



# Privacy @ IBM

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# THE CHALLENGE

**(Why Focus on This Issue?)**

**BECAUSE PRIVACY IS A  
STRATEGIC IMPERATIVE**

Must address in order to build an environment where individual concerns are respected and protected, and information flows safely and securely between businesses.

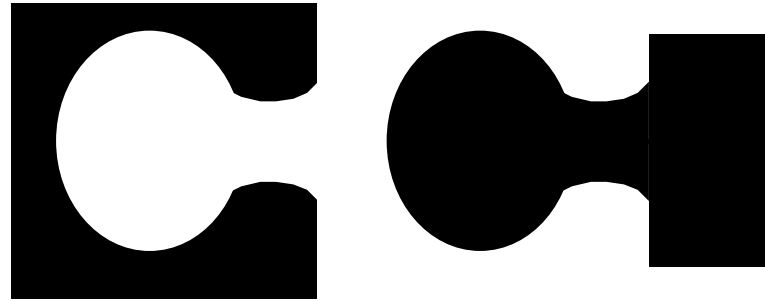


# Privacy is about sustainable, long-term relationships

- ✓ **Customer Trust:** Do I trust IBM as a company to do business with?
- ✓ **Employee Trust:** Do I trust IBM as my employer?
- ✓ **Government Trust:** Can organizations that handle information maintain trust?
- ✓ **Citizen Trust:** Am I comfortable interacting with the "information society"?



# Good privacy needs good security



- ✓ More people see them as the same
- ✓ Co-existent relationship; not mutually exclusive
- ✓ Can have good security without privacy
- ✓ Can't have good privacy without good security



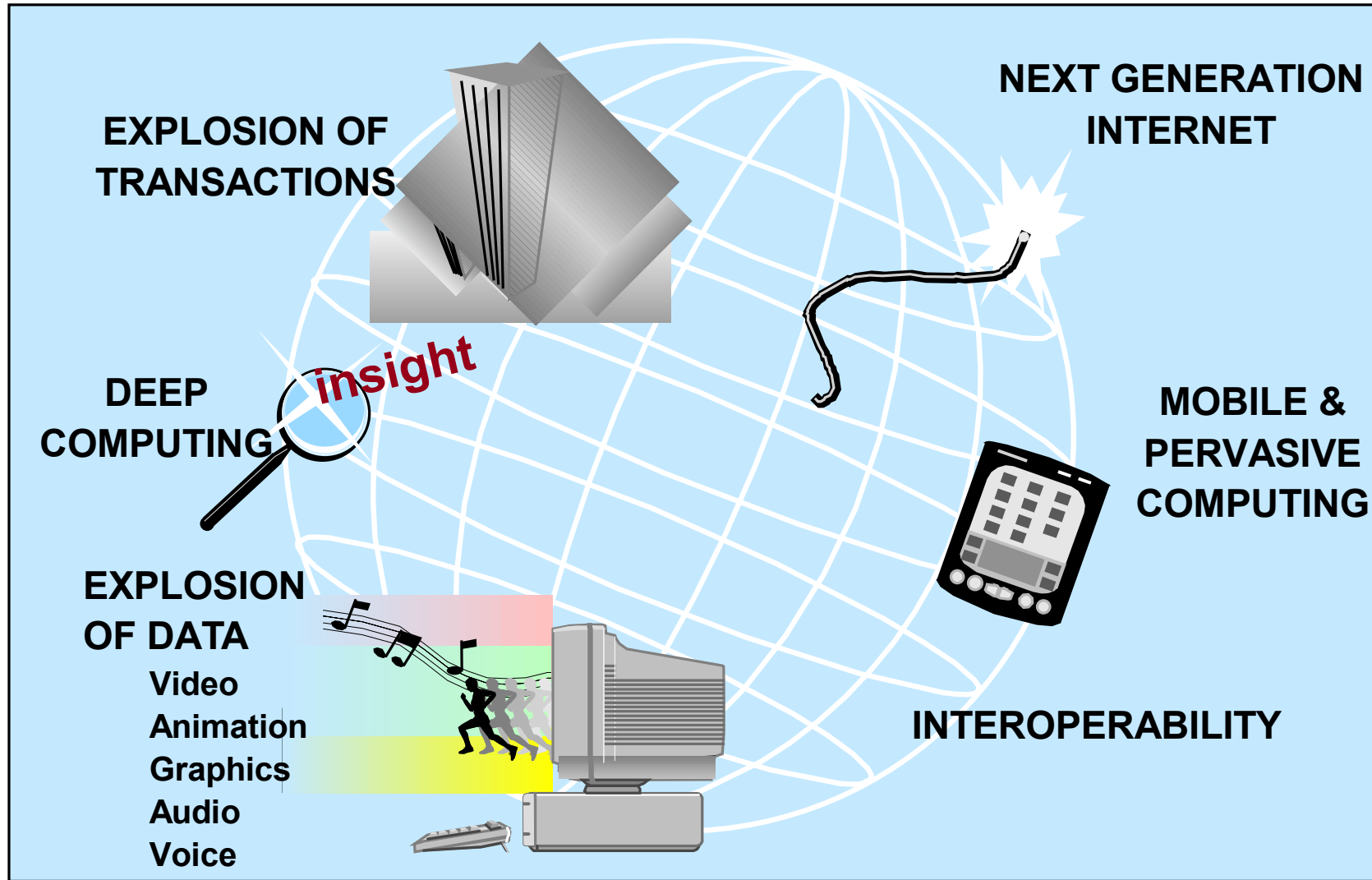
# Privacy is not a trend, it's a GLOBAL reality

