

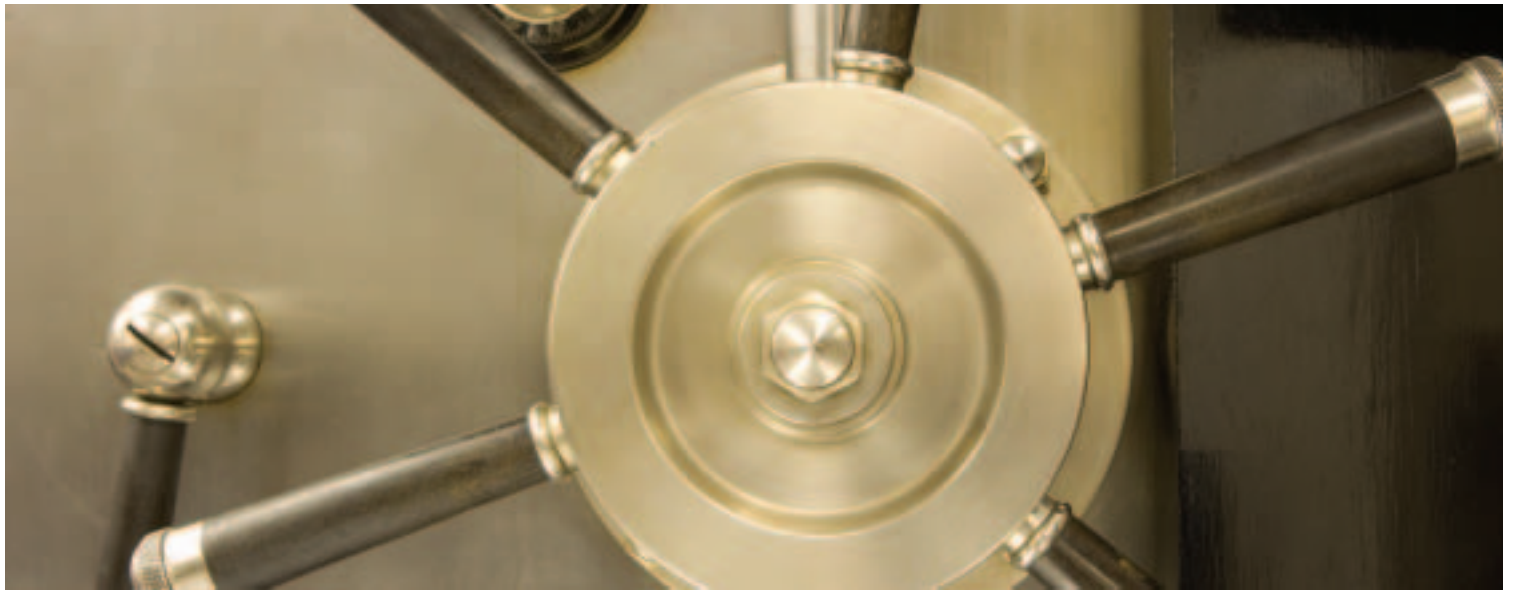
# Protecting privacy at HP

Giving individuals more control over their information



“HP has been a leader on privacy issues. It has one of the best-organised internal privacy programmes. While many in the industry have only whispered that baseline federal privacy law would build trust online, HP has actively promoted the idea, in the belief that privacy legislation would be good for both business and consumers.”

Ari Schwartz, Associate Director,  
Center for Democracy and Technology



A leader in the world of e-commerce and information technology services, HP is advancing the rights of consumers to have their personal information safeguarded.

The stakes could not be higher. The benefits of the information society and the potential of e-commerce depend on our ability to protect and manage personal data.

The mere fact that personal information, held by a company, is stolen or exposed can damage that company's reputation, even if the information is never used fraudulently. Such theft undermines consumer trust, which, in turn, affects sales, as well as customer, employee and investor relations.

HP is expanding privacy protection on two fronts. HP Labs is developing new privacy-enhancing technologies, and HP Customer Support is offering online privacy services to better serve global customers.

## A fundamental right

The Charter of Fundamental Rights of the European Union defines privacy as a human right. HP's definition of privacy includes the all-important right to determine how your information is used.

Rather than simply complying with privacy laws and regulations, HP has helped set industry standards for protecting data and has been recognised as a leader and model for other companies.

