

# Policy ...

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# Platforms

- Connecting platforms (BEI, VOC, trade, Twitter)
- Enabling platforms (BOE, Visa)
- Creation platforms (YouTube, Disney)
- Shaping platforms (NGOs, political parties)

# Dynamic tension

- Peer/inc
- Platform/edge
- Citizen/gov
- User/platform

Personal	Benefit	Privacy interest	Harm
PII	"Free" service	Secrecy	Disclosure
Derived	Custom service	Anonymity	Attribution
Predictive	Personal service	Autonomy	Discrimination

Corporate	Beneficiary	Loss	Mitigation
Operational	Mission	Revenues	Back up/ Replace
Custodial	Customer	Reputation/ trust	Hold harmless
Existential	Stakeholders	Business	Resilience and recovery

# Policy regimes

- Architecture
- Markets
- Norms
- Laws

# Failures

- Architecture - power law
- Markets - externalities, pricing
- Norms - not enforced/able?
- Laws - notice and consent?

# Interventions

- Architecture - discontinuities
- Markets - assign/expose costs
- Norms - make enforceable
- Laws - ?



# Architecture

- Build in discontinuities
  - "Fiber optic coil"
  - Cryptography
  - Anonymization
- Open Mustard Seed
- Open - utilities (open APIs)

# Markets

- Assign/expose/price costs
  - Liability (common law, statutory)
  - SEC disclosure
  - GAAP
  - Insurance

# NORMS

- Encourage and make enforceable
  - Safe harbors
  - Presumptions
  - Self-regulating

# Laws

- Minimum standards
  - Best available technology
  - Reasonably available technology
  - Lowest achievable technology
- Legislate the interventions

# Consumer Privacy Bill of Rights (2012)

- Individual control
- Transparency
- Respect for context
- Security
- Access and accuracy
- Focused collection
- Accountability

# Cyber-security Framework (2014)

- Identify
- Protect
- Detect
- Respond
- Recover