

The Data Privacy Act of 2012 Impact and Significance To Local Government Units

RAYMUND ENRIQUEZ LIBORO

PRIVACY COMMISSIONER AND CHAIRMAN

December 11, 2017





What the **law** is
all about



How it will
affect **you**

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MISSION



The Data Privacy Act makes it mandatory for all data collectors — whether public or private — to protect the security, integrity and confidentiality of all the personal information they collect. **By doing this, we help usher in a truly knowledge-driven economy.**

SENATOR EDGARDO ANGARA



1995



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2015



Picture from
<http://dprnews.com.ph/pope-silent-upon-hearing-stories-of-rain-victims>

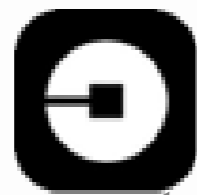
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The world's largest taxi company, owns **no vehicles.**

The world's most popular media owner, creates **no content.**

The world's most valuable retailer, has **no inventory.**

The world's largest accommodation provider, owns **no real estate.**



UBER



FACEBOOK

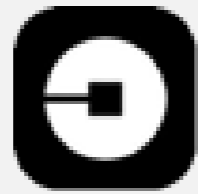


ALIBABA



AIRBNB

Technology eliminates the **Middleman**



UBER



FACEBOOK



ALIBABA



AIRBNB

DATA
as the common
Denominator

TECHNOLOGY

connects
PEOPLE...

 ... With
Vehicles


UBER



 To People
who want
Vehicles

 ... With
Content


FACEBOOK



 To People
who want
Content

 ... With
G&S


ALIBABA



 To People
who want
G&S

 ... With
a place


AIRBNB



 To People
who want
A place

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Forbes Most Valuable Brands 2007 versus 2017



