

32nd International Conference of Data Protection and Privacy Commissioners

**Jerusalem, Israel
27-29 October, 2010**

Resolution on Privacy by Design

Knowing that with technological advances come new challenges to privacy and to the ability of individuals to exercise their information rights effectively;

Accepting that existing regulation and policy alone are not sufficient fully to safeguard privacy;

Understanding that a more robust approach is required to address the ever-growing and systemic effects of Information and Communication Technologies (ICT), and of large-scale networked infrastructure;

Recognizing that embedding privacy as the default into the design, operation and management of ICT and systems, across the entire information life cycle, is necessary to fully protect privacy;

Offering Privacy by Design as a holistic concept that may be applied to operations throughout an organization, end-to-end, including its information technology, business practices, processes, physical design and networked infrastructure;

The 32nd International Conference of Data Protection and Privacy Commissioners gathered at Jerusalem therefore resolves to:

1. Recognize Privacy by Design as an essential component of fundamental privacy protection;
2. Encourage the adoption of Privacy by Design's Foundational Principles, such as those set out below as guidance to establishing privacy as an organization's default mode of operation;
3. Invite Data Protection and Privacy Commissioners/Authorities to:
 - a. promote Privacy by Design, as widely as possible through distribution of materials, education and personal advocacy;
 - b. foster the incorporation of the Privacy by Design Foundational Principles in the formulation of privacy policy and legislation within their respective jurisdictions;
 - c. proactively encourage research on Privacy by Design;
 - d. consider adding Privacy by Design to the agendas of events taking place on International Data Privacy Day (January 28);
 - e. report back to the 33rd International Data Protection and Privacy Commissioners Conference, where appropriate, on Privacy by Design activities and initiatives undertaken within their jurisdictions with a view to sharing best practices.

**Privacy by Design:
The Foundational Principles**

- Proactive not Reactive; Preventative not Remedial
- Privacy as the Default
- Privacy Embedded into Design
- Full Functionality: Positive-Sum, not Zero-Sum
- End-to-End Lifecycle Protection
- Visibility and Transparency
- Respect for User Privacy