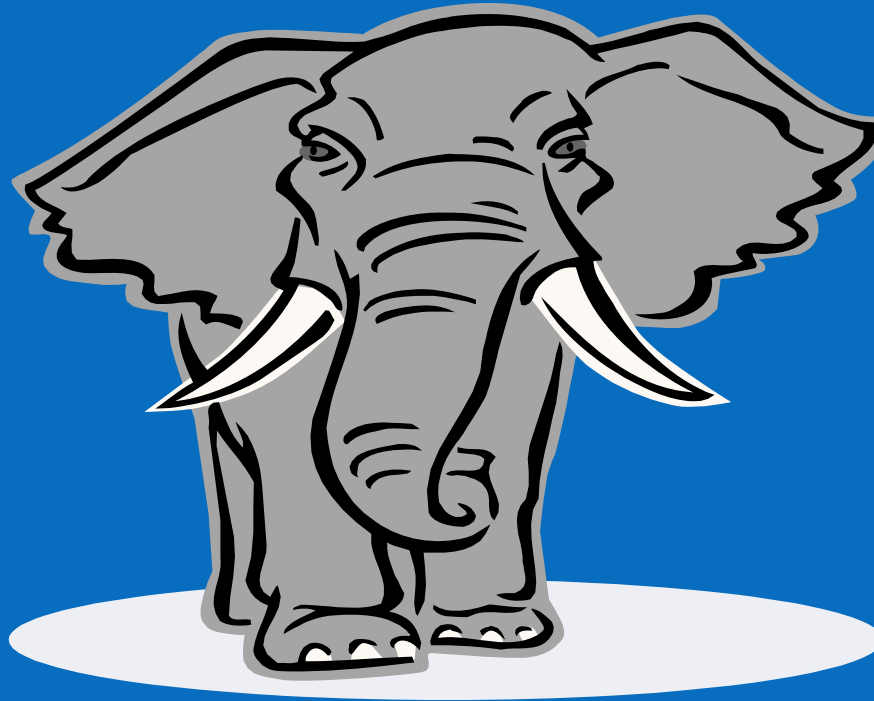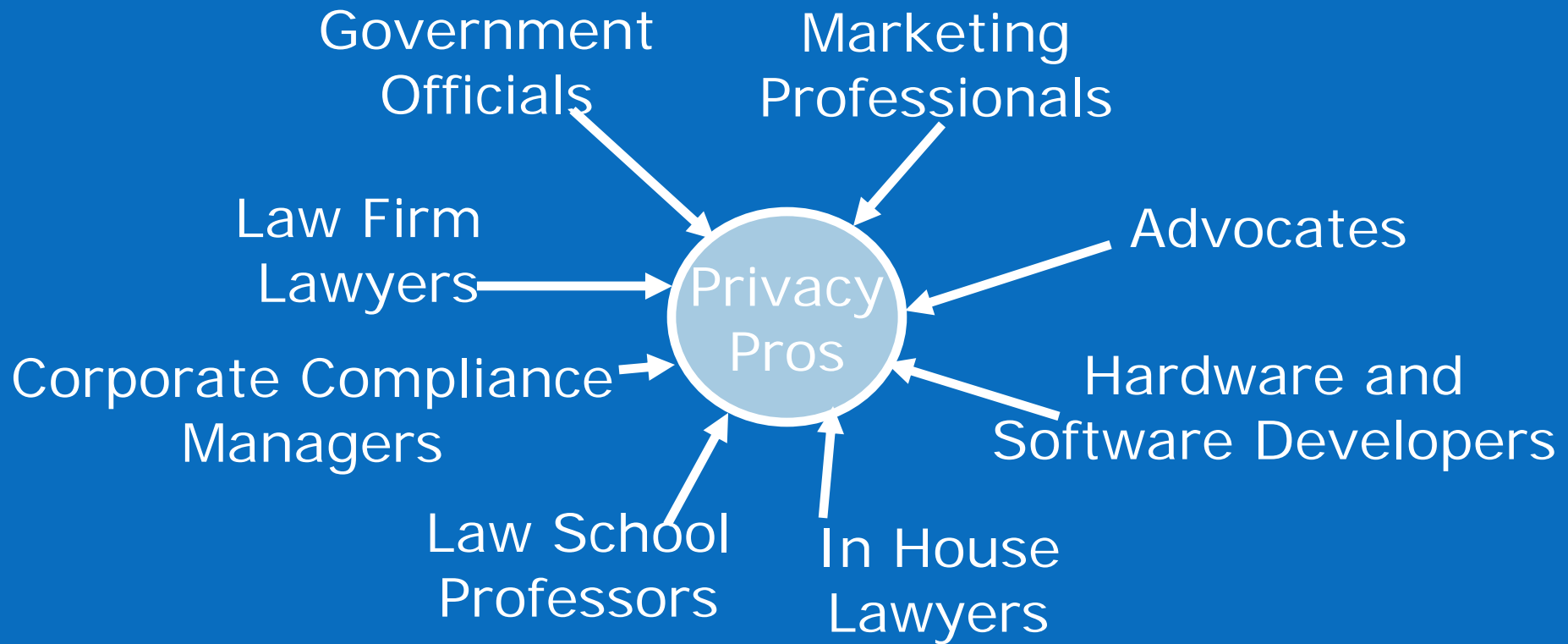# What Does It Mean To Be A Privacy Professional?

What DID it mean to be a privacy professional?

- The Health Care Industry has been protecting data for a long time.

- Before HIPAA state laws created a complex set of requirements.

- Medical Record Librarians were leaders in protecting privacy.

(intel)

What IS A Privacy Professional?

What Part Of The Elephant Are You?

Government Officials

Marketing Professionals

Law Firm Lawyers

Advocates

Privacy Pros

Corporate Compliance Managers

Hardware and Software Developers

Law School Professors

In House Lawyers

(intel)

IAPP Member Growth

2004:   1499 Members

2005:   2170 Members

2006:   2883 Members

2007:   4382 Members

2007 CIPPS: 1563

        CIPP-IT launches in 2008

Daily Dashboard: 7103

(intel)

IAPP Privacy Professional Definition

A leader who understands the technical, legal and operational aspects of gathering, handling and security personal data, and who can establish and maintain a **comprehensive strategic vision** for handling all personal data of employees, customers and suppliers of an organization in a manner that is **legal, secure and ethical**, from the point of acquisition through the point of disposition, thereby **gaining public trust** in the organization's role as **custodian of the data**.

(intel)

Between A Rock and A Rock

How Are We Really Doing?

Privacy notices very few people read.

USA Today reported a three fold increase in records compromised by security breaches during 2007.

Risks from government use of commercial data.

Concerns about internet behavioral profiling.

(intel)

So What WILL It Mean To Be A Privacy Professional?

- Moving to Electronic Health Records

- Need to focus on how better to secure personal data
  - Protecting data at rest
  - Protecting against malicious software
  - Deepen connections to information security professionals

(intel)