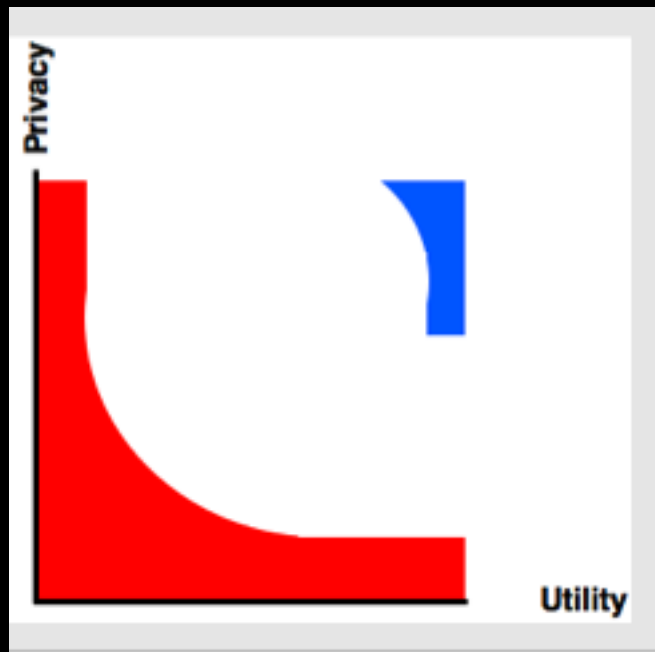


# Privacy Rethinks: Challenges

# The Goal



# BIG data

Pharmacogenomics

Computational social science

National health databases

...

# Rethinks within Legacy Environments

De-identification

Informed consent

Consent and Notice

# Rethinks at Architectural Levels too

Open consent

Trade secret model

Privacy-preserving marketplaces

# Design Components

Data subjects

Technology developers

Policy makers

Belief systems

Benefit structures

Legacy environments

Data subjects

Technology developers

Policy makers

Belief systems

Benefit structures

Legacy environments

Data subjects

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Policy makers

Belief systems

Benefit structures

Legacy environments



# Data subjects

Technology developers

Policy makers

Belief systems

Benefit structures

Legacy environments

The decision-making options available to empowered, vulnerable, irrational data subjects.

Data subjects

Technology developers

Policy makers

Belief systems

Benefit structures

Legacy environments

The policy-making power of rapid prototyping, innovative technology developers.

Data subjects

Technology developers

**Policy makers**

Belief systems

Benefit structures

Legacy environments

The reactionary  
disruptive power  
of irregularly  
paced  
policy makers.

Data subjects

Technology developers

Policy makers

**Belief systems**

Benefit structures

Legacy environments

False beliefs in  
trade offs and  
stand offs.

Data subjects

Technology developers

Policy makers

Belief systems

**Benefit structures**

Legacy environments

**Benefits from  
money, fear,  
ignorance, and  
opaqueness.**

Data subjects

Technology developers

Policy makers

Belief systems

Benefit structures

Legacy environments

Legacy environments having rigid, static, gross, sledge hammer policy structures.

# Design Components

Data subjects

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