

# A Question of Privacy



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March, 2007

# Privacy Concerns Growing

## Legal Status of Voice

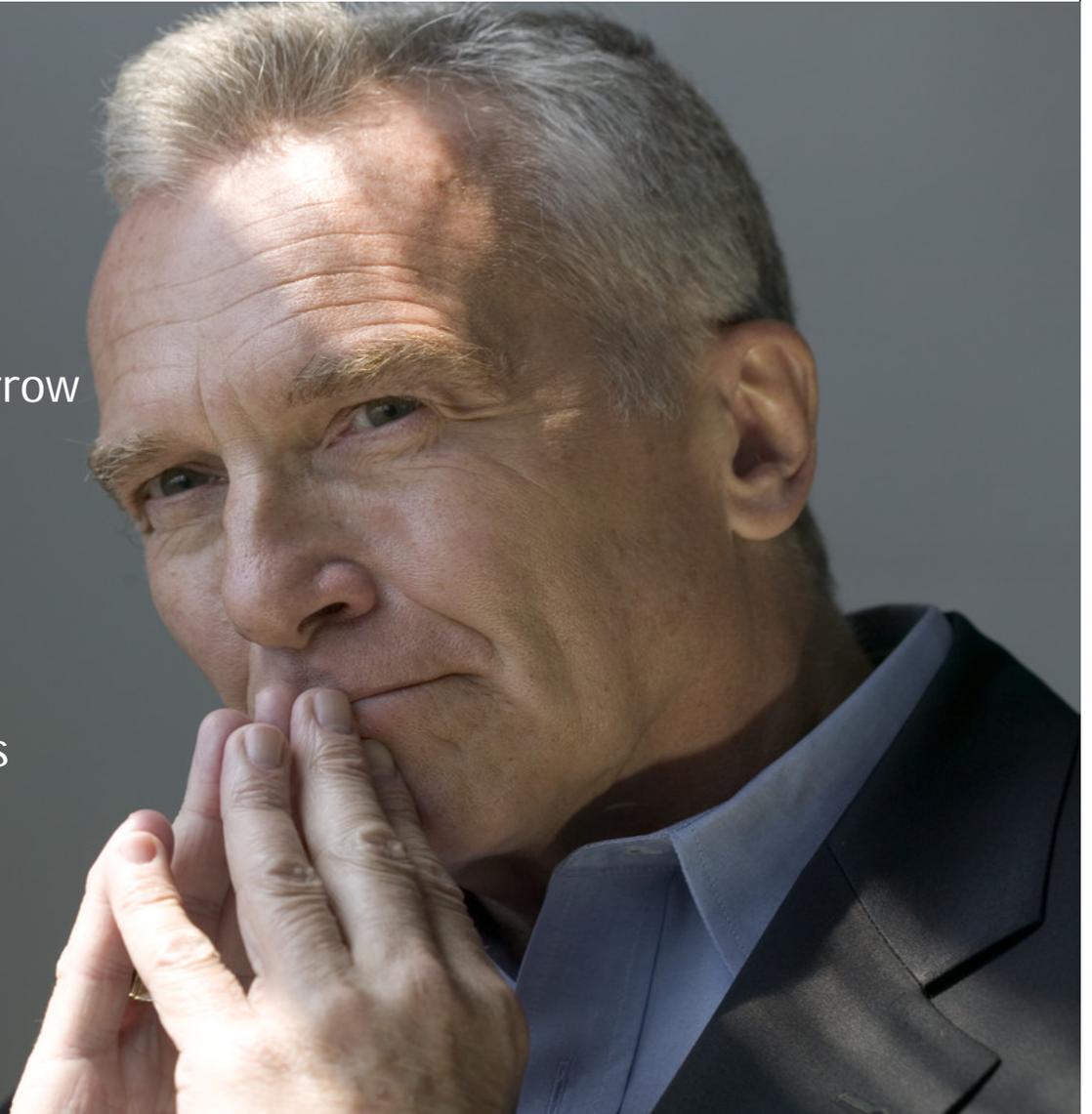
- Voice analog versus digital
- The collection of data

