

Privacy @ Microsoft

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Today's Landscape



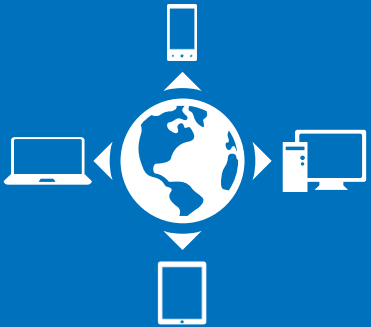
Era of massive technological change and innovation.

Privacy is important to people around the world, particularly as data-intensive online activities become the norm.



Robust privacy management important to gain and maintain customer/stakeholder trust and to enable valuable data uses

Technology Trends With Privacy Implications



Ubiquitous
Computing



Natural
Interactions



Big Data
in the Cloud,
Data-Driven
Innovation



Tailored,
Social
Experiences



Data Collection
& Use by
Governments

Key Questions

How can organizations be good stewards of all this data?

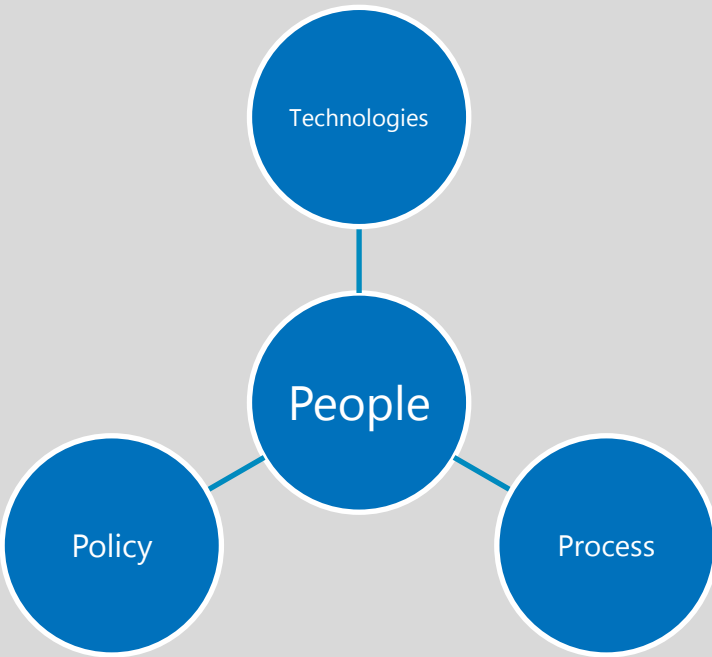


How can organizations keep their privacy promises?



How can organizations help people make the privacy choices that are right for them?

Our Approach at Microsoft



More than 10 years of investment in our privacy & security programs as part of Trustworthy Computing



Several hundred employees with formal privacy responsibilities, including many CIPPs, and many more security pros



Our approach to Privacy by Design and our investments in security help security and privacy get designed in



Services built and operated for data protection – security, data use limitation, certifications



Prepare for the unexpected – detection and mitigation of issues

Policy & Standards

- Global principles-based policy, supported by...
- Standards, procedures and guidance
 - Sales and Marketing
 - Online Advertising
 - Privacy for Developers
 - Cloud Services
 - Location Based Services
 - Collection of information from children

Privacy
Manager



People and Tools

- People
 - More than 40 full-time privacy professionals
 - Several hundred part-time employees
- Diverse skillsets
 - Legal
 - Scientists
 - IT
 - Software Engineers
 - Marketing
- Tools
 - Best practices
 - Compliance tools
 - Scanning tools

Process example: Privacy Review

