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### **Abstract of Remarks by Michael Donohue, OECD**

The 1980 OECD Guidelines on the Protection of Privacy and Transborder Flows of Personal Data were the first internationally agreed statement of the core privacy protection principles. On the occasion of the 30th anniversary of the Guidelines, OECD began reflecting on the current state of privacy through a series of events and papers, which has served as preparation for a formal review of the Guidelines themselves.

As a first step in the review, which began last year, OECD members agreed on Terms of Reference which have served as a roadmap. The Terms of Reference highlight that, as compared with the situation 30 years ago, there is a real change of scale in terms of the role of personal data in our economies, societies, and the lives of individuals. The environment in which the traditional privacy principles have to function has to take into account significant changes, for example, in:

- the volume of personal data being collected, used and stored;
- the range of analytics enabled by personal data, providing insights into individual and group trends, movements, interests, and activities;
- the value of the societal and economic benefits enabled by new technologies and responsible data use;
- the global availability of personal data, supported by communications networks that permit continuous, multipoint data flows; and
- the extent of threats to privacy in such an environment.

The Terms of Reference also highlight that OECD members already agree on a number of elements that are key to improving the effectiveness of privacy protections. The list includes, for example, bringing greater global interoperability to privacy frameworks, elevating the importance of privacy to the highest levels in governments through national privacy strategies, better equipping privacy authorities to work cooperatively across borders, cultivating of a culture of privacy in organisations and individuals, and embedding privacy by design into privacy management processes.

As called for in the Terms of Reference, the WPISP has convened a multi-stakeholder group of privacy experts from governments, privacy enforcement authorities, academics, business, civil society and the Internet technical community. The expert group is chaired by Jennifer Stoddart, Privacy Commissioner of Canada. During a series of five meetings over the past year it has considered a number of issues bundled around the following themes:

- The roles and responsibilities of key actors
- Geographic restrictions on transborder data flows
- Proactive implementation and enforcement.

The work by the expert group has resulted in proposals for revising the Guidelines, which are to be considered by OECD members beginning at a meeting later in October 2012.

For further information visit: [www.oecd.org/sti/privacyreview](http://www.oecd.org/sti/privacyreview) or contact [michael.donohue@oecd.org](mailto:michael.donohue@oecd.org)