

# Big, open and properly protected data?



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| <b>14:30</b> – Welcome and Introduction  | 10' |
| <b>14:40</b> – “Big & Open Data in Europe: A growth engine or a missed opportunity?” | 20' |
| <b>15:00</b> – main challenges of privacy  | 15' |
| <b>15:15</b> – Open discussion   | 15' |

# Introduction





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# Big & open data in Europe

**A growth engine or a missed opportunity?**

# EU28 206 bn €

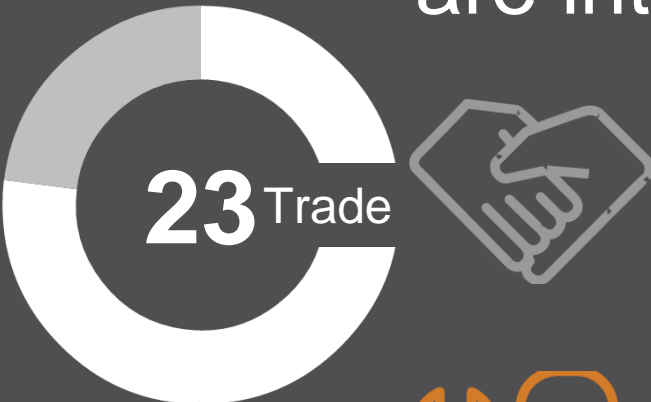
Additional  
GDP by 2020



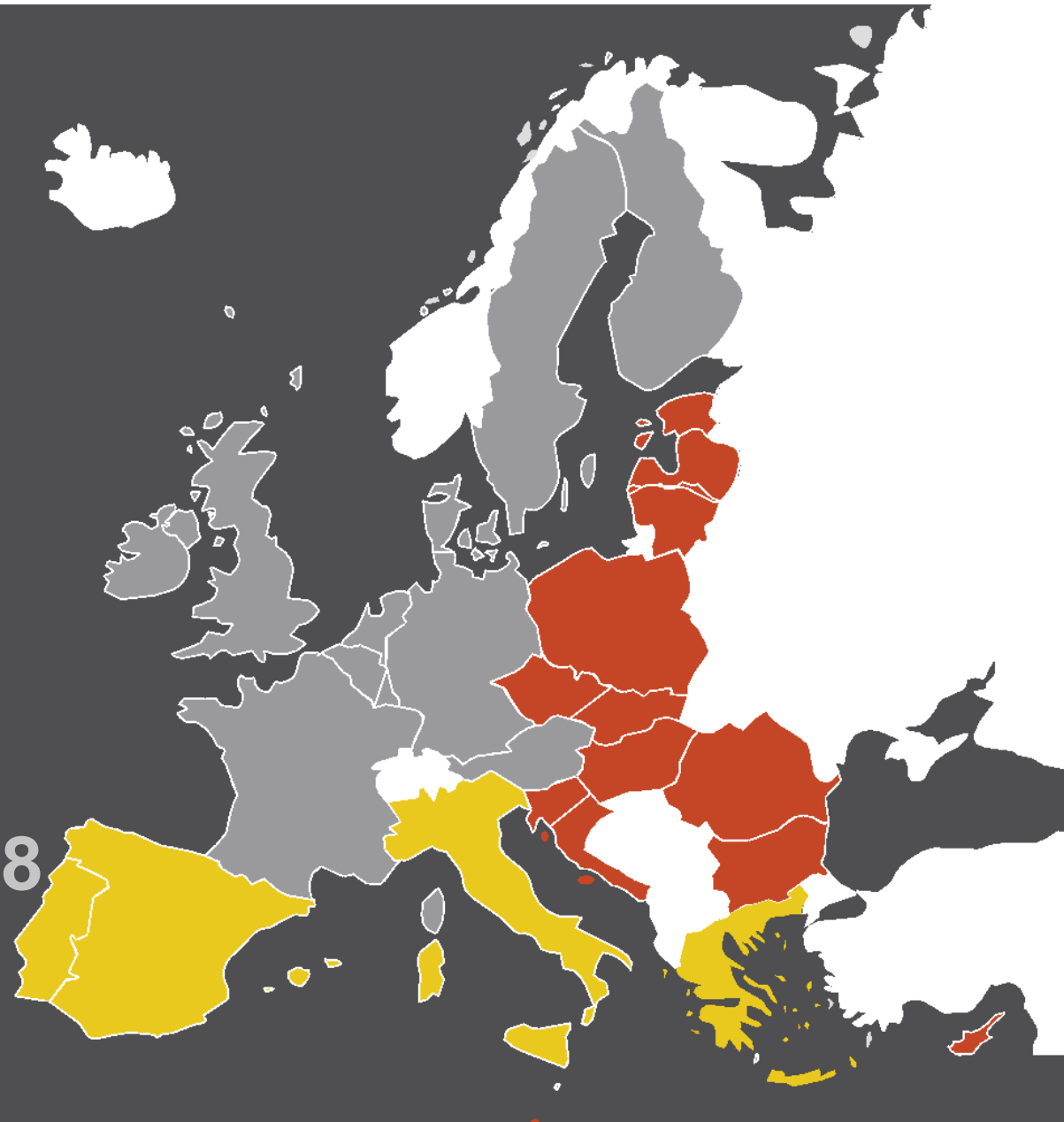
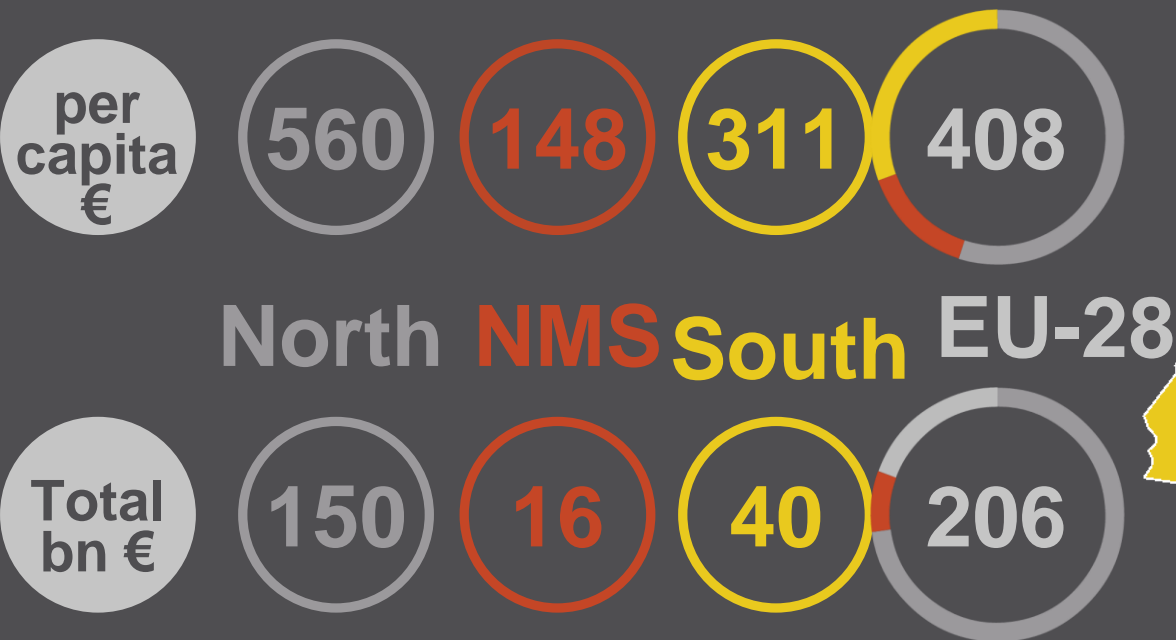
%

