



Data protection: a threat to Big Data or was it the other way round?

What is Big Data

- Huge volume, large variety and high velocity
- Use of algorithms, using all data
- Repurposing of data

- Not always personal data i.e. climate and weather data

Data protection challenges faced by Big Data processors

- Data Protection is a complex matter and often misunderstood
- The applicability of Data Protection is not always transparent
- Data Protection is intrusive right into the algorithms
- People do not read privacy notices
- People do not care
- The Big Data processor may not be able to foresee all the uses
- Analytics are too difficult to explain
- What is “easy to understand”?

What is Data Protection

- From small to large volumes, from slow to fast processing
- Minimum data and even paper based processing
- Data shall only be used for what it was collected for

- Only personal data and all data which directly or indirectly linked

Big Data challenges faced by Data Protection professionals

- Big Data is a complex matter and often misunderstood
- The inner workings of Big Data are not always transparent
- Big Data is intrusive for the people's life
- Big Data processors do not read lengthy laws and opinions
- Big Data processors do not care
- Data Protection professionals may not be able to foresee all the Big Data processor's questions
- Laws and data protection concepts are too difficult to explain

Solutions

- Big Data experts should talk to Data Protection experts
 - Data Protection experts should talk to Big Data experts
 - They should all try to listen and to understand
 - They should try and take it as a challenge to find viable solutions
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- Distinguishing between research and real life applications could help

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