



AIM Europe Summit

EC Vision on the Internet of Things and Privacy

Gérald Santucci
Head of Unit "Knowledge Sharing"
European Commission, DG CONNECT 02
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IoT as a Game-Changer

A disruptive potential

- 5 billion "things" connected by 2015, 25 billion by 2020 (Gartner)
- Market to exceed one trillion euros by 2020 (IDC-TXT)
- IoT could add as much as \$11 trillion per year to the global economy by 2025 (McKinsey Global Institute)

New business models

- Connectivity and intelligence added to products
- New services and value-added digital services around them (e.g. smartphones & app stores)
- A radically new approach to most economic areas: manufacturing, healthcare, transport, agriculture, etc.



A Growing Global Momentum

- **USA**
Consortium-building and government support
- **Japan**
u-Japan policy since 2004 (MIC)
- **China**
Government support for standards & roll-out
- **Korea**
5bn \$ investment in IoT and connected cars by 2020
- **India and Brazil...**
- **Europe**
 - Industry 4.0 (Germany)
 - IoT initiative (UK)
 - Objets Connectés (France)
 - Smart City initiative (Spain)...



Ongoing Actions

Updated Project Portfolio under H2020

- ICT-30: 50 million euros in June 2015

IoT Focus Area under the 2016-2017 Work Programme

- Large Scale Pilots (LSPs) in 2016 in 5 areas – 100 million euros

Alliance for IoT Innovation (AIOTI)

- Launched on 25/03/2015
- ~ 300 members
- Prepares recommendations to support LSPs

Gap Analysis of Standards with ETSI

IoT in the Digital Single Market (DSM)



The Way Forward

AIOTI: "the IoT Voice of Europe"

Streamlining internal coordination within the EC in support of IoT

Reaching out to EU Member States



IoT and Privacy

The RFID Model

- **EC Recommendation** of 12 May 2009 (2009/387/EC):
<http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L .2009.122.01.0047.01.ENG>
- **Privacy Impact Assessment:** CEN EN 16571 "Information technology – RFID privacy impact assessment process"
- The **RFID PIA Software:** <http://rfid-pia-en16571.eu/>
- The **GS1/EPC RFID PIA Tool** (updated July 2015):
<http://www.gs1.org/pia>



The RFID PLA Signing Ceremony

6/04/2011



IoT and Privacy

Art. 29 Data Protection WP (16/09/2014)

- Opinion 8/2014: http://ec.europa.eu/justice/data-protection/article-29/documentation/opinion-recommendation/files/2014/wp223_en.pdf
- Wearable Computing
- Quantified Self
- Home Automation

Mauritius Declaration (14/10/2014)

- [International Data Protection and Privacy Commissioners](http://www.privacyconference2014.org/media/16596/Mauritius-Declaration.pdf)
- <http://www.privacyconference2014.org/media/16596/Mauritius-Declaration.pdf>
- Self-determination is an inalienable right for all human beings
- IoT sensor data "should be regarded as personal data"
- Data protection is "a joint responsibility of all actors in society"
- Privacy by design: "a key selling point of innovative technologies"
- End-to-end encryption





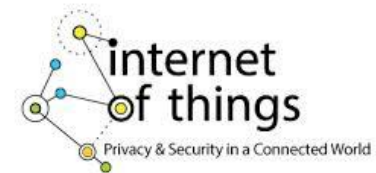
IoT and Privacy

EU Data Protection Regulation

- Right to be Forgotten (Art. 17)
- Data protection by Design and by default (Art. 23)
- Data Protection Impact Assessment (Art. 33)

U.S. Federal Trade Commission

- Staff Report:
<https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-staff-report-november-2013-workshop-entitled-internet-things-privacy/150127iotrpt.pdf>
- **Non-legislative policy options:** voluntary transparency; FTC best practices; liability lawsuits; market competition
- **Legislative policy options:** mandatory certification; mandatory data minimization; opt-in consent; federal standards; give customers the right to sue





The Future of Privacy

- **Humans are precisely not transparent nor controllable**
- **They/we are in need of both shelter/ intimacy and exposure/ appearance**
 - From data-centricity to context-centricity
 - Grey zone between DPR (Data Protection Regulation) and UCPD (Unfair Commercial Practices Directive)

Questions ?





Contact Us

Gérald Santucci

Head of Unit
European Commission
DG CONNECT 02
BU25 06/118
Brussels, Belgium, 1049

Phone +32(0)2 296 89 63
gerald.santucci@ec.europa.eu

AIM Europe VZW

Ond # 0543.702.222
Tiensestraat 12
3320 Hoegaarden
Tienen, Belgium
www.aimeurope.org

AIM, Inc.

20399 Route 19
Suite 203
Cranberry Township, PA 16066 USA

+ 1.724.742.4470
www.aimglobal.org

