



Privacy Enhancing Technologies & Breach Disclosures

Personal comments by
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“Security Breaches are good for you”

- The title of a talk I’ve been giving lately
- In short:
 - 600+ breach disclosures notices under California’s 1386 + related laws
 - (Terminology: breaches, not vulns)
 - Show our expectations of impact to be wrong
 - Empower us to study breach data to learn about security + privacy
 - Emerging moral imperative to disclose
- Tremendously important development
- Slides and notes on my home page, blog

Privacy concerns about breaches

- My read of the news stories
- There are a lot of news stories
 - ID theft as the impact
 - Security analysis ignores PETs
- PS: people will pay for privacy, now that they're worried. 😊

ID theft as the only impact of a breach

- This is a huge theme of the stories being reported
- Companies fail at their privacy commitments, and then say “There’s no ID theft risk.”
- Ignore the privacy impact on seclusion or dignity
- We should alter this narrative

Security analysis

- “Encrypt data”
- “Change the laws”
- There’s a huge opportunity to bring PET into a very public debate
 - Opportunity to generate
 - Research funding
 - Adoption

Call to action

- Drive privacy enhancing technologies into the center of the breach discussion
 - Use your influence
 - Center your papers on it
 - Include it in your demos
 - Make the technology clearly relevant to issues people are hearing about



QUESTIONS? ARGUMENTS?

Lots more on breach analysis on emergentchaos.com