



book reviews

Protection of Informational Privacy

By Professor Dr Peter Blume
1st edition, DJØF Publishing,
Copenhagen 2002
ISBN 87-574-0497-6
(no price listed)

Reviewed by Eugene Oscapella

Professor Dr Blume takes as his starting point in this informative compendium of issues relating to information privacy and data protection the Danish law in which data protection has developed since 1978. However, he states, the purpose is not to discuss the details of the Danish law. Rather, he seeks to marry general ideas on informational privacy with a “well developed national regulation founded on civil law, and so make a contribution to international literature.” This he does both well and thoroughly, and with a keen eye for balancing the competing perspectives on many issues.

Professor Blume covers an enormous range of issues in his text, from the historical background of privacy and the impact of technology, to privacy’s philosophical underpinnings, transborder data flows and its implications for the private sector. He also explores several “selected topics,” ranging from personal identity numbers to the role of self-regulating codes of conduct in recognising diversity within the private sector.

Professor Blume’s style of argument is not to alarm or inflame, but rather to expose the multiple sides of issues without resorting to the smokescreen of adversarial rhetoric. The result is a balanced assessment – a sort of “privacy diplomacy” – of many controversial

areas that advocates on both sides can read (and thus begin to understand more fully from the “other” side) without raising their blood pressure. In fact, “balanced” may be the most apt description of this fine text.

The Privacy Payoff

By Ann Cavoukian
and Tyler J Hamilton
McGraw-Hill Ryerson Limited, 2002
ISBN 0-07-090560-6
\$24.95 (US)

Reviewed by Alan Pedersen

The Privacy Payoff could be described as the essential handbook for multinationals wishing to bring themselves into line with current privacy standards. More than just a description of global privacy and data protection legislation, *The Privacy Payoff* looks at *why* your company should be paying more attention to privacy. Using contemporary examples and case studies, the book examines the benefits of respecting customers’ privacy, and the consequences of not doing so. Adopting high standards, argues Cavoukian and Hamilton, can not only help organisations avoid litigation, enforcement action from regulators and bad publicity, but also improve trust, enhance customer retention, and raise company revenues.

The Privacy Payoff describes some of the methods used to build privacy standards into the structure of an organisation – for example, the use of Privacy Impact Assessments and audits, employing “privacy architects” and consultants, staff awareness and education, drafting data protection policies and statements, and signing up to privacy seal certification programmes. Playing a pivotal role in achieving and maintaining strong privacy

standards is the person whose responsibility it is to oversee compliance. *The Privacy Payoff* examines the growing importance of the corporate privacy officer (CPO) – interviews with CPOs from IBM, DoubleClick and the Royal Bank of Canada provide useful insights into how they have helped tackle the various privacy issues that have arisen.

The Privacy Payoff also takes a look at how the growth of technology and the Internet has affected the privacy rights of consumers. While there are a whole host of technologies – such as cookies, web bugs and other spyware – that can be used to collect vast amounts of data, privacy enhancing technologies (PETs) – such as P3P, web anonymisers, and encryption-based products – are helping to put control back into the hands of the consumer.

Another issue that has proved to be a thorn in the side of many organisations is privacy-compliant marketing. *The Privacy Payoff* examines the implications of database marketing, from the privacy problems of data mining, through to the benefits of permission-based marketing and personalised-services.

For those unfamiliar with the wide range of existing privacy regulations, *The Privacy Payoff* also serves as a useful introduction and guide for multinational organisations wishing to brush up on some of the major global privacy laws. Among the laws examined are the EU Data Protection Directive, Canada’s privacy law and various sector-specific laws in the US.

For further information:
www.privacypayoff.com