- ✓ It's not new.
- ✓ But it's complex
- ✓ It's here to stay
  - Internet revolution is at best 10% complete
  - Number of users / 3-5 years expect 1 billion people using the Net
  - Chips / 10X in 5 years
  - Computing power / 10X in 4 years
  - Storage / 10X in 6 years
  - Content / 3000% more data collected over next five years



# Privacy is not a trend, it's a GLOBAL reality

## MAJOR TECH TRENDS



# Privacy is an issue of behavior, not technology...

- ✓ Effective privacy policies are a starting point
- ✓ But execution is the imperative
- ✓ Need a management system for privacy -- MSP!





# But privacy IS about technology as well...

- ✓ New technologies being developed to help users define privacy preferences
  - e.g. P3P
- ✓ And enterprise privacy management can be improved/automated using technology
  - e.g. Tivoli Privacy Manager, Zero Knowledge Enterprise Privacy Manager





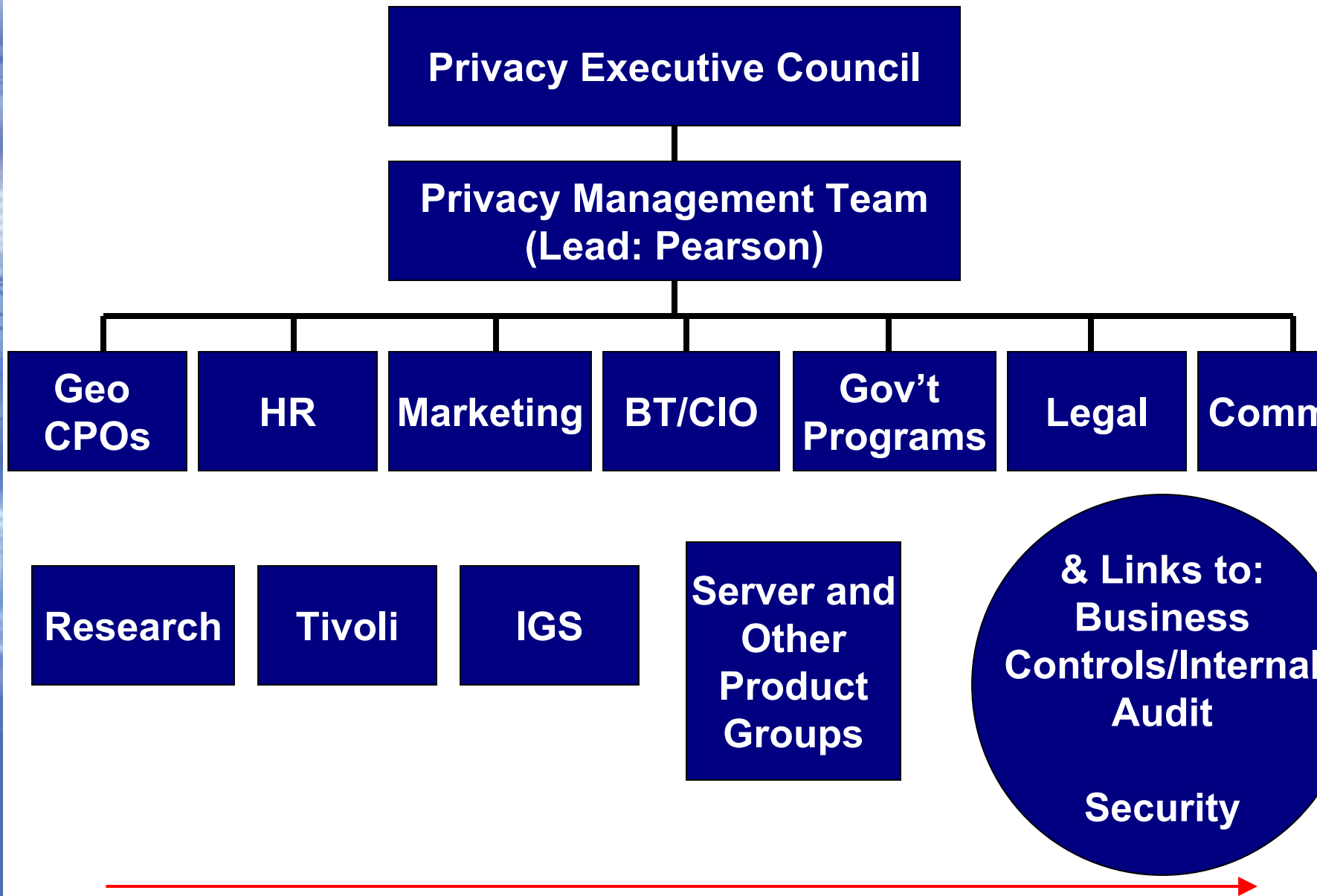
# Privacy at IBM

## Internal

- **IBM proactive since the 1960s--first company to adopt global policy**
- **Dedicated Chief Privacy Office leads privacy team worldwide**



# Internal Privacy Organization



# CPO Objectives

- **Create organizational structure to implement privacy strategy**
  - **Privacy Management Team**
  - **Management System for Privacy (MSP)**
- **Inform and support Executive Privacy Council**
- **Intranet site and other communications**
- **Use technology, business controls to drive implementation**
- **Unify technology and research efforts**
- **Engage in policy discussions internationally** 

# Issue-Specific Policies and Initiatives

## **Issue-specific Corporate Instructions**

HR Personal Data

Web Personal Data

Business' Personal Data

Data Security

## **Detailed Implementation Guidelines**

for example, notice, opt-out/opt-in language, system design guidelines, 'back-office' processes, enforcement mechanisms, etc.

