

# ICDPPC Global Privacy and Data Protection Awards

2018

## Entry Form

**Deadline 29 June 2018**

To submit an entry to the ICDPPC Global Privacy and Data Protection Awards please complete and email this form to [ExCoSecretariat@icdppc.org](mailto:ExCoSecretariat@icdppc.org) no later than 29 June 2018.

Note: ICDPPC member authorities can submit as many entries as they wish but a separate form should be used for each different entry. Please complete the entry in English.

**1. Contact details for this entry:**

- a. Name and email address of person completing this form:
- b. Name of Data Protection or Privacy Authority: The Norwegian Data Protection Authority

**2. Eligibility:** By submitting this entry I confirm that:

- a. The Authority is a member of the International Conference of Data Protection and Privacy Commissioners.
- b. The initiative described in this entry was undertaken since the last edition.
- c. I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the ICDPPC Secretariat.

**3. Please indicate which **category or categories** you wish to enter (delete those that do not apply; you can enter multiple categories):**

- a. Education and public awareness
- b. Accountability
- c. ~~Dispute resolution and enforcement~~
- d. Innovation
- e. People's Choice

**4. Description of the initiative**

- a. Please provide a brief summary of the initiative (no more than 75 words):

This report looks at two of the hottest topics at the moment, Artificial intelligence and the GDPR. We aim to raise awareness on how artificial intelligence works and how it can challenge the right to privacy and data protection. We explore what aspects of the GDPR that may affect the development and use of artificial intelligence. What rights do the user have when being the subject of decision making by AI based systems?

- b. Please provide a full description of the initiative (no more than 350 words):

In recent times, there has been a massive focus and rise in the use of artificial intelligence (AI) and machine learning (ML). The benefits of machine learning both for commercial gains and for society as a whole is undeniable.

However, this comes at a price. There seems to be a common view that more (personal) data is always better for developing smart systems. The challenge with cutting edge technology is often that the tech companies is setting the premise rather than lawmaker and regulators.

This is not an unregulated space, for one GDPR regulates data protection and privacy for all EU citizens. In order for regulators to apply GDPR to AI/ML they need to have a certain understanding of the

technology. This is one of the aims of our report, to make the technology understandable for anyone willing to put in a little effort. We also take a closer look at four relevant AI challenges associated with the data protection principles embodied in the GDPR:

- Fairness and discrimination
- Purpose limitation
- Data minimization
- Transparency and the right to information.

We suggest some possible solutions and point to some promising technology. This gives a starting point and intends to stimulate discussions, research and development.

The report has a finale section where we give recommendations to various stakeholders on what we see as important as the regulatory authority, meant to give practical guidance and advice for both buyers and developers of AI-systems.

**Results**

The release of the report was an event in association with The Norwegian Computer Society and included an expert panel debate. It included among others the largest telco in Norway, as well as large consulting houses, universities, statistical experts and public sector regulators.

The report has made the Norwegian DPA a key player in the AI-field, where we promote privacy and data protection. We are now highly requested as speakers on AI and privacy, speaking for government (health, employment, police), consulting houses, ISACA, Microsoft and more.

The report has also become the starting point for a working paper on AI in the International Working Group on Data Protection in Telecommunication.

- c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)

The report arrived with perfect timing to make it a good counterbalance to the AI debates focusing mainly on efficiency and results. It makes a complexed topic accessible, seen from both the technical and legal side. The report is not only focused on problems, but also outlines some tools and recommendations for usage, development and research.

AI and privacy is a good primer and toolkit for anyone working on, or interested in this topic. It has gathered attention from parts of the government that wants to use the technology, developers, as well as companies and institutions that research and develop the underlying technology.

We decided to translate the report into English to make it available to more than just Norway, we would also welcome others to translate it to new languages for availability.

The report has been promoted as highly recommended reading by the Future of privacy forum, extending its reach outside of EU as well.

We believe that an award would help expose this very useful “tool” to an even wider audience, something that would be a great benefit for privacy and data protection.

- d. Include a photograph or image if you wish (note this will help illustrate the description of the entry on the ICDPPC website; the image can be pasted into the entry or send as an attachment or a link may be provided): .....

- e. Please provide the most relevant link on the authority's website to the initiative (if applicable)  
(The website content does not need to be in English):

<https://www.datatilsynet.no/en/about-privacy/reports-on-specific-subjects/ai-and-privacy/>

- f. Please provide any other relevant links that you wish that help explain the initiative or its impact  
or success (e.g. links to news reports or articles): .....

<https://www.digi.no/artikler/kommentar-kunstig-intelligens-trussel-eller-mulighet/426500>

[https://www.digi.no/artikler/vi-tror-ikke-at-kunstig-intelligens-blir-personvernets-  
undergang/416920](https://www.digi.no/artikler/vi-tror-ikke-at-kunstig-intelligens-blir-personvernets-<br/>undergang/416920)

<https://event.dnd.no/fmhdnd/datatilsynets-rapport-om-kunstig-intelligens-og-personvern/>

<https://arendalsuka.no/event/user-view/8011>