## Where privacy lives today - tomorrow

- Commerce
- Health
- Government

## Convergence and Global Pressures

- Voice - Video joins Data
- The Google in China example



# The Challenge - Privacy in the Network and the Content

Identity Management

Identity Federation

Social Networks

Your Government  
Online FirstGov.gov

Worry about the  
millions of willing  
users

Micro-Payments

Global Companies  
live in a political  
world

Sharing Information  
in govt and business

Identity  
Management

Identity  
Management

## Where Privacy Data Lives

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### The Dinosaur is Going Extinct



Big Sucking Sound

### It Now Lives Here



Different gatekeepers

Different physical controls and different virtual controls

Virtualization

Where identity is managed

The risk is the aggregate of your partners

## How Deep is the Privacy Hole?

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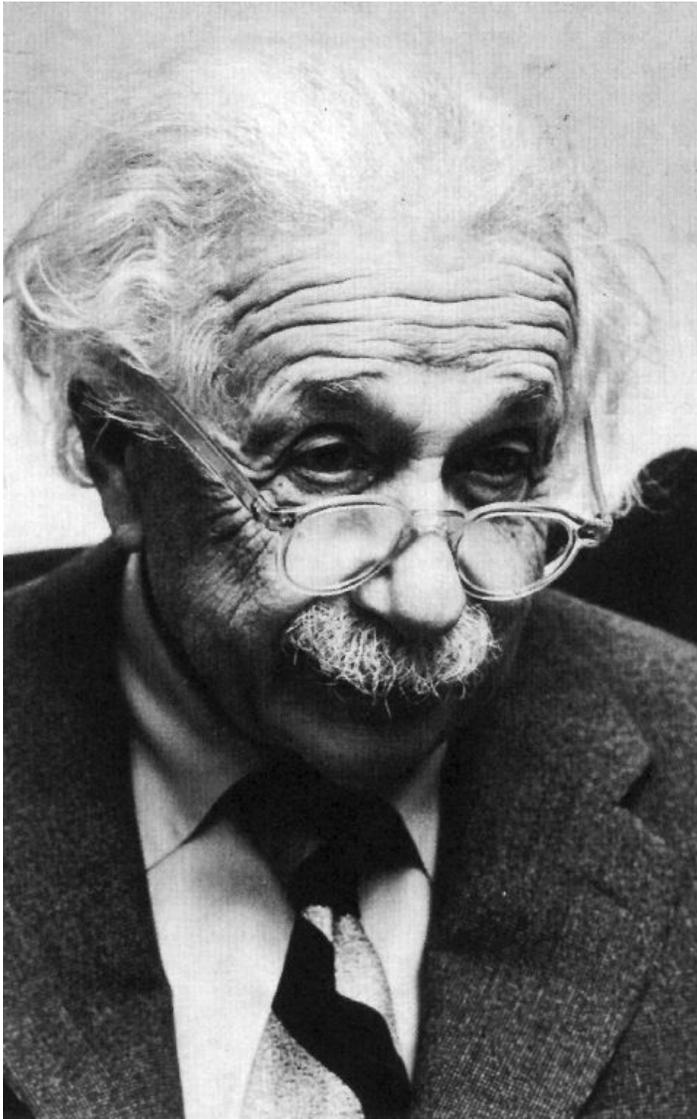
### The Scary Answer:

We don't know what we  
don't know...

...and we just keep digging

Sources: CERT/CC, Symantec, NVD, OSVD

## Is This Rocket Science?



- NO – not rocket science
- BUT – we need a better model
- AND – we need a sense of urgency

### Key Principles to Guide Us...

- *Security must be pervasive*
- *Situation awareness must be integrated*
- *Security defenses must be integrated*
- *Awareness and defenses must be designed to act within the threat window*