Exxon Mobil



Petrochina



General Electric



China Mobile



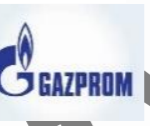
ICBC



Microsoft



Royal Dutch



GazProm



AT&T



Apple



Google



Microsoft



Facebook



Coca Cola



Amazon



Disney



Toyota



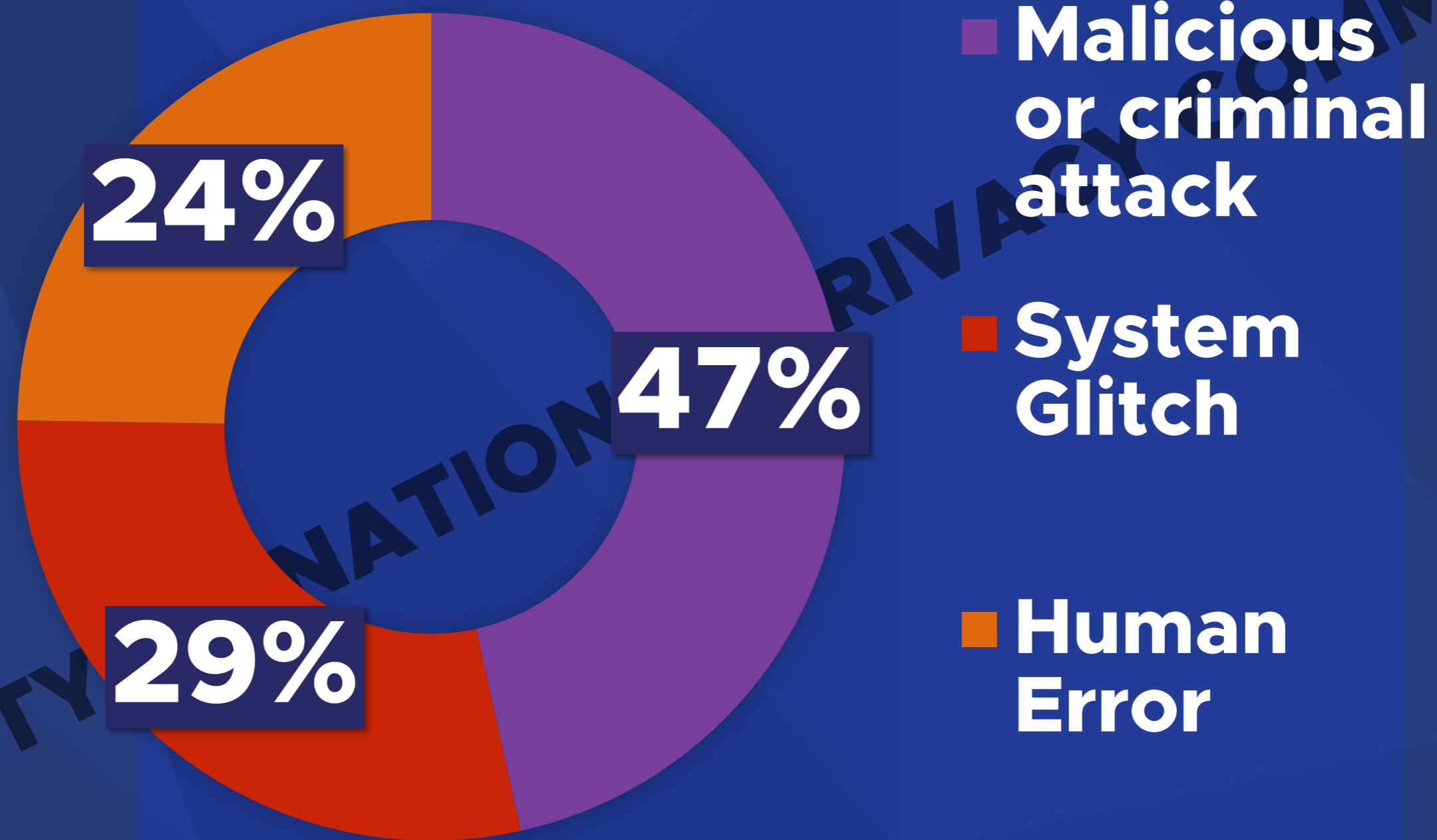
McDonalds



Samsung

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ROOT CAUSES OF BREACH





1998: Yahoo refuses to buy Google for \$1 million.

2002: Yahoo realizes its mistake and tries to buy Google for \$3 billion. Google says "Give us \$5 billion", Yahoo says no.

2008: Yahoo refuses to be sold to Microsoft for \$40 billion dollars.

2016: Yahoo sold for \$4.6 billion to Verizon.

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Get started by telling us your relationship status:

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[See Your Matches »](#)

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SSL Secure Site

Over **39,470,000** anonymous members!

ASHLEY MADISON®

Life is short. Have an affair.®

Get started by telling us your relationship status:

Please Select

See our Match

Over 37,55,000 anonymous members!



PI

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Ashley Madison

Ashley Madison let off with \$1.66m fine over huge hack

Customers receive nothing from settlement with US Federal Trade Commission, which decided owner Ruby Corp was unable to pay full \$17.5m penalty



This article is 9 months old



Reuters in Toronto

Thursday 15 December 2016 01.40 GMT



Regulators suspended most of Ashley Madison's \$17.5m fine because they were not 'seeking to put a company out of business'. Photograph: Philippe Lopez/AFP/Getty Images

The owner of hacked infidelity website [Ashley Madison](#) will pay a sharply discounted \$1.66m penalty to settle US investigations into lax data security and deceptive practices.

The remainder of a \$17.5m settlement was suspended based on privately held Ruby Corp's inability to pay.

"I recognise that it was a far lower number frankly than I would have liked," said Federal Trade Commission chairwoman Edith Ramirez. "We want them to feel the pain. We don't want them to profit from unlawful conduct. At the same time we are not going to seek to put a company out of business."

