



# Protecting Privacy Builds Trust in Technology

Wednesday  
28<sup>th</sup> January  
2009

## Data Privacy Day 2009

<http://www.intel.com/go/dataprivacyday>

On January 28, 2009, the United States, Canada, and 27 European countries will celebrate Data Privacy Day (Data Protection Day) together for the second time.

Designed to raise awareness and generate discussion about data privacy practices and rights, Privacy Day activities in the United States and Canada include privacy professionals, corporations, government officials and representatives, academics, and students. One of the primary goals of Data Privacy Day is to promote privacy education among teens and young adults, particularly in the area of social networking. Data Privacy Day also serves the important purpose of furthering international collaboration and cooperation around privacy issues.

On the Data Privacy Day 2009 webpage, [www.intel.com/go/dataprivacyday](http://www.intel.com/go/dataprivacyday), we have provided: a number of prepared educational presentations and a collection of useful online educational resources; an overview of governmental involvement in Privacy Day; a catalogue of events going on around the world in celebration of Privacy Day; and a list of participating organizations.

Intel is committed to privacy as the foundation of building trust in the use of technology. Coordinating the Data Privacy Day effort has given Intel the opportunity to: facilitate international collaboration and cooperation with respect to privacy issues; further its commitment to corporate responsibility and its contribution to education about technology; build trust around the use of new and innovative technologies; raise awareness about privacy generally; and give something back to the many communities in which we do business.

Contact: **David Hoffman**  
Director, Security Policy, and  
Global Privacy Officer



## Government Involvement

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- Congressman David Price (NC) has introduced House Resolution 31 in the United States House of Representatives seeking support for the declaration of January 28, 2009, as National Data Privacy Day.
- North Carolina has declared January 2009 Data Privacy Month; Washington, Massachusetts, California, Arizona and Oregon have declared January 28 Data Privacy Day; and additional proclamations are pending.
- The Information and Privacy Commissioner of Ontario is hosting the first Privacy by Design Challenge in Toronto, featuring the latest privacy and security friendly innovations of numerous multinational companies.
- State Privacy Officers in California and Arizona are creating educational materials and participating in awareness events, expanding the focus of the educational effort and Data Privacy Day's audience.
- The European Commission and numerous Data Protection Authorities in the EU are once again supporting Data Protection Day with activities and providing educational materials for young people.

## Education

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- Data Privacy Day continues the teen education effort begun in the European Union. Intel's Data Privacy Day webpage features a collection of educational materials and useful resources for teens that is available to the general public (visit <http://www.intel.com/go/dataprivacyday> ).
- Privacy professionals, educators, and Intel employees in the United States, Canada, UK, France, Ireland, and Japan are leading discussions with teens about privacy and data protection, focusing on online privacy and social networking.
- Duke University, Wharton, Arizona State University, Santa Clara Law School, Stanford, and Dalhousie University are all hosting privacy events on or around Data Privacy Day.

## Events Around the World

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- The Triangle Center on Terrorism and Homeland Security and Intel are co-hosting a working conference to further international collaboration around international data transfers and national security.
- Microsoft, AT&T, Google, Oracle, Quintiles Transnational, ITAA, TRUSTe, The Center for Information Policy Leadership, The Center for Democracy and Technology, and Dialogue on Diversity, among others, will participate in events in the United States.
- The European Privacy Officers Forum, the International Association of Privacy Professionals and Member of the European Parliament Sophie In't Veld are hosting events in Brussels.
- Video competitions are underway in Canada and in Europe.