HP was one of the first global companies to join Safe Harbor, a data protection agreement between the European Union and the US governments enabling the safe and legal transfer of personal data in line with EU data protection legislation.

TRUSTe, the leading US online privacy non-profit organisation, and the Ponemon Institute, also based in the US, have honoured HP with "The Most Trusted Company for Privacy" award.

After a review of 50 eligible American companies that topped the list in a consumer-focused study, HP was recognised for establishing and enforcing progressive privacy practices that build a high level of consumer trust.

HP is a member of the PRIME (Privacy and Identity Management for Europe) consortium, a four-year effort, partly funded by the European Union. PRIME's strategic objective is to research privacy-enhancing identity management technologies and design solutions that can empower European citizens to exercise their privacy rights and gain trust and confidence in the information society.

“HP has been active in making privacy a priority in how it interacts with customers and conducts business at large. We applaud their efforts and the importance they place on privacy throughout their organisation.”

Fran Maier, President and Executive Director of TRUSTe.

## Built-in privacy protection

HP researchers are developing privacy technologies that make it easier and simpler for companies and governments to protect individual privacy. “Our goal is nothing less than universal and confident participation by citizens and consumers in the digital society and economy,” says Pete Bramhall, who manages privacy and identity research at HP Labs Bristol in the UK.

HP’s strategy is to build privacy into a system, not bolt it on. That means stronger protection for private data – how it’s accessed, processed, managed, transferred and eventually deleted. In most current systems, this is handled on an application-by-application basis. HP’s researchers want to put these policies and controls into middleware that works with many applications and across different computing systems. They are developing solutions that perform three key tasks involved in handling private information:

- Access control – a common approach to enforcing an enterprise’s privacy policies, as well as the preferences that customers and/or employees have regarding access to personal data.
- Obligation management – automating a consistent approach to handling personal information according to government regulations, corporate policies and individuals’ preferences.
- Verifying that a corporation’s data-processing applications, services, hardware and software platforms, and networks are strong enough to automatically execute its privacy policies reliably.

## Automating privacy compliance monitoring

HP is also making it easier and less expensive for companies, governments and organisations to comply with privacy legislation.

HP’s Services operation in Ireland has developed an innovative global service – Web Governance Service – that scans customers’ websites and monitors their level of online privacy. Because of the dynamic nature and the sheer size of websites, trying to achieve this manually is no longer a feasible option.

“We can scan for all types of legislation: Californian laws, EU laws, Australian laws – wherever an organisation does business and might be affected by those laws,” explains Vincent Kelly, Webservice Programme Manager with HP. “We can set up page rules that are specific to a country or rules that go across several countries.”

HP also offers recommendations for corrective actions, consultancy and training in accordance with privacy best practice and current legislation. The Web Governance Service provides customers with a solution to help them protect the privacy and confidentiality of their customers and business partners.

## At a glance

### Mission:

To make privacy management easier and more cost-effective.

### Contacts:

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For the latest on HP privacy research in Europe: Julian Richards, Media Relations HP Labs Bristol, [julian.richards@hp.com](mailto:julian.richards@hp.com)

To speak to a member of the Web Governance team, call +353 91 754 047.

### URLs:

HP Global Citizenship EMEA

[www.hp.com/eur/globalcitizenship](http://www.hp.com/eur/globalcitizenship)

Web Governance Service – Automating privacy compliance

[www.hp.com/services/webservice/privacy](http://www.hp.com/services/webservice/privacy)

Privacy and Identity Management for Europe (PRIME)

[www.prime-project.eu.org](http://www.prime-project.eu.org)



## Challenge

- Fulfil the potential of e-government and e-commerce by protecting digital identity and personal privacy on the Internet.

## Solution

- Help businesses re-engineer their information systems and policies to deal with the issue of privacy in an efficient and cost-effective way.
- Build in privacy protection.
- Automate the execution and monitoring of processes that deliver privacy.

## Results

- Respect for privacy pays off in terms of customer satisfaction and business opportunities. HP's privacy policies made a direct contribution to more than \$700 million in contract wins in 2004.

For more information on how working with HP can benefit you, please contact your local HP service representative or reseller, or visit [www.hp.com](http://www.hp.com)

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