

CPO Slides for CIO Forum

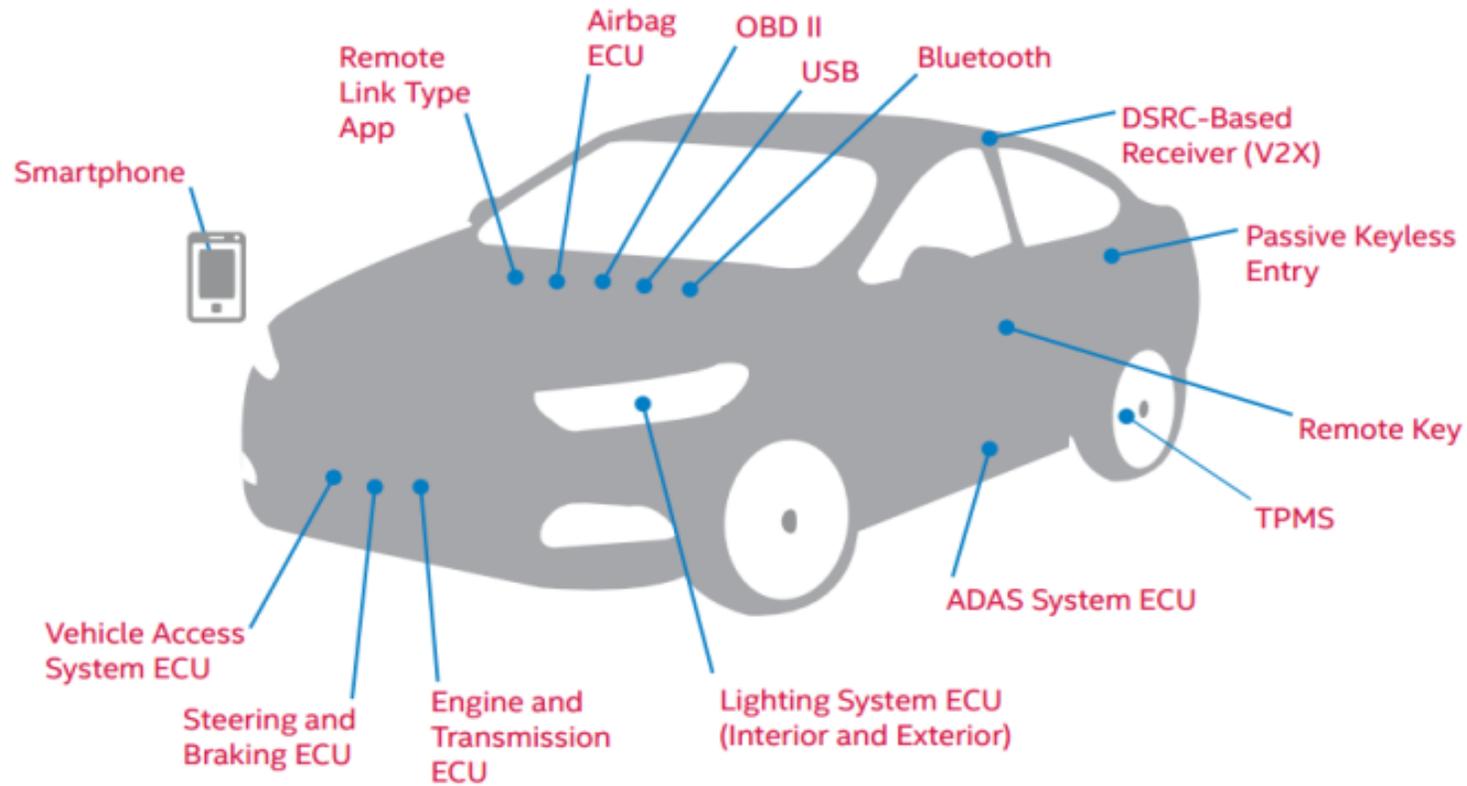
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WA • Office of the

Chief Information Officer

Automobile connection points:



Self-driving cars produce many types of data

- GPS
- User Photos and Video
- Audio + Key Words
- Favorite locations
- Office schedule & calendar
- Email search



The policy challenge:

- How do we design products and services that minimize the collection of data and maximize user privacy, while still yielding the benefits of analytics and automation?
- Proposed Policy Principles:
 - Establish data control
 - Establish who has access to the data
 - Anonymize data whenever possible
 - Keep data only for purpose for which it is collected
 - Promote strong security
 - Define sharing and marketing policies up front

Launched new Privacy Web Site

- Better “tips and tools” for consumers
- Part of “Education and Outreach” charter
- Current privacy articles

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Protect your privacy online

Educating Washington citizens on privacy in the digital age.

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Privacy Assessment Report

First of a Kind “Baseline” Study:

- Based on 45 agencies completing survey
- First of a kind assessment
- Will develop “best practices” based on results
- Thank you for participating!