DATA PRIVACY DAY 2021

PRIVACY LEADERSHIP IMPERATIVE IN THE NEW DECADE

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#QUARTERCON CONFERENCE 2021

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Well, thank you so much, Cyrus, for having me. It's an honor and a deep pleasure for me to address QuarterCon for Cyber in Africa. I am very much a proponent of being able to have people all over the world talk about Cybersecurity and Data Privacy issues. So again, it's my profound pleasure to be here today. So today, we're going to talk about the privacy leadership imperative in the new decade. Just a little bit about me, as Cyrus has said. I have over 20 years of global data privacy experience, many media interviews, publications, speaking, advisory boards. My podcast was recently named in the Top 10 Data Privacy podcasts of 2021.

And I also was awarded the Top 20 Cyber Risk Communicators of 2020. So for me, in terms of the decade, this is important. There are so many different technologies that are coming to bear. There is so much in terms of data that people are putting out in the world, whether it is people's personal data or just walking around as you have a cell phone in your pocket, or the way that you transact business with organizations, there's just so much more data in the world. And it puts much impetus on individuals in the Cybersecurity and the Data Privacy space to figure out how to deal with this in their business lives and personal lives.

So five things are going to be critical in the next decade for people who are in these professions in Africa and all over the world, to be able to take note of, and I'll briefly explain these here.

So the first is transparency. So transparency is if you look at any Data Privacy law, anywhere in the world, there is an undercurrent of transparency in some way, shape, or form. So companies which, let's say have been, putting together a technology or utilizing technology, a lot of the technology, whether it's software-hardware, things like that were made to be able to store data in a way that was not transparent to an individual, a user or a customer. So transparency is the thing that many companies are striving for. Now. I think companies that are not transparent will not thrive or survive in the new decade because the individuals' rights have to be looked at in terms of what is being used and why the data is being used. So if we come to the idea that individuals have a right to their data and own their data and that their company or organization has someone's data is just a data steward.

So they're a data steward. It means that that data is on loan to them temporarily, and they have to consider individuals' rights.

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So as you're working in Cybersecurity and privacy jobs, it's important to keep transparency in mind because that is the ultimate goal. Companies looking at transparent ways to give consumers or humans access to their data and make sure that they understand how their data is being used and why those companies will thrive. When keeping an eye on making data transparent to individuals, you are a data steward for their critical information in the next decade.

The next thing is identity. I talk a lot about identity because it is one of the vital things that ties us all together. All of us have an identity, but not everyone has an identity and an identity system, and not all identity systems are correct. This will become more prevalent and more pressing, and so much more of the data or so much more of the things that we do in day-to-day life move into digital transactions. So one parallel to identity is things like facial recognition or biometrics. Still, something like Cryptocurrency, the Internet of Things, also has an identity component where those things will also become more prevalent in the next decade. So being able to have people who probably are not in identity systems now getting them into identity systems, whether that be, having someone have a Cryptocurrency wallet or having them sign up with ID systems that aren't maybe not like nationally or internationally, whether that be passports or immunity passports for things for people to travel, during COVID times, is going to become a very pressing issue.

So I know for my friends in the identity space, maybe they haven't believed me over the years, but I think identity will be crucial and central to what happens in the future and the next decade. Looking at trends, looking at things around identity, and getting people in identity systems will be our charge and how things will go in the next decade.

Cryptography. So cryptography, one form of cryptography that we all talk about and we all know about, is encryption. So cryptography is going to become very much more critical in the future. We see now all over the world where companies and organizations, and even individuals are suffering from data breaches and things like identity theft. And so, companies, to stay in business, are trying to strengthen cryptography and encryption. We see in the space of quantum computing, because of the way quantum computing works, they're concerned that that will weaken some encryption. There are plans in place with organizations worldwide to create encryption or cryptography that will not suffer and will not be broken by things like quantum computing. Also, one reason why encryption is very important or cryptography is essential is because some countries are passing laws to create vulnerabilities into cryptography or encryption as it relates to being helpful with law enforcement investigations, that the issue with this and the issue that people who understand cryptography have with this is that they're concerned that these laws will be passed in ways that will maybe inadvertently weaken encryption for other things that are not illegal.

