



# Basic Privacy Principles

## Introduction to Privacy and the GDPR



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# Basic Privacy Principles

(part of OECD Privacy Guidelines & most Privacy/Data Protection Laws)

- **Lawfulness** of processing, e.g. by **Informed Consent**  
*(c.f. OECD Collection Limitation Principle)*
- **Data Minimisation & Avoidance**  
*(c.f. OECD Data Quality Principle)*
  - *Data should be adequate, relevant and not excessive*
  - *Minimisation of data collection, use, sharing, linkability, retention*

# Basic Privacy Principles (II)

- **Purpose Specification & Purpose Binding**

*(c.f. OECD Purpose Specification Principle & Use Limitation Principle)*

- "Non-sensitive" data do not exist !

## Examples of Purpose Misuse ("function creep"):

- Lidl Video Monitoring Scandal (2006)
- Loyalty Card Data use against customer interests





# Basic Privacy Principles (III)

- **Transparency** and **Intervenability**

*(c.f. OECD Openness Principle & Individual Participation Principle)*

- Appropriate **Security**

*(c.f. OECD Security Safeguards Principle)*

- **Accountability**

*(c.f. OECD Accountability Principle)*