Digital Citizenship, Cybersecurity, and Data Privacy

Raymund E. Liboro
National Privacy Privacy Commission
February 27, 2018
DPA and the Philippine Development Plan

“Patuloy na Pag-Unlad” Increasing Growth Potential

- Technology adoption promoted and accelerated
- Innovation stimulated
- Creative capacity for knowledge and technology generation, acquisition and adoption enhanced
- Ensure world class data privacy standards established in the country

“Pagbabago” Inequality-reducing Transformation

- Expanding Economic Opportunities in Industry and Services through Trabaho at Negosyo
- Consumer access to safe and quality goods and services ensured
- Culture of Privacy and Privacy Resilience established in the country

“Malasakit” Enhancing the Social Fabric

- Ensuring People-Centered, Clean, and Efficient Governance
- Citizenry fully engaged and empowered
- Empowered Data Subjects
Fully Digital Country
Digital Initiatives from Government

PROTECT WITH TRUST AND CONFIDENCE

ONLINE DATA

Materials borrowed from UNCTAD
From **Industrial Revolution**

To **Information Revolution**
The Information Age
The Dramatic Change in Technology
2015

Picture from
Forbes Most Valuable Brands

**2007**
- Exxon Mobil
- Petrochina
- General Electric
- China Mobile
- ICBC
- Microsoft
- Royal Dutch
- GazProm
- AT&T

**2017**
- Apple
- Google
- Microsoft
- Facebook
- Coca Cola
- Amazon
- Disney
- Toyota
- McDonalds
- Samsung
Globalization, the Filipino, Information Age

Will you sell my details?

Benefits

Where are my details stored?
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**
Extensive INTERNET and social media use in the Philippines

<table>
<thead>
<tr>
<th>World’s Number 2</th>
<th>World’s Number 1</th>
<th>World’s Number 7</th>
<th>World’s Number 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>in terms of growth in number of internet users (27%, +15M users)</td>
<td>in terms of time spent on the internet (8.59 hours/day)</td>
<td>in terms of growth in number of social media users (25%, +12M users)</td>
<td>in terms of time spent on social media (4.17 hours/day)</td>
</tr>
</tbody>
</table>

Source: Hootsuite & We Are Social Ltd. Digital in 2017
The Information Age

The Info Structure Environment
The Information Age

The Info Structure Environment

Uber paid hackers $100,000 after they stole data on 57 million users

Yahoo Says 1 Billion User Accounts Were Hacked

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

CVS Pays $2.25 Million in Record HIPAA Settlement

Home Depot breach totals: 56 million credit cards exposed, $62 million in losses

55M at risk in ‘Comeleak’

Target Data Breach Has Cost Banks $240M So Far

Will Walgreens’ $1.44M HIPAA Privacy Breach Case Set Legal Precedent?

BOEING NOTIFIES 36,000 EMPLOYEES FOLLOWING BREACH

by Chris Brook

February 27, 2017, 3:48 pm
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.

[Redaction] 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, [redaction] remembered posting a photo of his Professional Regulation Commission (PRC) ID online.

(Facebook) sa sobrang tuwa ko po,” he said.

“Wala naman akong ginagawang masama,” he added.
CANISTER SCANDAL: 90-day suspension of 2 docs, nurse ends

- Helen Flores, Ghio Ong () - September 6, 2008 - 12:00am

Health Undersecretary Alexander Padilla said yesterday the three medical practitioners who were linked to the “canister scandal” at a Cebu hospital were allowed to go back to work after serving the three-month suspension imposed on them by the Department of Health (DOH).

Dr. Philipps Leo Arias, Dr. Joseph Montecillo and nurse Carmenia Sapio reported for duty at the government-run Vicente Sotto Memorial Medical Center sometime last month.

Padilla said the DOH has already imposed enough sanctions on the three and that the matter is already in the
AMBISYON NATIN 2040
The Youth: March Towards Digitization
*Based on the SWS Survey “FILIPINO PUBLIC OPINION ON DATA PRIVACY AND ATTITUDES AND BEHAVIOUR TOWARDS INTERNET USAGE”
June 17-21, 2017 National Survey
Culture of Privacy
**ONE’S GADGET OR DEVICE WHEN USING THE INTERNET, PHILIPPINES, MAR 2017 AND JUN 2017**

*(Base: Those who use the internet)*

<table>
<thead>
<tr>
<th></th>
<th>Mar '17</th>
<th>Jun '17</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cell phone</strong></td>
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</tr>
<tr>
<td><strong>Personal Computer</strong></td>
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<td>13</td>
</tr>
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<td><strong>Tablet</strong></td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td><strong>Smart TV</strong></td>
<td>0.4</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Q118. KUNG GUMAGAMIT NG INTERNET: Ano pong gadget o “device” ang gamit ninyo kapag kayo ang nag-internet? Kayo po ba ay gumagamit ng... (SHOWCARD) (ALLOW MULTIPLE RESPONSES)?

*Based on the SWS Survey “FILIPINO PUBLIC OPINION ON DATA PRIVACY AND ATTITUDES AND BEHAVIOUR TOWARDS INTERNET USAGE” June 17-21, 2017 National Survey*
The Hidden Cost of Connectivity

- As you access the internet, you inevitably leave behind a trail of information about you.
  - Your likes and interests
  - Your search history
  - Your list of followers
  - Even the medicine you buy
The Data Privacy Act of 2012

A 21st Century Law

For 21st Century concerns...