55M at risk in 'Comeleak'

By: [Tina G. Santos](#) - Reporter / @santostinaINQ Philippine Daily Inquirer / 12:44 AM April 23, 2016



DECEPTIVE CALM The Comelec office at Palacio del Gobernador in Intramuros, Manila, after office hours. The Comelec says the hacking of its website will not compromise the integrity of national elections on May 9.

EDWIN BACASMAS

PROCESSING PERSONAL INFORMATION CAN CREATE PROBLEMS FOR INDIVIDUALS



- Loss of trust
- Loss of self-determination
 - *Loss of autonomy*
 - *Loss of liberty*
 - *Exclusion*
 - *Physical harm*
- Discrimination
 - *Stigmatization*
 - *Power imbalance*
- Economic loss

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Public school teacher in debt because of identity theft

Published February 26, 2016 10:48pm

A public school teacher may be a victim of identity theft as he owes three banks P800,000 for loans he did not apply for, according to a report by John Consulta on GMA-7's "24 Oras" on Friday.

Mark Joseph Lontok said he received notifications from three banks saying that he borrowed a total of P800,000 in salary loans. He denied applying for the loans.

However, **Lontok** remembered posting a photo of his Professional Regulation Commission (PRC) ID online.

ako. I saka pagpasok ko po sa public (school), pagbigay ng papel ko, pinost din po sa FB (Facebook) sa sobrang tuwa ko po," he said.

"Wala naman akong ginagawang masama," he added.

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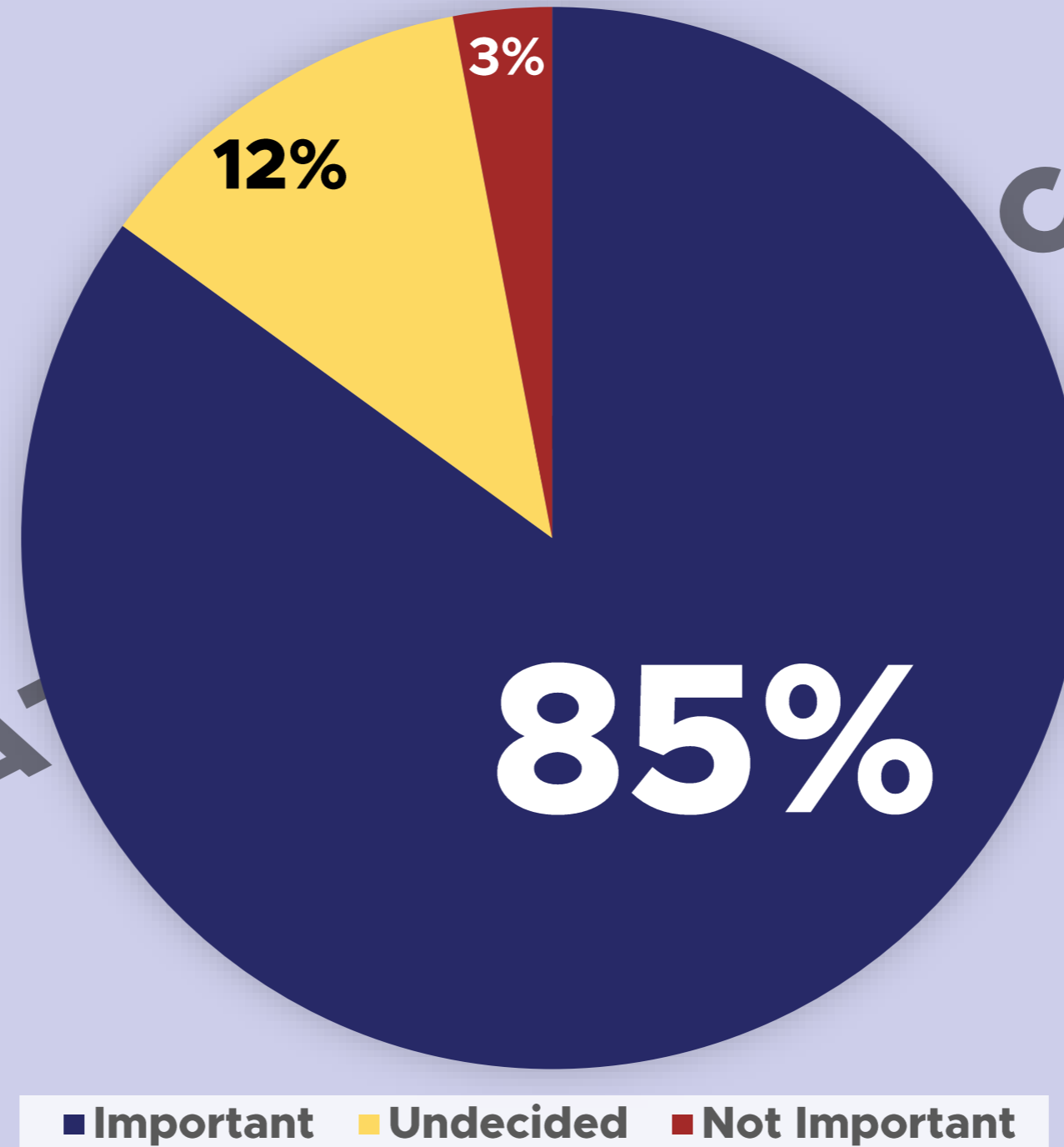
MISSION