# Additional GDP by sector

In which data-driven  
solutions  
are introduced



# Additional output in 2020



# Additional increase in GDP level by country and sectors



Trade



Manufacturing



Health



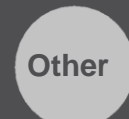
Information & communication



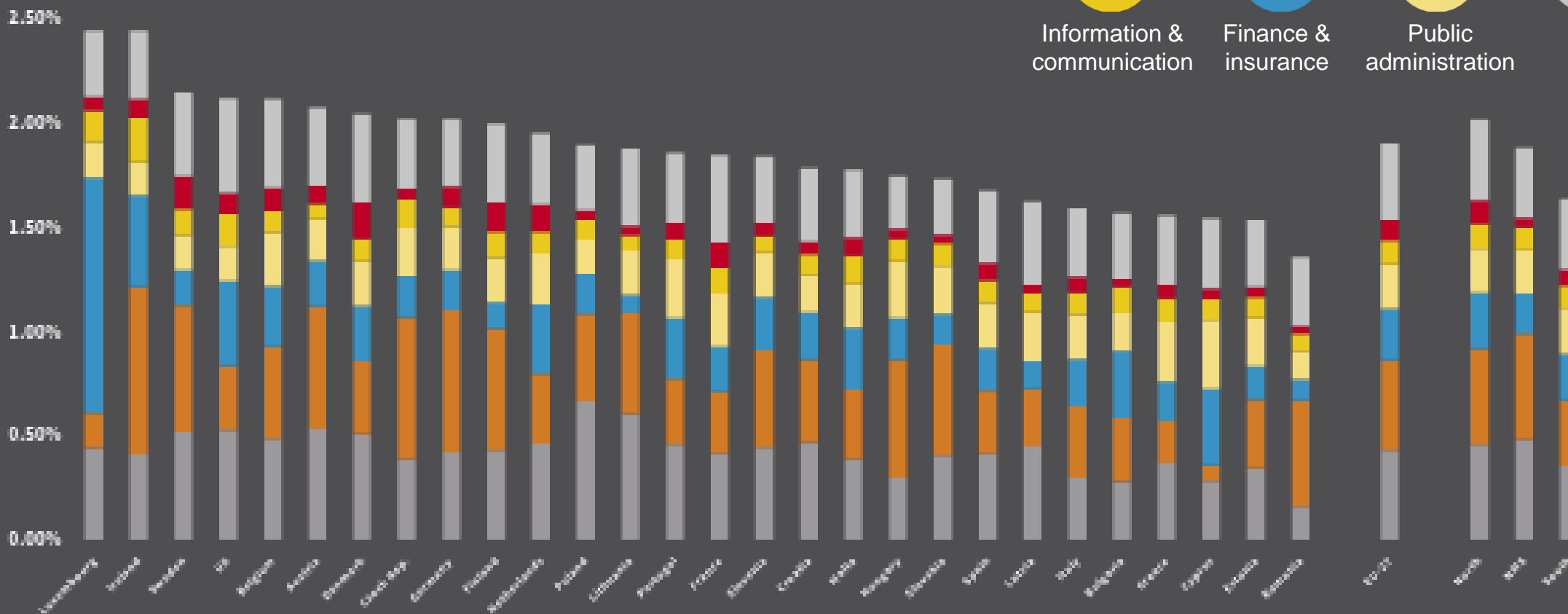
Finance & insurance



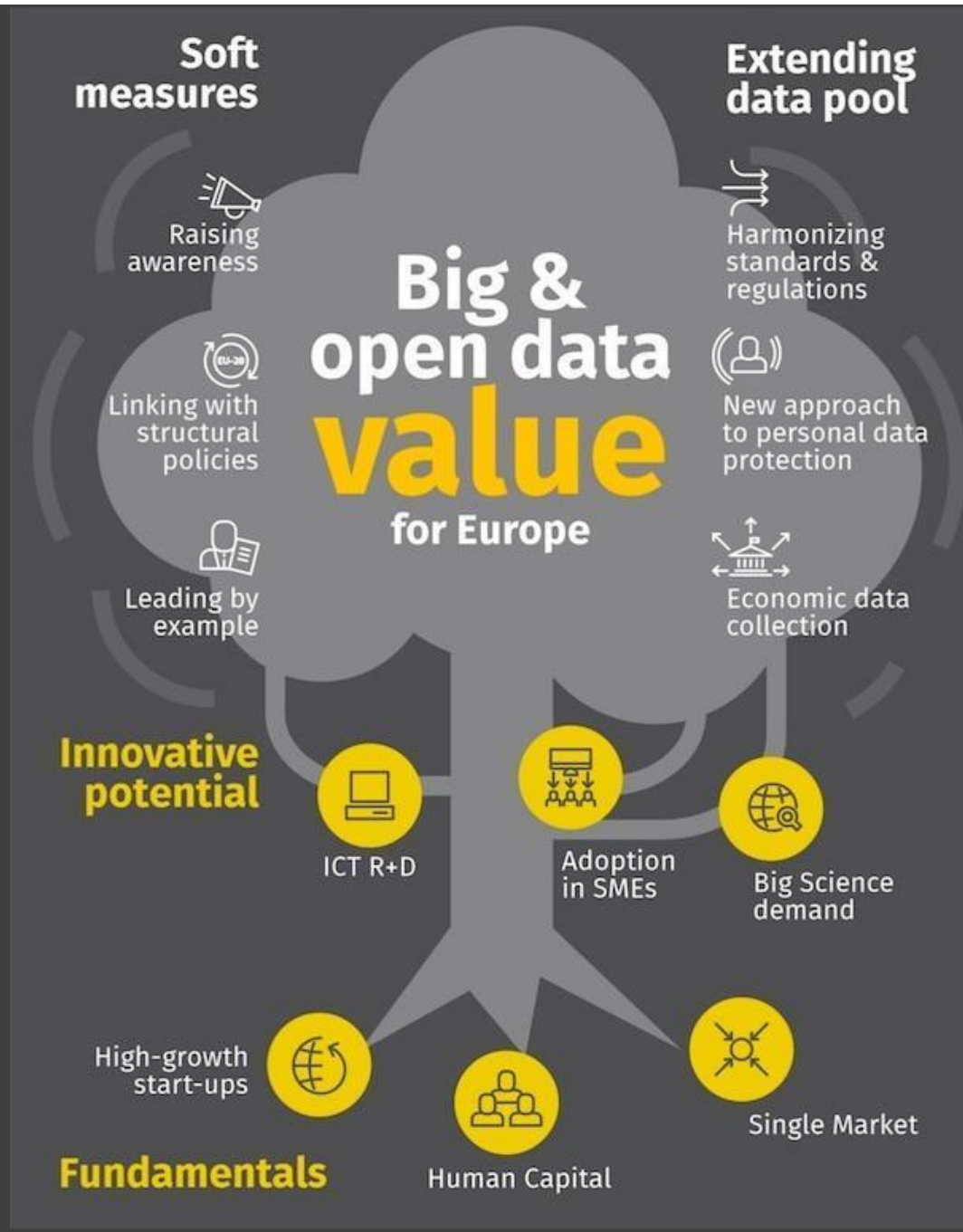
Public administration



Other



Source: WISE Institute with BOUDICA



**bigopendata.eu**

A number of big data applications have long been implemented in the EU...  
**within** the existing framework

Data protection rules and principles apply to all personal data processing operations, starting with collection

- Data protection = Key element of trust

Benefits of big data analysis can be reached only if

- the corresponding privacy expectations of users are appropriately met
- data protection rights of individuals are respected.



« Big data » covers **many types of operations**, e.g.  
Building personalised content dynamically,  
extracting trends,  
enriching profiles ...

Some applications may rely on **extensive processing of personal data**

**=> high data protection expectations**

Some stakeholders assert that data protection principles should be reviewed to enable promising big data operations ....

## Key data protection principles

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Key principles include

transparency,  
purpose limitation,  
data minimisation,  
rights of access, rectification, erasure, objection,  
right to be forgotten

In the EU, these principles rely on a **fundamental right**

This framework applies to personal data

- [Opinion 4/2007](#) on the concept of personal data
- [Opinion 05/2014](#) on Anonymisation techniques

# Open discussion





# THANK YOU!

[cloudwatchhub.eu](http://cloudwatchhub.eu)



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