to transportation, the environment, inventory management and others do not process personal data. Consequently, there is a need to draw a line between the collection and processing of data sets that contain personal data and those that do not. Three types of big data emerged:

1. Big data sets without personal data
2. Big data sets that start with personal data, but where aggregated insights are the goal
3. Big data sets which seek to profile or single out individuals

Each of these is associated with different risk levels in terms of privacy and data protection impacts. Thus, while addressing privacy and data protection issues is essential for legal and ethical big data practices in many circumstances, barriers should not be erected in relation to big data, as a whole, because of these issues. There is also an important need to consider how collection and processing activities that do not involve personal data might impact members of the public indirectly (e.g., linking anonymised data sets).

Second, there was a lively discussion about whether big data represented a sea change in privacy issues. Some participants felt that big data required a rethinking of privacy principles, while others argued that the basic privacy and data protection principles remained relevant and applicable. These principles were laid out in the Berlin paper produced by the International Working Group on Data Protection in Telecommunications and included the following:

- purpose limitation,
- relevance and data minimisation,
- completeness and quality,



- transparency, and
- right of access to information.

Big data collection and analytics that respect these principles are likely to result in legal and ethical big data practices. Another possibility is to investigate the utility of the new ISO standard on cloud computing (ISO/IEC 27018) and its applicability to big data activities.

Third, industry leaders also discussed their own measures for ensuring legal and ethical big data practice. This included measures such as Chief Privacy Officers or other responsible individuals working with engineers to ensure responsible practice, challenging technologists to devise new ways of collecting data, drafting corporate codes of practice or codes of ethics and others. SME representatives in attendance also argued that while large, multi-national firms have the in-house technological, legal and other expertise to address these issues, such fixes should be made accessible to SMEs to increase their competitiveness in this area. Some examples offered included open source middle-ware or an interoperable privacy layer in existing software packages.

Although this discussion was highly successful, it was a preliminary event, and further meetings organised by BYTE will flesh out these issues in more detail. The consortium looks forward to working with industry to identify potential innovations with respect to big data as well as potential avenues for effectively addressing privacy and data protection issues.



## Agenda

8:00 – 8:10	<b>Welcome and introduction</b>  Paul De Hert (Vrije Universiteit Brussel) – CPDP convenor  Kush Wadhwa (Trilateral Research & Consulting) – BYTE coordinator
8:10 – 8:30	<b>Keynote</b>  Jacob Kohnstamm (Chairman, Dutch Data Protection Authority, former Chairman of the Art. 29 Working Party) “Big Data: a blessing or a threat?”
8:30 – 8:40	<b>Short responses (5 min each)</b>  Stephane Grumbach (Senior Scientist, Inria: the French Institute for Research in Computer Science and Automation)  Bojana Bellamy (President, Centre for information policy leadership, Hunton & Williams)
8:40 – 9:00	<b>Group discussion</b>
9:00 – 9:30	<b>Industry panel – Case studies in big data and innovation (7-10 min each)</b>  Paula Bruening (Senior Counsel for Global Privacy Policy, Intel Corporation)  Daniel Pradelles (EMEA Privacy Officer, Hewlett Packard)  Mike Hintze (Chief Privacy Counsel, Microsoft)
9:30 – 10:00	<b>Group discussion</b>

## Reference documents

The following documents were distributed to the participants for consideration:

- Maritius declaration on big data: <http://www.privacyconference2014.org/media/16602/Resolution-Big-Data.pdf>
- The new cloud computing ISO/IEC 27018 standard through the lens of the EU legislation on data protection: <http://www.brusselsprivacyhub.org/Resources/BPH-Working-Paper-VOL1-N2.pdf>
- Article 29 working party statement on Big Data: [http://ec.europa.eu/justice/data-protection/article-29/documentation/opinion-recommendation/files/2014/wp221\\_en.pdf](http://ec.europa.eu/justice/data-protection/article-29/documentation/opinion-recommendation/files/2014/wp221_en.pdf)
- Berlin Group opinion on Big Data: [http://www.datenschutz-berlin.de/attachments/1052/WP\\_Big\\_Data\\_final\\_clean\\_675.48.12.pdf?1407931243](http://www.datenschutz-berlin.de/attachments/1052/WP_Big_Data_final_clean_675.48.12.pdf?1407931243)



## Participants list

Name	Organisation
Joseph Alhadeff	Oracle
Zsuzsanna Belenyessy	European Data Protection Supervisor
Bojana Bellamy	Hunton and Williams, LLP
Espen Berg-Larsen	Norwegian Consumer Council
Laurent Beslay	EC Joint Research Center
Solon Borocas	Princeton
Marie Charlotte Roques Bonnet	Microsoft
Paula Bruening	Intel
Paul De Hert	Vrije Universiteit Brussel
Stephen Deadman	Facebook
Stuart Domingos	Zurich Insurance
Rachel Finn	Trilateral Research & Consulting
Michael Friedewald	Fraunhofer
John Grant	Palantir
Stephane Grumbach	INRIA
Seda Gürses	New York University
Dominique Hagenauw	Dutch Data Protection Authority
Mike Hintze	Microsoft
Dennis Hirsch	Capital University Law School
Zoe Kardasiadou	Fundamental Rights Agency
Peter Kimpian	Hungarian Data Protection Authority
Achim Klabunde	European Data Protection Supervisor
Jacob Kohnstamm	Dutch Data Protection Authority
Reinhard Kreissl	IRKS
Gary LaFever	Anonos
Hans Lammertant	Vrije Universiteit Brussel
Wainer Lusoli	DG Research
Ted Meyerson	Anonos
Maria Michaelidou	Council of Europe
Diego Naranjo	European Digital Rights
Milan Petkovic	Philips
Daniel Pradelles	Hewlett Packard
Simon Rice	Information Commissioner's Office
Marc Rotenberg	Electronic Privacy Information Center
Javier Ruiz	Open Rights Group
Thoralf Schwanitz	Google
Jay Stanley	American Civil Liberties Union
Bart van der Sloot	University of Amsterdam
Kush Wadhwa	Trilateral Research & Consulting
David Wright	Trilateral Research & Consulting
Vladimir Yotov	Bulgarian National Data Protection Authority