Survey Results

Importance of The Rights of A Data Subject, Philippines, June 2017



**% of
Adults**



**Net*
+83**

**Net figure % Likes to know minus % Does Not like to Know, correctly rounded*

Based on the **SWS Survey "FILIPINO PUBLIC OPINION ON DATA PRIVACY AND ATTITUDES AND BEHAVIOUR TOWARDS INTERNET USAGE" June 17-21, 2017 National Survey*

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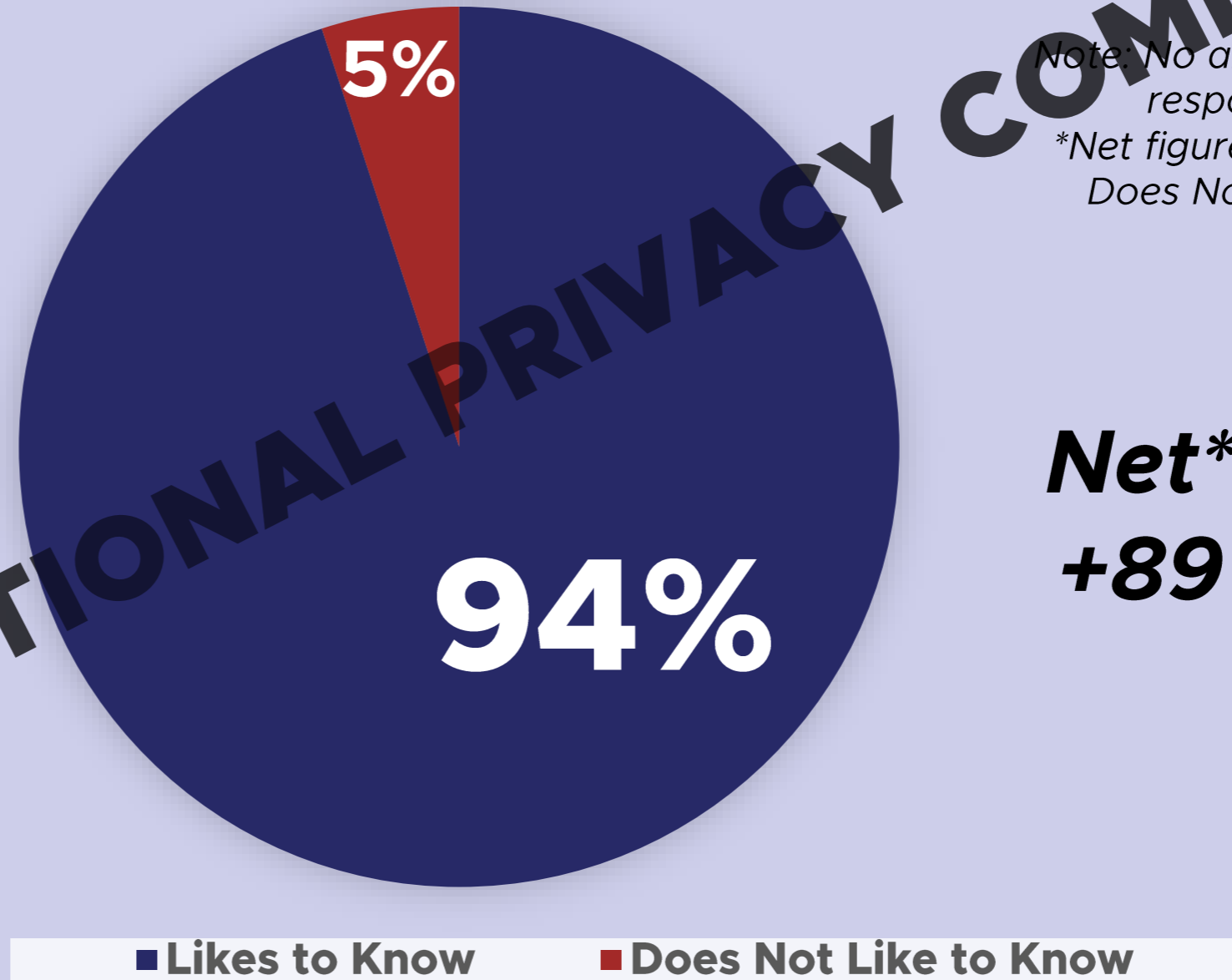
COMMISSION

