

September 10, 2015

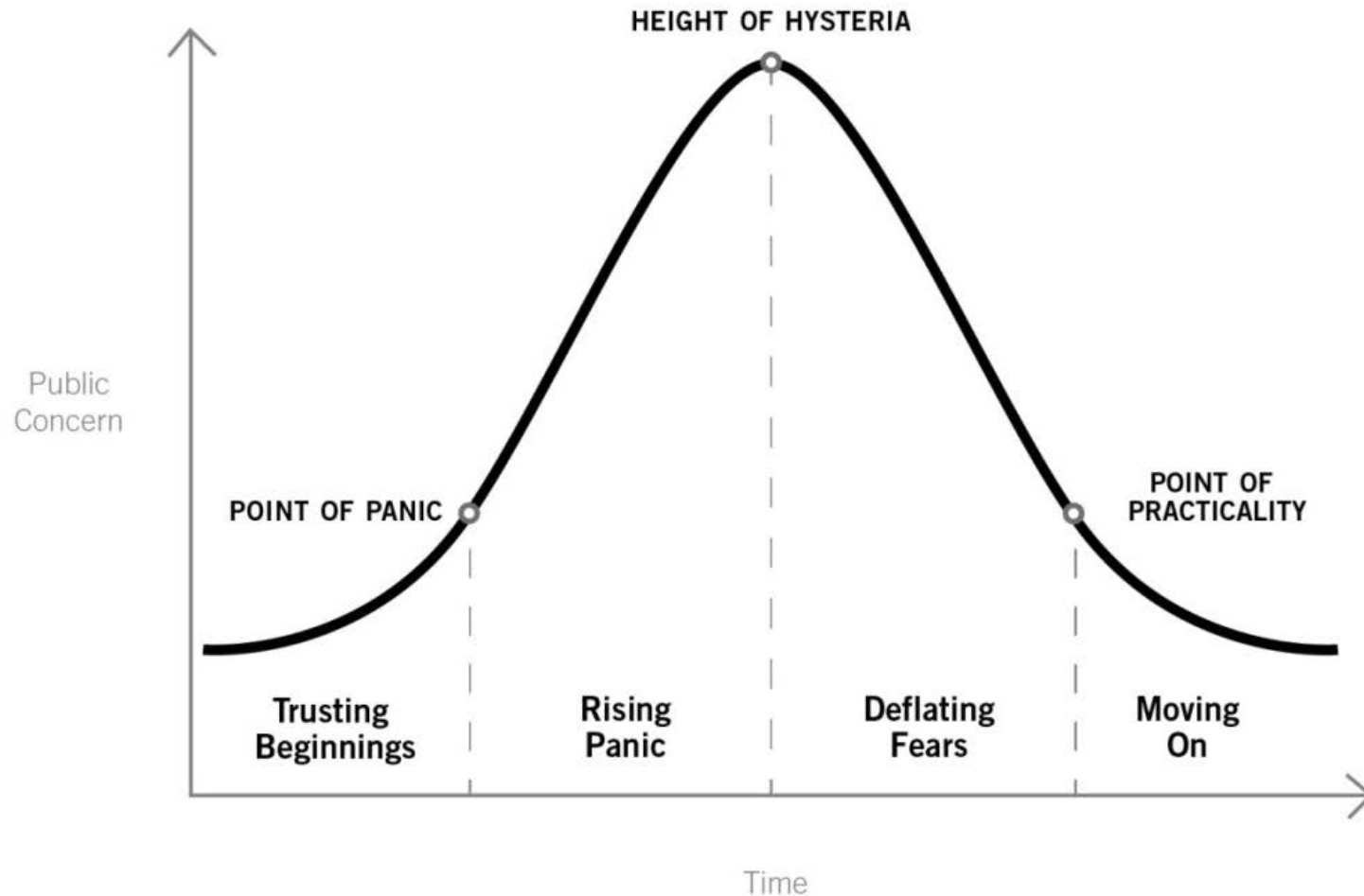
The Sky is Not Falling: Understanding the Privacy Panic Cycle



Presenter:

