

# Voice Privacy Industry Group Kick-off Call

## Meeting Minutes

### 06 Nov 2015

This is the Voice Privacy Guiding Principles Working Group. We are taking a leadership position/ providing thought leadership to industry in the area of Voice Privacy.

At EWF, Kelly Fitzsimmons, Lynn Terwoerds and Kelly Arnholt put together a proposal for an Industry Group with draft Guiding Principles and a proposal of how to move forward. We received the go ahead to start the Industry Group. We wanted to have the kickoff calls soon after EWF to keep momentum going. This is being sponsored by Joyce & the EWF, through advisory board & Women of Influence round table. The EWF wants to engage men & women across industry & diversity of thought at all levels.

This kick-off call is to start the conversation of putting an Industry Group together, to rally around the Guiding Principles and get feedback on what we can do to put tangible guidance out to the industry. The Guiding Principles are based on GAPP model.

This is a way to engage industry & tap into collective knowledge and virtuosity of companies and individuals. We can do research for business and for consumers. We will help enable business & consumers in a way that protects voice privacy & is secure.

Our goal is to get a version 1 Guiding Principles document by Feb 2016 to potentially launch and propose it at RSA 2016. We want to help industry put focus on protecting voice data privacy at a high level.

We ask you:

We want to produce a tangible deliverable to offer up the version 1 Guiding Principles at RSA

#1 is it doable to get a version 1 by Feb 2016

#2 does launch at RSA seem appropriate venue & timing

#### **Concerns:**

Is there enough time to really pull it together for a solid presentation?

Are we addressing Voice data privacy more in terms of security or privacy? (RSA / DEF CON care more about security) We should aim for IAPP.

How many people are interested & will attending these meetings?

What areas of expertise/ backgrounds are on the call? Are we heavy on technical controls?

Look at where the risks are vs the categories. (another working group) Risk maybe much lower than ppl are assuming. Biometrics is a risk. Voice verification/authentication has a high risk rate.

Voice identification studies show risk is vastly lower.

**Suggestions:**

Are there other press releases or industries to present to?

What level of engagement could we pull with IAPP, this would resonate more directly with IAPP general conference as well.

Represent at DEF CON, Case study on VP?

Agreement. We can get a good solid polished set of Guide Lines by RSA. We just need to start now.

This initiative really crosses both: protecting privacy through security because voice is a biometric but it's all about how we slant the issue. Will be interesting to see where we generate engagement and interest in the security groups.

Sometimes we see more panic on the privacy side. In terms of scale, we'll get more interest on Privacy side but we can make it relevant to Sec side.

More instances we have of exposure, the more momentum we'll get so we should have presence in a few different areas.

Send out a poll to ask what people's strengths are.

How many people should be on the Working Group? Having too many people involved is a high class problem vs. not enough, but suggest somewhere between 10-20. It also depends on how big this gets. For the Guiding Principles document, it is a high level document. If we then produce a detailed guidance document we could bring in more people. It depends on who is really going to be involved and participate in the meetings. We'll get a better sense of numbers as time goes on.

Whatever we do, should have & get a sense of the Guiding Principles being a quality deliverable. If we feel that there is not enough or we need more time, that's ok. The quality of the document comes first.

At EWF conference had a few people approach us about helping to spread the word and putting a PR plan together. This is an important element. We need to get the word out and be able to engage with Entities, individuals, and industry & drive interest.

We should definitely engage with IAPP. RSA was a suggestion. We need of some type of public launch platform. As an industry there are certain times of the year / certain conferences and events we all attend as an industry. We are open to when & where.

Legal groups might have specific things they do around privacy.

Do a session on how voice works at a deeper level to examine what the risks are.

We should take a risk based approach. How do we enable the business and protect consumers? We are playing in both arenas. How do we move forward in a way that is reasonable and well thought out. We want to prevent future panic and view voice data privacy in a principles way.

**Action Items:**

In order to get to version 1, we need your feedback.

Feedback Submission Proposal:

Go to website, download draft, go through it, provide feedback via email.

- Provide feedback on over all document.
- If you have a specialty area, provide feedback in only that area.

We will set up a monthly standing Working Group call on Wednesday 3pm ET.

We will provide detailed meeting notes for every call and post to EWF Voice Privacy site. We will put a distribution list together for meeting minutes, URL address, links to documents, etc. If you didn't sign up for the call send an email to [voiceprivacy@ewf-usa.com](mailto:voiceprivacy@ewf-usa.com) and let us know you'd like to be on the distribution list.

Next call in a month we will put it together all the feedback in a way to have a structured conversation. We may even have an adhoc conversation in between there.

We will look into posting the document in a editable format.

VP site/landing page: <http://www.ewf-usa.com/?page=VoicePrivacy>

Access to Guiding Principles, Kick-off call agenda and slides

We are very excited to work with you all. With your help we will bring value to the industry. This Working Group will be energetic and fun. Thank you.