

The APEC Data Privacy Pathfinder

GBDe Summit and Consumer Confidence Issue
Group Meeting
San Francisco
October 30 and 31, 2008

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Industry Sectors Covered:

- 1) Information Technologies
- 2) Telecom Technologies
- 3) Electronic Commerce

Personal Information

APEC Privacy Framework definition:

“personal information means any information about an identified or identifiable individual.”

The Asia Pacific Economic Cooperation

- 21 Member Economies
- Data Privacy work is conducted in the Electronic Commerce Steering Group's Data Privacy Subgroup

Building Trust

Why build trust?

Consumer confidence fuels e-commerce

The APEC Privacy Principles

- 1) **Preventing Harm**
- 2) **Notice**
- 3) **Collection Limitations**
- 4) **Uses of Personal Information**
- 5) **Choice**
- 6) **Integrity of Personal Information**
- 7) **Security Safeguards**
- 8) **Access and Correction**
- 9) **Accountability**

The Data Privacy Pathfinder

- Provides an over-arching set of principles that any project geared at implementing cross border privacy rules should include
- To date, member economies are participating in multiple voluntary projects

The Data Privacy Pathfinder

- Main elements:
 1. Evaluative Questionnaire for use by companies
 2. Certification by Accountability Agent
 3. Publication and Recognition
 4. Enforcement

The Data Privacy Pathfinder

Pilot Project

- **Project Leader:** The United States
- **Membership:** Australia (observer), Canada (Observer), China, Hong Kong China, the International Chamber of Commerce, Mexico, Philippines (Observer), Chinese Taipei, the United States, and Viet Nam.

Benefits to Consumers, Businesses and Governments

- Increased Consumer Confidence
- Business Process Simplification
- Reduced Impediments, Increased Security

APEC and GBDe: Continued Collaboration

- A system of APEC cross border privacy rules depends upon international collaboration.
- APEC and GBDe have been working closely together for years.
- Continued collaboration is key.



Thank You

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