Daniel Castro, Vice President, ITIF

Privacy Panic Cycle



Trusting Beginnings



Point of Panic



The Evils of Cloud Computing

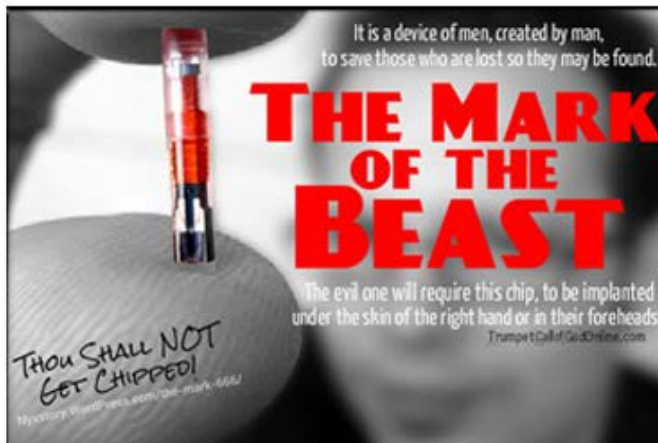
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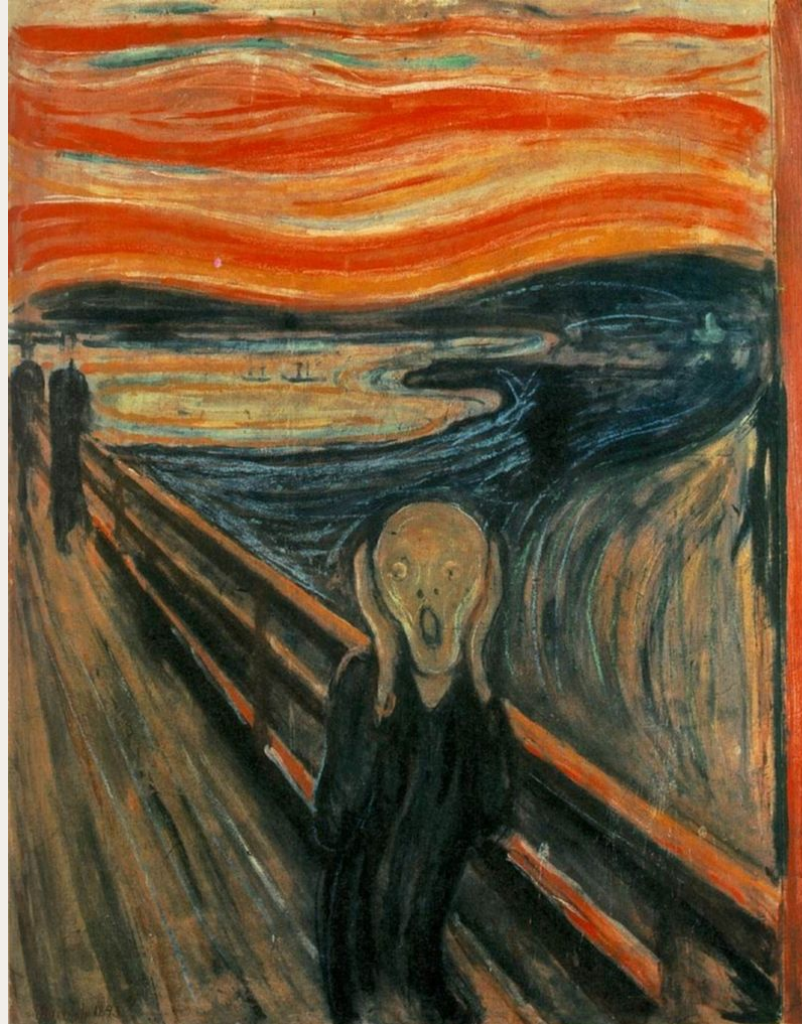
The pendulum is swinging back to timesharing (now called cloud computing) from personal computing. But there is a darkness to this cloud with no silver lining in sight. Suddenly, the norm is shifting and using an "application" means giving other companies all your personal data to store and handle. This is a problem because the 4th amendment doesn't protect data in the hands of 3rd parties. Are we erasing a section from the bill of rights to obtain an attractive engineering solution? Cloud computing and "data

Rising Panic



No Surveillance Devices

Height of Hysteria



Deflating Fears



Point of Practicality



Moving On



 **DIGITAL
DUE PROCESS**
MODERNIZING SURVEILLANCE LAWS FOR THE INTERNET AGE

[ABOUT THE ISSUE](#) [OUR PRINCIPLES](#) [WHO WE ARE](#) [NEWS](#) [RESOURCES](#)

ABOUT THE ISSUE

"The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no Warrants shall issue, but upon probable cause..."

