

2007 CERIAS Symposium

Privacy \pm 8yrs



Stephan Somogyi
Director of Products

Privacy is Subjective

- Individual definitions differ
- Formal definitions differ
- And they differ over time
- MySpace and Facebook

- Why Japanese business buys crypto
- How PIPA came to pass
- EU Data Privacy directives

Money Changes Everything

- Value of personal information
- Different businesses see different effects
- Cost of breach
- CA SB 1386

Privacy and Security

- Privacy is an end
- Security Technology is a means
- Technology can create vulnerability, and undermine trust
- But not all defences are technological in nature

The Next 8

- Privacy, by any definition, will remain under attack
- Don't be McNealy-an
- Help users lower their risk
- Privacy should become profitable
- Privacy and Security both will remain interesting fields

