# IGF 2016 Workshop Report Template

| Session Title | **No. 42 How can Privacy help us harness 'Big Data for Social Good'?** |
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| Date | 8 December 2016 |
| Time | 9-10:30am |
| Session Organizer | GSMA (Yiannis Theodorou) |
| Chair/Moderator | Yiannis Theodorou |
| Rapporteur/Notetaker | Natasha Jackson & Yiannis Theodorou |
| List of Speakers and their institutional affiliations | Moderator: Yiannis Theodorou   (GSMA)<br>Mila Romanoff   (UN Global Pulse)<br>Miguel Calderon Lelo de Larrea   (Telefonica)<br>Michel Reveyrand-de Menthon (Orange)<br>Alexandrine de Corbion    (Privacy International)<br>Fernando Sosa   (INAI - Mexican Data Protection Authority)<br>Boris Wojtan    (GSMA) |
| Key Issues raised (1 sentence per issue): | 1. While many organisations are already using data and tech to derive insights that help address public policy objectives, most initiatives are fairly small scale due to concerns around data sharing.<br>2. In order to harness the potential of mobile-derived Big Data, multiple parties need to cooperate so as any data is analysed (and if necessary shared) responsibly in ways that meets consumers' expectations, needs and human rights.<br>3. Privacy Enhancing Technologies including those that achieve data anonymisation and the application of algorithms (e.g. applying the same algorithm to the data in-house without actually sharing any data) are employed frequently to address privacy concerns<br>4. Due to the fragmentation of privacy and data protection laws, it is important that industry self-regulates as much as possible and apply well-established Privacy by Design Principles in ways that enable innovation. In the Big Data for Social Good space<br>5. Organisations such as the GSMA have a key role to play in convening multiple stakeholders and help drive common approaches to privacy and promoting best practice among decision makers |
| If there were presentations during the session, please provide a 1-paragraph summary for each Presentation | This was a Birds of Feather fotmat session. However, a couple of speakers presented a few slides.<br><br>UN Global Pulse – presented several use cases where the use of mobile CDRs were used to monitor and track epidemics, the aftermath of floods, and population displacement following earthquakes.<br><br>Telefonica – presented similar use cases where they and analytics partners collaborated to derive insights from data assets including CDRs  sensors and cell-tower data , as well as noted how privacy-respectful framework is applied in the case of data analytics |

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| Please describe the Discussions that took place during the workshop session: (3 paragraphs) | The discussion evolved around the need for : <br><br> 1) Transparency when it comes to how data controllers collect, anonymise, aggregate, and share data and insights <br> 2) User choice and control: How the end user is informed about his or her data being collected, how he or she can express their privacy preferences or opt out and how his or her privacy might be affected as a result of data analytics. Panellists responded to confirm that Big Data for Social Good is about saving and enhancing peoples lives so aggregated insights would most likely be involved rather than sharing individual customers' data. Legal and ethical considerations should always apply. A few speakers also noted that one way of strengthening privacy would be to avoid any data leaving from the operators' own premises but instead apply a common algorithm to the data and coming up with consistent insights. <br> 3. The need for policymakers and regulators to enable rather than restrict innovation in the area of Big Data for social good by incentivizing accountable self regulation and best practice, based on existing well established Privacy by Design and data protection principles, while at the same time being cognizant that laws would lag behind technological advances. |
| Please describe any Participant suggestions regarding the way forward/ potential next steps /key takeaways: (3 paragraphs) | 1. Clarity from Big Data organisations on the scope of any Big Data for social Good initiative, including how any data is collected, aggregated and shared <br> 2. Need for all stakeholders (including industry and policymakers) to raise consumer awareness of benefits and risks associated with Big Data analytics but also how concerns can be mitigated. <br> 3. Need for Big Data for Social Good partners to agree (contractually) in advance of any collaboration (a) how they intend to deal with customers' data, (b) how privacy will be respected (c) how security of data in transit and at rest will be assured e.g. through SLAs and encryption standards etc and generally to reach a common understanding and agreement on privacy by design steps to be undertaken and consequences of failing to meet any such agremeents. |