- Fourth Amendment to the United States Constitution

OUR PRINCIPLES

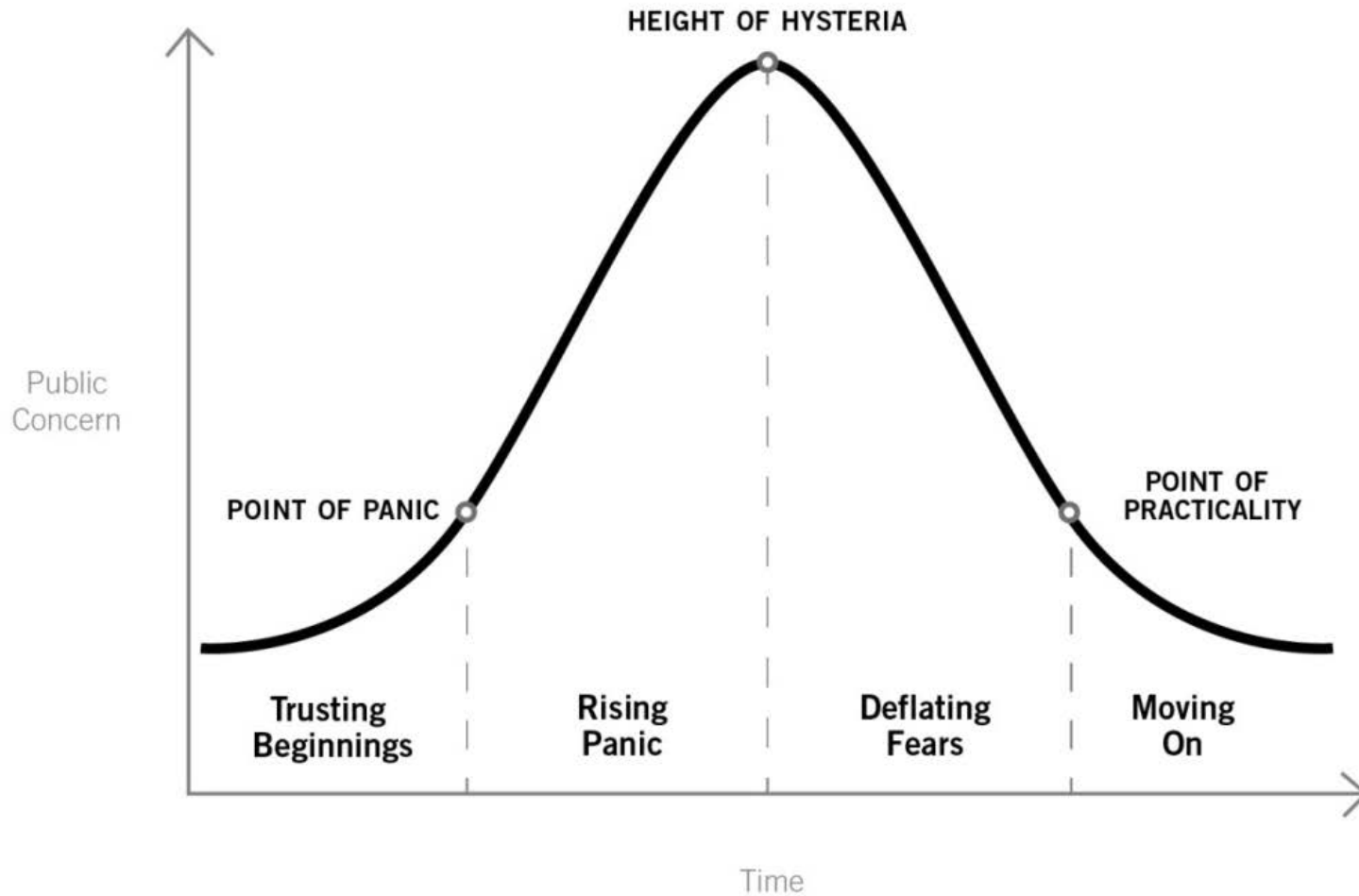
To simplify, clarify, and unify the ECPA standards, providing stronger privacy protections for communications and associated data in response to changes in technology and new services and usage patterns, while preserving the legal tools necessary for government agencies to enforce the laws, respond to emergency circumstances and protect the public.

