

PRIVACY-BY-DESIGN FACTSHEET

Privacy-by-Design (PbD) is a best practice approach to personal information management and becomes the default mode of operation for ensuring privacy is "baked in" at all stages of projects instead of "bolted on" at a later time.

Embedding PbD into practice allows you to meet customer/community expectations around the use of personal information.

pixevety is a leading privacy-by-design media management platform empowering safer consent-driven sharing and engagement for schools and parents

KEY PRINCIPLES OF PRIVACY BY DESIGN

- **Proactive not reactive, preventative not remedial-** Take a proactive approach, anticipating risks and preventing privacy-invasive events before they occur.
- **Privacy as a default setting-** Automatically protect personal information in IT systems and business practices as the default.
- **Privacy embedded into design-** Embed privacy into the design of systems, services, and practices to ensure that privacy becomes a core functions of your systems.
- **Full functionality: positive-sum not zero-sum-** Incorporate interests and objectives in a 'win-win' manner to avoid unnecessary trade-offs, such as privacy versus security.
- **End-to-end security-** Put in place strong security measures throughout the 'lifecycle' of your data. Always process personal information securely.
- **Visibility and transparency –** Ensure your practice and technology operates according to stated promises. Make people aware of the personal information being collected.
- **Respect user privacy -** Keep the interest of individuals paramount in the implementation of systems by offering strong privacy defaults and user friendly options.

PbD has become an internationally accepted framework for protecting privacy. It has been incorporated into Article 25 of the EU General Data Protection Regulation (GDPR), which has made "data protection by design and default" a mandatory requirement in the EU and the UK.

For further information see NSW Information and Privacy Commission www.ipc.nsw.gov.au



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For more info on pixevety visit
www.pixevety.com or contact
info@pixevety.com