**All Available on Dedicated Intranet Site**



# Privacy at IBM

## Privacy Research Institute

- ✓ Established November 2001
- ✓ First of kind initiative
- ✓ Worldwide initiative to enable privacy in e-commerce, including e-business, pervasive and mobile computing, knowledge management, and intrusion detection
- ✓ Input and guidance from an international External Advisory Board of technology, government and policy experts



# Privacy at IBM

## Privacy Customer Council

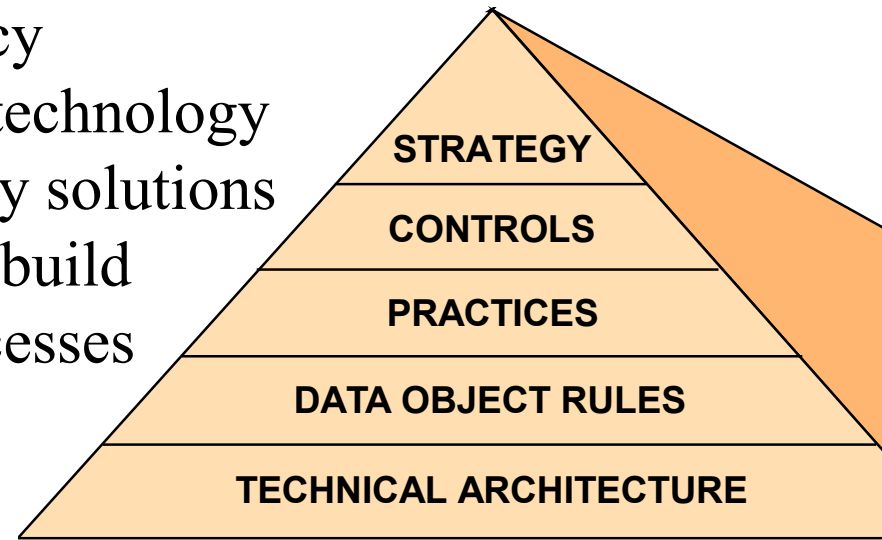
- ✓ Established November 2001 to gather input from marketplace
- ✓ Work hand-in-hand with IBM to address and define emerging needs and next-generation Tivoli privacy management software
- ✓ Founding members include Deloitte & Touche, Fidelity Investments, U.S. Department of Commerce, Travelers Insurance, Marriott International, T. Rowe Price, Novant Health and TELUS



# Privacy Solutions

## Enterprise Privacy Architecture

- ✓ A business approach to privacy
  - Methodology supporting technology
  - An architecture for privacy solutions
  - A common framework to build privacy into business processes



- ✓ IBM is helping customers drive privacy preferences, regulatory requirements and business needs deep into enterprise infrastructure
- ✓ Trusted e-business





# Privacy Solutions

## Enterprise Data Management Software

- ✓ Enable enterprises to leverage PII (Personally Identifiable Information) while ensuring protection of customers' individual privacy.
  - Tag/classify PII data (non-invasively)
  - Record privacy policy associated with each type of data
  - Record which policy is in effect at the time a user submits data
  - Monitor/enforce submission/access to PII
  - Report on access to data and compliance with privacy policy