MORE ►

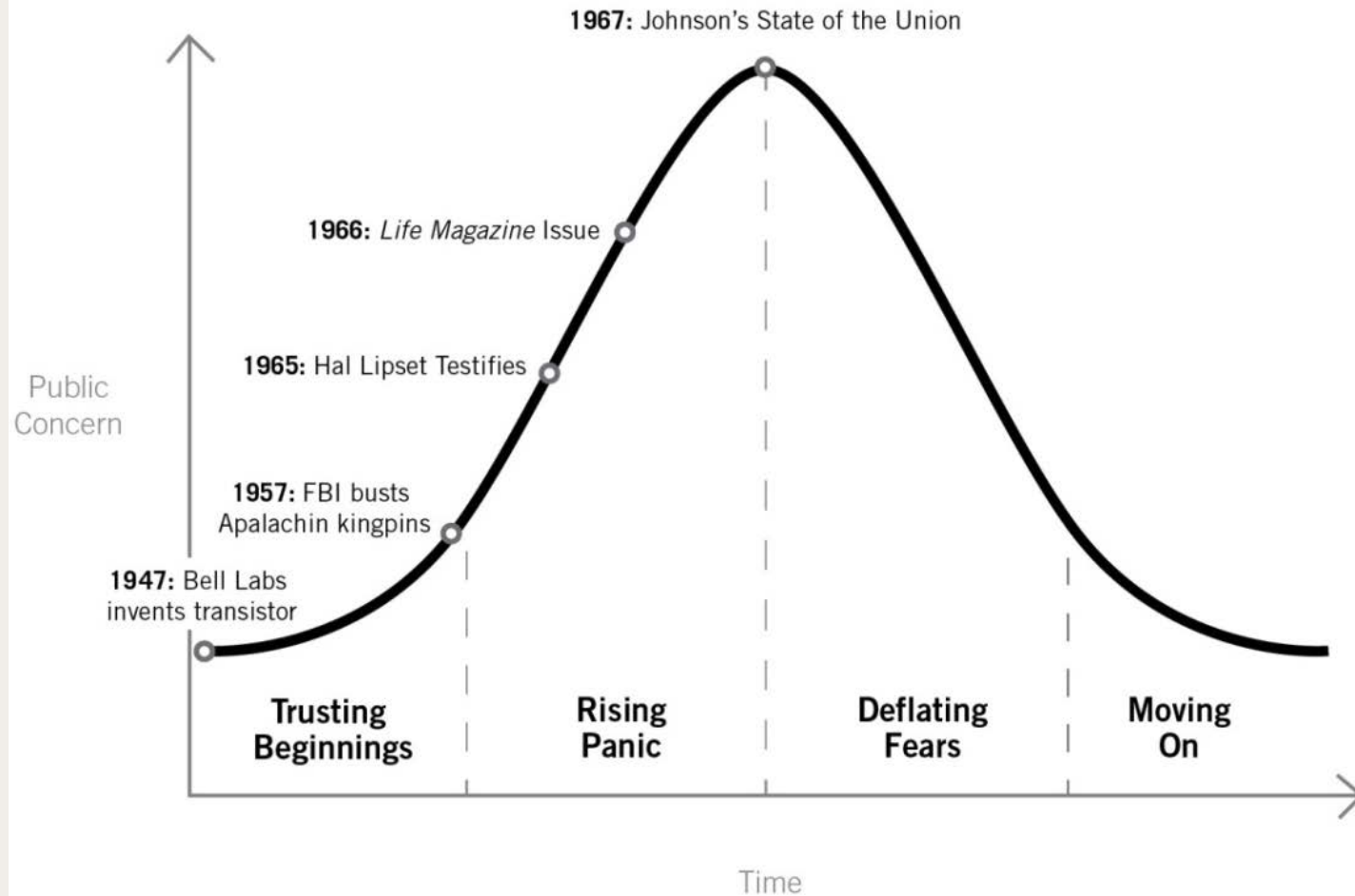
ECPA Reform: Why Now?