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So think about people doing banking or other transactions online or things with your phone. They want to make sure that, or we want to make sure that we're in a dialogue where we're talking to people who are legislating and making laws so that they understand the technology well enough so that, they, you know, solving one problem, doesn't create some other ripple effect down the line. So, we're going to be hearing a lot about encryption and cryptography over the years because as countries start to pass even more legislation around data and Data Privacy, that will be something that will be included in those things.

All right. Artificial intelligence. So Artificial Intelligence runs the gamut in terms of having software to help people do things quicker, more efficient ways. The issue with Artificial Intelligence and the thing that we need to be mindful of in the next decade is that we as humans have to be making the final judgment about what happens with Artificial Intelligence and things like algorithms and that we are also evaluating these things at a code level so that we make sure that we're not allowing certain biases to creep into this thing. So it may be something as minor as maybe a soap dispenser may not work because your hand's color is different, a different spectrum than, something was tested to something where, like say, Artificial Intelligence is analyzing a loan application.

And there is some gap or bias that may deter people from getting along or doing different things. On the commercial side, artificial intelligence is very popular, but it's very much in need of regulation. So hopefully, there are proposals in certain countries around the world to tackle Artificial Intelligence. Still, I think that will become even more prevalent because the technology can quickly get out of hand. Without regulation, there's no check and balance in terms of the promises offered about how Artificial Intelligence works and the harm that possibly happened to businesses and individuals if they're susceptible to again bias and problems with Artificial Intelligence.

And finally, let's talk about the Internet of Things. So the Internet of Things is not just an electronic vacuum cleaner that's in your house or a refrigerator that calls the grocery store to order milk for you, Artificial Intelligence, I'm sorry, Internet of Things can also be things like, Virtual Reality glasses, augmented experiences, maybe cars that have telematics where it's doing certain things on your behalf, you know, with sort of new technology. So all of these things are concerning because they, again, the Internet of Things are items that have Internet connectivity. These are things that can be breached or hacked. Some things can be controlled remotely. So as these technologies are escalating, especially as countries are looking to implement something like 5g. So 5g will make it possible for many of these Internet of Things devices to do things that may not be possible before.

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A lot of this will also end up being implemented in things like healthcare. Just your day-to-day interactions with things may put you in touch with the Internet of Things devices as Data Privacy and Cybersecurity professionals. We need to be looking very closely at the Internet of Things. Again, this is almost like Artificial Intelligence, where there aren't many regulations around how these things are being put out globally. Still, consumers want them, and they're being created all over the world. But as you know, especially for the Internet of Things, some of these things may be recording things that are very personal about an individual, and we're concerned about that data being used maybe in ways that we may not expect. So this goes back again to transparency and understanding what the devices are collecting about us and making choices about what devices can collect and how we can opt-out of those things. So, I think this decade will be exciting in terms of the technology that will be implemented. And I also think it's a challenge and a charge to Cybersecurity and Data Privacy professionals everywhere to step out of our silos, be able to work together across functionally, to be able to answer, answer the call, to be able to make a difference in how data is handled, not only for you and me but also for the future generations. Thank you.

Thank you, Debbie, thank you, Debbie, for the insight. I'm getting from your keynote that there will be many opportunities within the data protection space, don't you think?

Oh, absolutely. It's extraordinary opportunities within the data protection space because Data Privacy and Data Protection touch everyone if you think about it. Everyone in your personal life and your professional life, you know, there is a data exchange that happens, or you're creating just by being in the world. Finding ways to help companies navigate those things and still do business causes a vast opportunity. So it's an opportunity for, let's say, the grocery store down the street from you up to like a big corporation, and then also your own personal life. So I think a lot of us and, who are in technology roles, we're sort of like tech support to our family and our friends. So being able to even impart some wisdom to them in terms of how they handle their data or how data is being used globally, I think every little bit helps.

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