Privacy is Subjective

• Individual definitions differ
• Formal definitions differ
• And they differ over time
• MySpace and Facebook
Geography

- 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
• 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