Privacy International

- Our mission is to defend the right to privacy across the world
- Our vision is a world in which privacy is protected by governments, respected by corporations and cherished by individuals
- We believe that technological developments should strengthen, rather than undermine, the right to a private life

PRIVACY INTERNATIONAL

We need rights with teeth

- Fundamental concepts: definition of personal data and data subject; consent
- Rights: Accessibility and Transparency (11); Access (15); Portability (18); Profiling (20); Breaches (32)
- Redress rights: privacy actions; collective redress rights for ‘data subjects’

PRIVACY INTERNATIONAL

The challenge is to create privacy laws that encourage and develop ever more responsible use of technology, reinforcing the principles of transparency, control and consent.

Laws can encourage – or hinder – the development of such technological practices.