

“Trust, Advertising and Data Privacy **— Seeking a New Balance”**

Advertising and consumer privacy in the digital marketplace

January 15-16, 2019 in Brooklyn, N.Y.

Privacy values

Privacy policies are living documents that evolve and change as technology changes. They are also value documents that establish an ethical framework for entities that engage with personal data. Ethical frameworks recognize individual rights and prioritize fairness, justice, and equity. For example, an ethical framework might say that any online data exchange between individuals and entities is a value transaction that should benefit both parties. A privacy policy might translate that by offering individuals free or reduced fee subscriptions to content or broad access to services for exchanging some types of information (though it would not penalize individuals for not providing information).

1. Privacy is a fundamental human right. Data represents people and people deserve respect, autonomy, and fairness.
2. As stewards of personal data, data collectors must ensure that other entities conform to the highest standards of privacy and security.
3. Individuals control information about them that is viewed, collected, shared or used.
4. Individuals can easily and at all times see and control the information about them that is being viewed, collected, shared or used in any way by any entity.
5. Information viewed, collected, shared or used about individuals should be limited to the minimum amount necessary to deliver a service.
6. Individuals should derive value and benefit from providing access and allowing the use of their personal data.
7. An individual’s personal data must be secured at all times to the highest possible technical and policy standards.
8. Individuals should be able to easily access, understand and use options to control their data. To facilitate this for all communities, data control options should be available in multiple languages and in audio and video formats.
9. Individuals should be able to access, delete, port, and amend any data about them held by an entity.