Photo from Norse Website Real-time Cyber Attacks
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
Data Privacy and Rights of Individuals

- Right to File a Complaint
- Right to be Informed
- Right to Object
- Right to Access
- Right to Block/Remove
- Right to Correct/Rectify
- Right to Data Portability
SECURING DATA PRIVACY

Sections 1-6. Definitions and General Provisions

Sections 7-10. The National Privacy Commission

Sections 11-21. Rights of Data Subjects, and Obligations of Personal Information Controllers and Processors

Sections 22-24. Provisions Specific to Government

Sections 25-37. Penalties
ROOT CAUSES OF BREACH

- Malicious or criminal attack: 47%
- System Glitch: 29%
- Human Error: 24%

HOW DO PRIVACY BREACHES OCCUR?

• **lost or stolen laptops**, removable storage devices, or paper records containing personal information

• **hard disk drives and other digital storage** media (integrated in other devices, for example, multifunction printers, or otherwise) being disposed of or returned to equipment lessors without the contents first being erased

• **databases containing personal information** being ‘hacked’ into or otherwise illegally accessed by individuals outside of the agency or organization
HOW DO PRIVACY BREACHES OCCUR?

- employees accessing or disclosing personal information outside the requirements or authorization of their employment
- paper records stolen from insecure recycling or garbage bins
- an agency or organization mistakenly providing personal information to the wrong person, for example by sending details out to the wrong address, and
- an individual deceiving an agency or organization into improperly releasing the personal information of another person.
National Privacy Commission

The NPC’s 5 Pillars of Accountability and Compliance

1. Commit to Comply: APPOINT A DATA PROTECTION OFFICER
2. Know Your Risks: CONDUCT A PRIVACY RISK OR IMPACT ASSESSMENT
3. Write Your Plan: CREATE A PRIVACY MANAGEMENT PROGRAM
4. Be Accountable: IMPLEMENT YOUR PRIVACY AND DATA PROTECTION MEASURES
5. Be Prepared for Breach: REGULARLY EXERCISE YOUR BREACH REPORTING PROCEDURE
FREE FLOW OF INFORMATION IN A DIGITAL PHILIPPINES
30 Ways to Love Yourself online
TIP#2

Never use the same password on multiple accounts.

‘Wag masyadong loyal sa isang password, para mo na ring sinuko lahat agad-agad. Having different passwords on multiple accounts makes it harder for hackers to guess them.
TIP#3

**Lock** your device.

_Diba kapag mahal mo, aalagaan mo?_

Leaving a laptop or cellphone unlocked is like leaving an open purse, which hackers are more than happy to take advantage of.
TIP#4

Always log out of browsers.

Matuto ng mallinis na pamamaalam, laio na kung hindi naman talaga sa’yong laptop. Google Chrome has a unified log in system, which logs you into the browser even if you only log in through the e-mail, so don’t forget to log out. Or better yet, use Incognito mode.
TIP#6

Do not log in on personal accounts on **free or public wifi**.

Hindi lahat ng libre at willing magpagamit ay dapat gamitin. Open networks make it very easy for people to peek into your activity and accounts, and the people you share the network with may also be using compromised devices.
TIP#7

Install an Anti-Virus...and **update** it.

_Hindi porket nakuha mo na, iiwan mo nalang sa ere._ New viruses are being created all the time, so simply installing an anti-virus program doesn’t cut it. It is important to update the programs to keep up with new and emerging threats.
TIP#9

Install an ad blocker to lessen browser pop-ups.

Minsan, mabuti nang umiwas, dago ka pa masaktan. Extensions like AdBlock Plus, available on Google Chrome and Mozilla Firefox, prevent pop-ups from appearing and notify you if these seem malicious while you browse.
TIP#11

Clean up your Facebook Third-Party Apps.

Malaking problema ang mga third party, ilalo na sa data privacy. While they are a fun way to find games or see which celebrity you look like, third-party apps on Facebook can too often send your personal data to at least 25 outside data companies, so it is definitely a good idea to remove permissions from unnecessary ones.
TIP#13

Set up your Facebook Privacy Settings.

Protektahan mo naman ang puso mo paminsan-minsan.
Setting your Facebook privacy protects your content from predators, stalkers, and identity thieves. Not everyone has to know what you’re doing every minute of the day, especially if it’s information on your vacation details or bank accounts.
TIP#16

Don’t be **too public.**

*Sa panahon ngayon, mahirap nang ibigay ang lahat-lahat.*

While sharing details about your life can be fun and exciting, there are just some things you should never, ever share on social media. Things like your home address, vacation details, ticket numbers, and the layout of your house should always be kept private.
TIP#20

Unsubscribe from unwanted newsletters.

>Wala ka namang balak pansinin, kaya wag mo nang paasahin. Unsubscribing from the newsletter you had to sign up for two years ago to get a free item would do wonders for your e-mail inbox and for the safety of your personal information.
TIP#27

Secure your **wireless network**.

*May mga bagay talaga na para sa inyo lang.* Lock down your wireless network with a strong password and encryption. You can also connect your machine to your router to check how many devices are connected to your network. If there are more than you'd expect, it's time to change passwords.
Thank you for listening!

facebook.com/privacy.gov.ph
twitter.com/privacyPH
info@privacy.gov.ph

Raymund Enriquez Liboro
Privacy Commissioner and Chairman
27 February 2018