Survey Results

Extent of Liking or Not Liking to Know Where The Personal Information They Have Provided During Transaction or Application Will Be Used, Philippines, June 2017



% of Adults

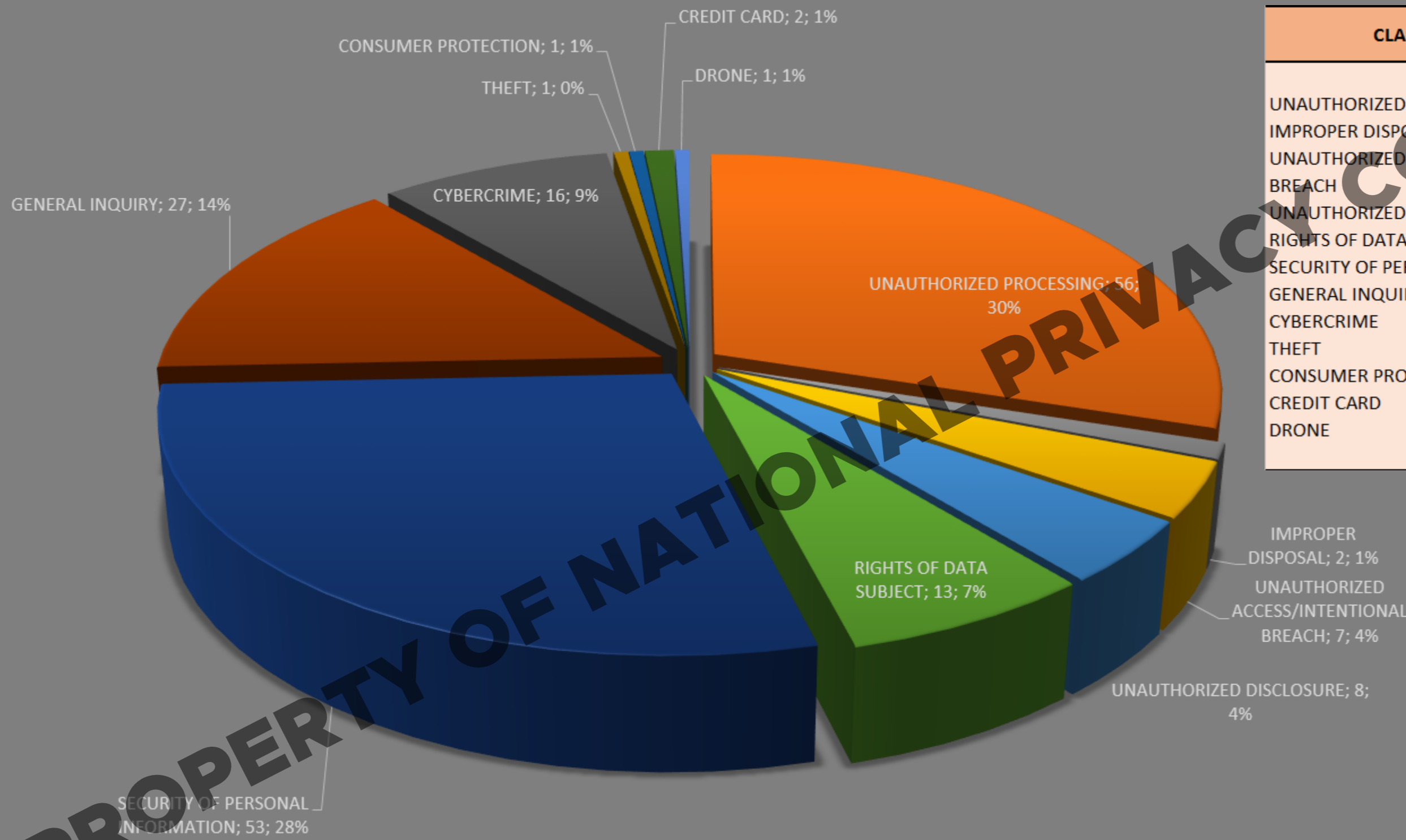


Note: No answer/Don't know/Refused responses are not shown.
*Net figure % Likes to know minus % Does Not like to Know, correctly rounded

*Based on the *SWS Survey*
"FILIPINO PUBLIC OPINION ON DATA PRIVACY AND ATTITUDES AND BEHAVIOUR TOWARDS INTERNET USAGE"
June 17-21, 2017 National Survey

