Do privacy laws obstruct beneficial uses of data?

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Radio Shack Delivers Computers—Not Promises!

New! TRS-80® Model II
Microcomputer

You probably have a DP job that could be handled far better without a mainframe. Perhaps teams of small computer sales "experts" have already pestered through your office leaving you with facts, fuzzy prices and delivery guesses. Now Radio Shack can give you a TRS-80 Model II in a few weeks—not months, from date of order at unbelievably low cost—starting prices! Many other comparable small computers cost more than two Model IIs.

No "Software Salesman"! We're not doing the old routine of churning you with software notes after you bought the computer either. Want proof? Small business inventory control and accounts receivable cost just $159.95 each.

We want your business! There are over 2400 locations that can sell you the Model II plus 52 computer centers and 80 stores that have expanded computer departments. We now have 113 company-owned repair centers in case you ever need service fast! Talk to the people at a Radio Shack outlet or Radio Shack Computer Center today.

Over 150,000 Sold!

Don't Forget TRS-80 Model I

So new and available off-the-shelf at Radio Shack outlets everywhere where a price starting at $490 for the TIL 80-L. III will buy you the supremely powerful BBC LIL TRS-80 Expansion Interface, disk drives and printers available for fast delivery. Perfect for your own personal computer! Details at Radio Shack.

Hardware

- 32K (64K RAM optional)
- Basic 8080 dual density floppy disk (800K)
- Add up to 3 more floppies
- Z-80A microprocessor at 4 MHz
- Separate keyboard processor
- Filtered power supply
- 2 RS-232 C-I/O ports
- 1 Centronics parallel port
- Power-up diagnostics
- 12" high-resolution CRT
- 24 lines of 80 or 40 characters per line—program selectable
- DMA & vectorized interrupts for faster throughput
- Language
- Level III 11K BASIC interpreter plus 8K DOS

Supports advanced string handling, sort, edit, subroutines, Fox & Odd conversion + word wrapping

Other languages available soon

Communication software included

Optional Software

- Inventory Control
- General Ledger
- Billing
- Accounts Receivable

More on the way

Optional Accessories

- Disk Expansion Unit
- Acoustic Mute
- System disk
- Early models

The biggest name in little computers
ARPANET GEOGRAPHIC MAP, SEPTEMBER 1980

(SATellite CIRCUIT)
- IMP
- TIP
- PLURIBUS IMP
- PLURIBUS TIP

(NOTE: THIS MAP DOES NOT SHOW ARPA'S EXPERIMENTAL SATELLITE CONNECTIONS)
NAMES SHOWN ARE IMP NAMES, NOT (NECESSARILY) HOST NAMES
PART TWO. BASIC PRINCIPLES OF NATIONAL APPLICATION

Collection Limitation Principle

7. There should be limits to the collection of personal data and any such data should be obtained by lawful and fair means and, where appropriate, with the knowledge or consent of the data subject.

Data Quality Principle

8. Personal data should be relevant to the purposes for which they are to be used, and, to the extent necessary for those purposes, should be accurate, complete and kept up-to-date.

Purpose Specification Principle

9. The purposes for which personal data are collected should be specified not later than at the time of data collection and the subsequent use limited to the fulfilment of those purposes or such others as are not incompatible with those purposes and as are specified on each occasion of change of purpose.

Use Limitation Principle

10. Personal data should not be disclosed, made available or otherwise used for purposes other than those specified in accordance with Paragraph 9 except:
   a) with the consent of the data subject; or
   b) by the authority of law.
“UPSIDE DOWN”

• Principle 7: Collection Limitation Principle  
  why not get as much as possible?

• Principle 9: Purpose Specification Principle  
  why not allow for innovative new uses?

• Principle 10: Use Limitation Principle  
  why not keep data for as long as possible?
privacy rules : technical assumptions

20th century 21st century

• discrete data collection - ubiquitous passive collection

• individuals as data subjects – data consumers

• bilateral transfers for processing - “mashups” for real-time online services

• basic statistical processes – modern AI techniques
privacy rules : technical assumptions

20th century

• discrete data collection
• individuals as data subjects
• bilateral transfers for processing
• basic statistical processes

21st century

• ubiquitous passive collection
• data consumers
• “mashups” for real-time online services
• modern AI techniques
AI works because more data
privacy rules obstruct beneficial data uses
privacy rules obstruct beneficial data uses

examples
privacy rules obstruct beneficial data uses

examples

biometric voiceprints - bank fraud
privacy rules obstruct beneficial data uses

examples

biometric voiceprints - bank fraud
hospital records - infections
privacy rules obstruct beneficial data uses

examples

biometric voiceprints - bank fraud
hospital records - infections
mobile metadata – pandemics
privacy rules obstruct beneficial data uses

examples

biometric voiceprints - bank fraud
hospital records - infections
mobile metadata – pandemics
shopping data – disease
moral obligation to use personal data
moral obligation to use personal data

a failure to use data is the moral equivalent of burning books
policy
OECD leadership

5. Promote digital security risk management and the protection of privacy at the highest level of leadership to strengthen trust, and develop to this effect collaborative strategies that recognise these issues as critical for economic and social prosperity, support implementation of coherent digital security and privacy risk management practices, with particular attention to the freedom of expression and the needs of small and medium enterprises and individuals, foster research and innovation and promote a general policy of accountability and transparency.

- Encourage the development of national privacy strategies while taking into account the different needs in countries. We recognise the importance of promoting interoperability between privacy frameworks of different countries.
recommendations

• “data trusts" to enable data exchange among institutions

• public research release data in open, machine-readable format

• “right to mine data” default for published research

UK government report, Oct 2017
solutions

• shift regulatory focus from collection to use
• develop institutions and practices for data sharing and analysis
• accept protections like anonymisation are inherently imperfect
• sanction entities that *fail to process* personal data for clear social benefit
• develop “national privacy strategy” to fuse usage with protection
Google DeepMind NHS app test broke UK privacy law - BBC News
www.bbc.co.uk/news/technology-40483202
3 Jul 2017 - A UK hospital did not do enough to protect the privacy of patients when it shared data with Google, the UK's Information Commission (ICO) has ...

DeepMind’s data deal with the NHS broke privacy law - Engadget
3 Jul 2017 - An NHS Trust broke the law by sharing sensitive patient records with Google’s DeepMind division, the UK's data watchdog has ruled.

Royal Free breached UK data law in 1.6m patient deal with Google's ...
https://www.theguardian.com › Technology › Google
3 Jul 2017 - While privacy campaigners were hoping the ruling would touch on the ... National data guardian: Google DeepMind 1.6m patient record deal ...

Royal Free - Google DeepMind trial failed to comply with data - ICO
https://ico.org.uk/.../royal-free-google-deepmind-trial-failed-to-comply-with-data-pro...
3 Jul 2017 - Royal Free - Google DeepMind trial failed to comply with data protection law ... does not need to be the erosion of fundamental privacy rights.
thank you

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