The Electronic Communications Privacy Act (ECPA) was a forward-looking statute when enacted in 1986. It specified standards for law enforcement access to electronic communications and associated data, affording important privacy protections to subscribers of emerging wireless and Internet technologies. Technology has advanced dramatically since 1986, and ECPA has been outpaced. The statute has not undergone a significant revision since it was enacted in 1986 – eons ago in Internet time.

Privacy Panic Cycle



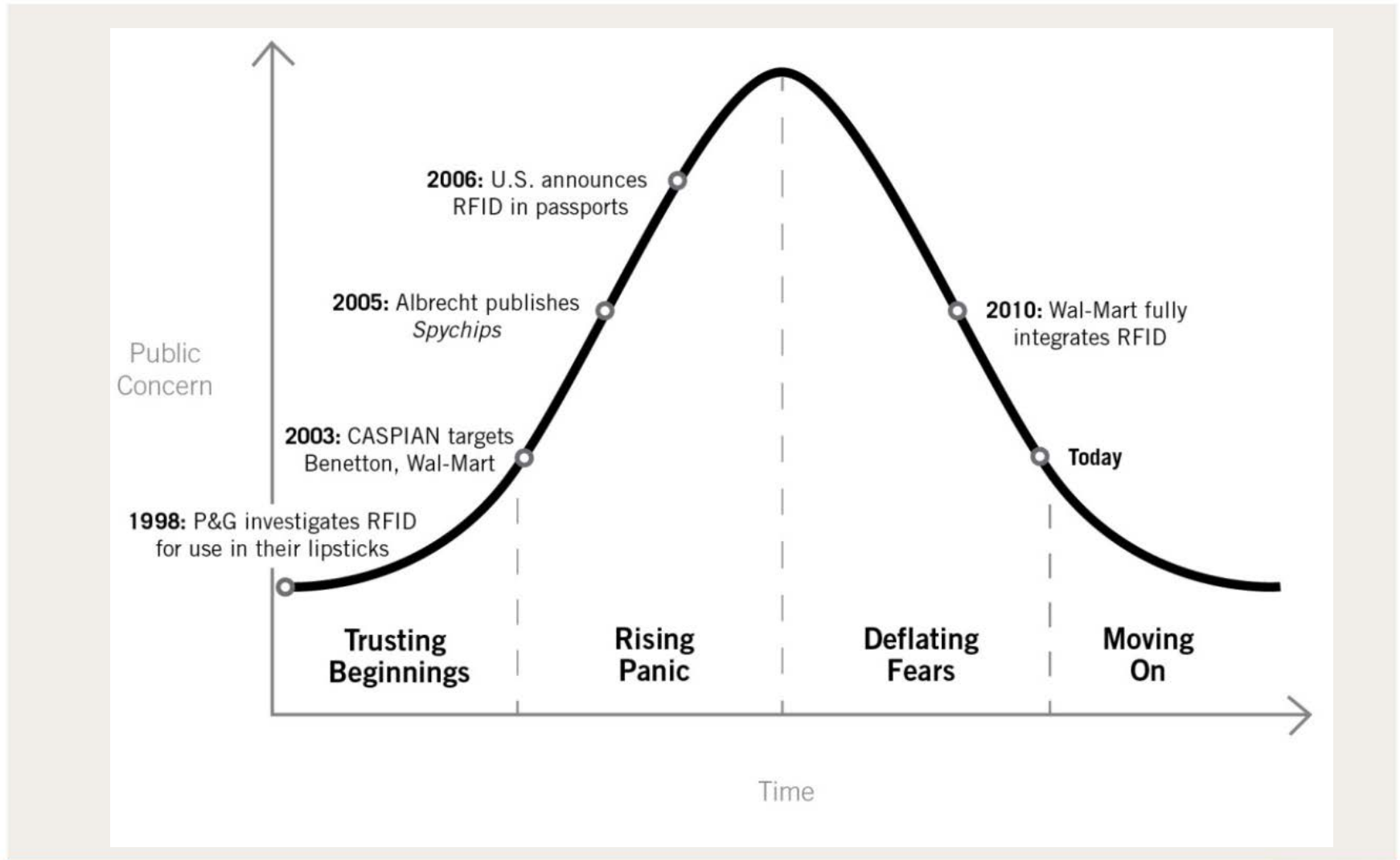
The Transistor



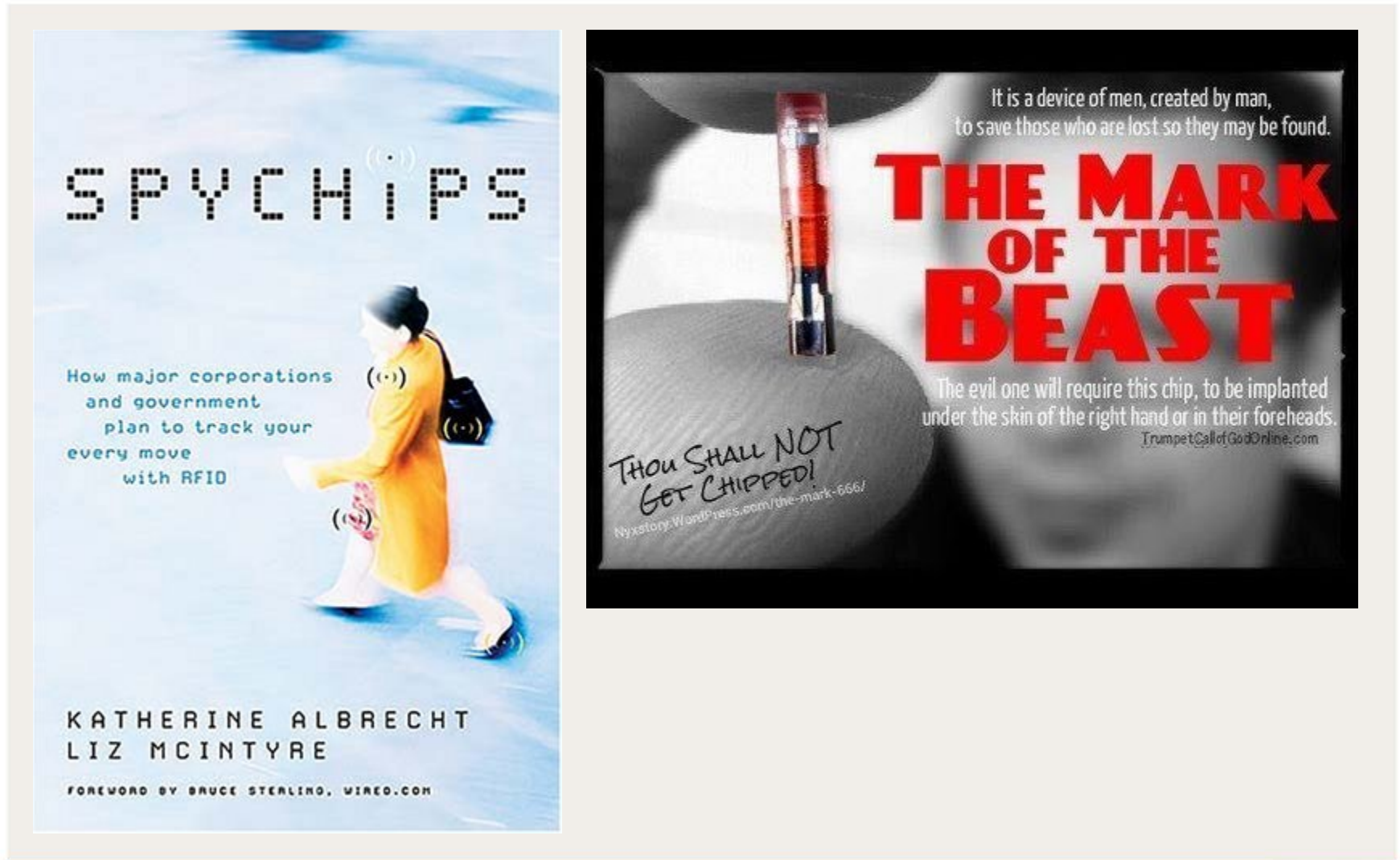
The Transistor



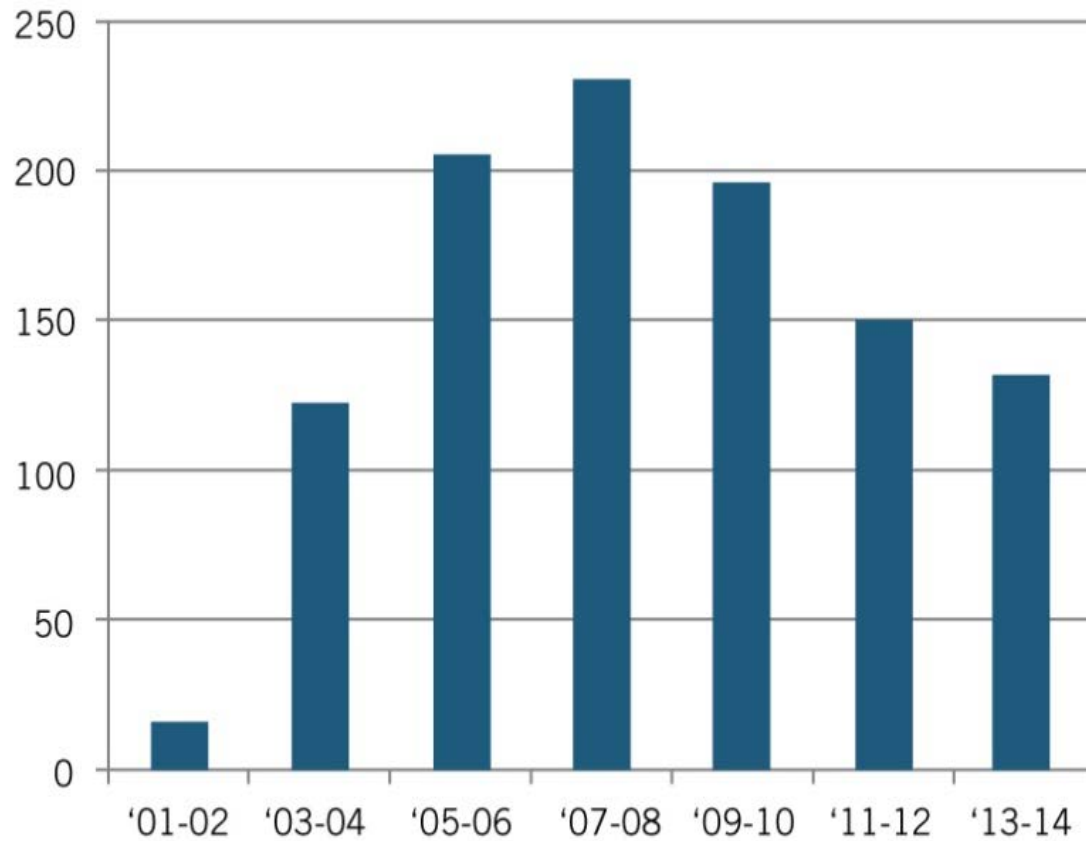
RFID



RFID

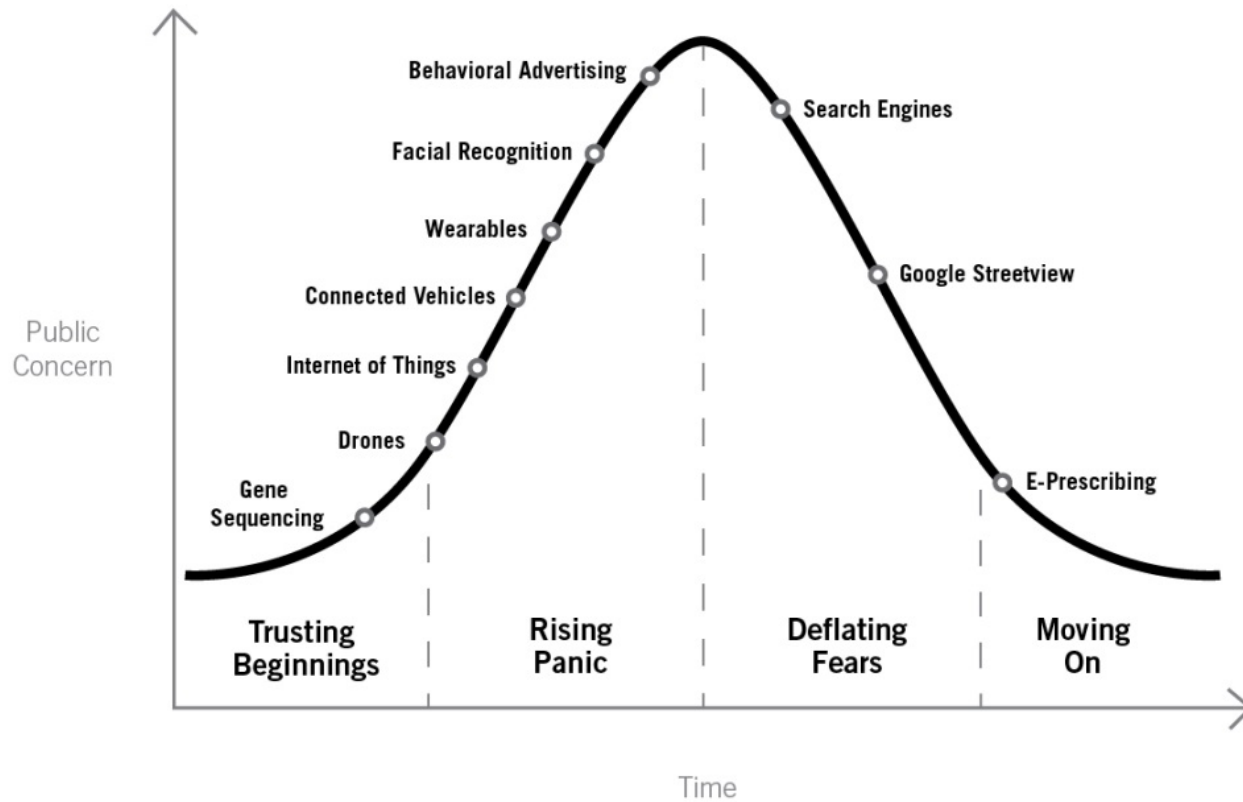


RFID



Number of articles on RFID privacy from 2000 to 2015, by two-year period

Privacy Panic Cycles of Current Technologies



Poll Numbers Should Not Drive Policymaking

“A 2014 survey shows that 87% of consumers are concerned about the type of data collected through smart devices...”

- FTC Staff Report on the Internet of Things

Poll Numbers Should Not Drive Policymaking

Internet of things: Should you worry if your jeans go smart?

By Katia Moskvitch
Science and technology reporter, BBC News

© 23 September 2011 | Business



What if those new jeans you've just bought start tweeting about your location as you cross London Bridge?

WIRED CIA Chief: We'll Spy on You Through Your Dishwasher

BUSINESS DESIGN ENTERTAINMENT GEAR SCIENCE

SPENCER ACKERMAN SECURITY 03.15.12 5:35 PM

CIA CHIEF: WE'LL SPY ON YOU THROUGH YOUR DISHWASHER

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Your Toaster Is Watching You (Again!): McKinsey's "Internet of Things" Report

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Here's an interesting piece you might want to take a gander at, from McKinsey & Company and titled "The Internet of Things."

While embedded sensors in physical objects is not exactly a new topic, this is a nice synopsis from the

Privacy Panic Cycle



Thank You

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