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Nature of Complaints (as of October 23, 2017)



CLASSIFICATION	NO. OF COMPLAINTS	PERCENTAGE
UNAUTHORIZED PROCESSING	56	30%
IMPROPER DISPOSAL	2	1%
UNAUTHORIZED ACCESS/INTENTIONAL BREACH	7	4%
UNAUTHORIZED DISCLOSURE	8	4%
RIGHTS OF DATA SUBJECT	13	7%
SECURITY OF PERSONAL INFORMATION	53	28%
GENERAL INQUIRY	27	14%
CYBERCRIME	16	9%
THEFT	1	1%
CONSUMER PROTECTION	1	1%
CREDIT CARD	2	1%
DRONE	1	1%
TOTAL	187	100%



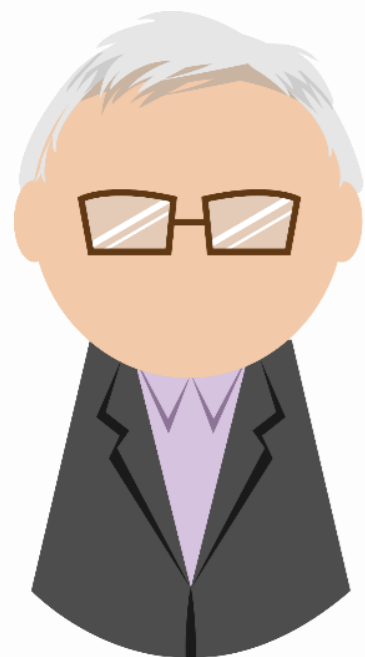
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