

# RESPONSIBLE DATA GOVERNANCE IN A DIGITAL WORLD

July 2<sup>nd</sup> and 3<sup>rd</sup>, 2015  
University of Notre Dame and Bocconi University  
Notre Dame Global Gateway, Rome, Italy  
Via Ostilia, 15 00184 ROMA ITALIA

## **Thursday, July 2**

- 11:00 to 12:30                      One-on-One Interviews (1<sup>st</sup> wave)  
*Individually scheduled. ND Rome Global Gateway*
- 13:00 to 14:30                      Networking lunch  
*Bibenda: Via Capo D'Africa, 21, 00184 Roma, Italy*
- 14:30 to 16:00                      One-on-One Interviews (2<sup>nd</sup> wave)  
*Individually scheduled. ND Rome Global Gateway*
- 16:00 to 17:00                      Reception & Networking  
*Light snacks and wine on terrace of ND Rome Global Gateway*
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## **Friday, July 3**

- 10:00 to 10:30                      Welcome (*Corey Angst and Massimo Magni*)  
*Coffee and croissants served. ND Rome Global Gateway*
- 10:30 to 11:30                      G. Castelli (CIO of ENI), "Digital Transformation Challenges"  
*ND Rome Global Gateway*
- 11:30 to 12:30                      Research Presentations (Track 1)  
*Mauro Gatti, (Università La Sapienza)*  
*Marco De Marco, (Catholic University); Others TBD*
- 12:30 to 13:30                      Research Presentations (Track 2)  
*Idris Adjerid, (Notre Dame); Nando Pennarola (Bocconi)*
- 13:30 to 14:30                      Networking lunch  
*Papagìò: Via Capo D'Africa, 26 A,B,C, 00184 Roma, Italy*
- 14:30 to 15:30                      Breakout Sessions (see Themes)  
*Please discuss each of the themes for 20 minutes. Please assign a scribe to document the discussion and present it back to the group.*
- 15:30 to 16:30                      Wrap-Up of Breakout Sessions & Conclusion  
*Corey Angst & Massimo Magni*

## **THEMES FOR BREAKOUT SESSIONS**

### **THEME 1: Are Big Data and Privacy antithetical, or can there be a compromising solution to protecting privacy and individual rights while harnessing the potential of Big Data?**

Q1: Is giving up privacy and unintended consequence in an era of big data? What are some trends in privacy violations that big data are posing? What are unintended consequences of inadequate privacy protection because of the increased emphasis on the potential of big data?

Q2: What are the implications of Big Data on current research on privacy? What are the potential opportunities created by Big Data on privacy research?

Q3: What challenges does Big Data offer for privacy principles, such as the fair exchange and the privacy calculus?

Q4: If you were to purchase data from an aggregator, how confident are you that the data are 'pure?' re: how it was collected? Does this matter?

### **THEME 2: What are the best practices and processes (including education and training) for privacy protection in the Big Data era?**

Q1: How can we educate citizens to leverage the benefits from big data without sacrificing their privacy?

Q2: Can individuals engage in online transactions without giving up personal information?

Q3: What are the social, behavioral, and economic implications of privacy protection behavior on the part of consumers?

Q4: What are the broader ethical and social implications of Big Data?

Q5: What are the social, behavioral, and economic impacts of various policies for protecting individual privacy while realizing the potential for Big Data?

### **THEME 3: How can we design technologies and tools to harness the potential of Big Data while adhering to privacy regulations?**

Q1: What is the state of the art research in terms of designing new algorithms, including security tools, for protecting privacy in the Big Data era?

Q2: What is the potential for preserving data analytics, such as tools for preventing hacking, data breaching, and other malpractices, while still considering privacy?

## VIGNETTES

1. *“A salesman has approached you about paying for access to a dataset that was collected from Facebook. You believe the data could lead to insights that would have a good chance of leading to a 5-10% gain in your division’s revenue this year. When you inquire about how the data was collected, the salesman says his company has developed a proprietary data-scraping tool that collects Facebook posts without the knowledge of users – which is not authorized by Facebook. The salesman assures you there is less than a 5% chance that this information goes public and if it does, they won’t reveal their client list. Would you pay for access?”*

2. *“You work for a public health agency that collects, stores, and uses personal health and behavior data. You know it is illegal to sell protected health information but the legality of selling de-identified data is less clear. You are getting pressure from senior leaders to convert the IT department from an expense center to a revenue generating center. You can do this by marketing/selling this data.”*

3. *“You work for a public health agency and your group is responsible for identifying and controlling health threats. You could dramatically improve your responsiveness to threats if you bought data from a private Internet system that allows the sale of black market HIV drugs.”*

4. *“One of your software developers notifies you that she has discovered a flaw in the company’s software that has been exploited. She thinks hundreds of thousands of customer records have been breached. She says she fixed the flaw and she won’t tell anyone if you want to keep it quiet. Going public with the breach would cost your company millions of dollars in fines and would be a massive hit to customer confidence and trust. Would you report the breach if the data breach involved <social security numbers, credit card, protected health information, email addresses, first and last name>?”*

5. *“You are a research professor and you went to a junior data analyst in your university and asked him to pull press releases for all publicly-traded firms over the past 5 years. He says it is possible but that the service he uses only allows 2,500 requests per day. You say that you can wait ... and expect it will take several weeks if not months for all of the data. The next day he delivers the ENTIRE dataset to you. You thank him and then say, “but how did you do this?” He says, “do you really want to know?”*