Innovation, Risk and Big Data: What You and Your Company Need to Know

Agenda

8:30 a.m. Opening Remarks

8:40 a.m. Privacy Risk in an Era of Big Data

Increasingly, users of data are required to understand the risk that they create for individuals and society as a whole. This is particularly so in an age of big data, where inferences may have huge impacts on the choices presented to individuals and the opportunities that are available to them. The Centre’s work on big data showed there are two phases to big data. Discovery and application. Discovery is focused on our ability to research and analyze large and often unstructured data sets, while application is focused on the use of the insights gleaned from the discovery phase to make decisions. This session has two parts. The first will be led by K. Krasnow Waterman and will explore the risks associated with the discovery phase. The second part will review the work the Centre has conducted on risk frameworks.

- K. Krasnow Waterman, MIT
- Marty Abrams, Centre

9:30 a.m. Regulators, Big Data and A Sense of Limits – A Conversation with Richard Thomas

Big data was first raised with the regulatory community at the 33rd International Conference in 2011. It was a closed session topic last year, and will be on the agenda at the 34th International Conference in Warsaw. Regulators have fundamental concerns about the use of data beyond the purpose for which it was obtained, particularly in the application phase. This video presentation with Richard Thomas will explore the roots of this issue.
9:50 a.m.  Breakout Session – What do the Privacy Risks Associated with Big Data Mean for Your Company?

Are the privacy risks associated with the use of big data exclusively an issue of law and regulation? To what extent are ethical considerations relevant? How should consumer concerns regarding unexpected or inappropriate uses of data be addressed? To what extent does a company’s approach to managing these risks impact its brand and reputation?

10:45 a.m.  Break

11:00 a.m.  The Secret Storm – Big Data and Cybersecurity Threats

Cyber criminals are getting more aggressive and more malicious. Many corporate cybersecurity investigations involve the FBI, Secret Service or other government agencies. At the same time, the use of big data depends on the agglomeration of huge volumes of data and the ability to connect previously-siloed data sets to explore correlation. Is there a storm brewing that will create even more risks? This will be an informal moderated discussion.

- Moderator – Russ Schrader, Visa Inc.
- Lisa Sotto, Hunton & Williams
- Paul Tiao, Hunton & Williams

12:00 p.m.  Lunch & Legislative Discussion

Does the use of big data increase the need for regulation? How would legislation account for the evolving challenges of context, transparency and accountability facing big data? Would the legislative approaches on the table make the use of big data more manageable while simultaneously increasing consumer trust?

- Aaron Burnstein, NTIA, Department of Commerce
- John Morris, NTIA, Department of Commerce

12:45 p.m.  Centre Update

- Marty Abrams, Lisa Sotto - Hunton & Williams

1:15 p.m.  Legitimacy, Fairness and Big Data

In the big data context, how should companies reconcile requirements of legitimate processing in data protection regimes with fair processing concerns in the U.S.? Have legitimate process requirements in places like Europe and fair processing concerns in the U.S. begun to coalesce over time? How should regulators approach enforcement in this context?

- Julie Brill, Federal Trade Commission
- Scott Taylor, Hewlett-Packard
- Justin Weiss, Yahoo!
2:00 p.m.  Identifying the Role of the Algorithmist

In their book, “Big Data: A Revolution that Will Transform How We Live, Work and Think,” Kenneth Cukier and Viktor Mayer-Schönberger refer to the “algorithmist” as a function responsible for impartially reviewing and interpreting big data analytic processes to support the organization in making appropriate decisions regarding how to use and apply those processes. How do you envision the role of an algorithmist within your company – what is the purpose of the function, and what skills are needed to accomplish that purpose? Do you serve in that capacity, or is it someone else? Can a single individual fulfill the role of the algorithmist? Or is it more appropriately the role of a group of individuals who understand the analytics that support the use of big data in the company? What would that team look like? How would they be integrated into the company from traditional governance, program and risk management perspectives?

❖ Barbara Bucknell, Office of the Privacy Commissioner of Canada
❖ Peter Cullen, Microsoft Corporation
❖ David Vladeck, Georgetown Law School

2:30 p.m.  Break

2:45 p.m.  Breakout Session – How Does Big Data Affect the Personnel Needs of Your Company?

What will your company need to confidently navigate the risks and rewards of big data? What new skill sets will be required of staff? What kind of support will you need from senior management? Will the risks and rewards of big data begin the company’s shift of focus from privacy to broader information governance concerns? What will this mean for the privacy organization over time?

❖ Jonathan Avila, Wal-Mart Stores, Inc.
❖ Jennifer Barrett-Glasgow, Acxiom
❖ John Kropf, Reed Elsevier

3:45 p.m.  Findings

Key findings from the big data breakout sessions will be reported back to the group.

4:15 p.m.  Closing Remarks