

SHEDDING LIGHT ON SMART CITY PRIVACY

Cities generate data through a vast and growing network of connected technologies that power new and innovative services ranging from finding a parking spot to improving water quality. Smart cities can raise privacy concerns tied to the collection and use of individuals' data. Sophisticated data privacy programs can mitigate these concerns while preserving the benefits of cities that are faster, safer, more efficient, and sustainable.

NOT JUST A STREET LIGHT

City street lights are so ubiquitous they often go unnoticed. Today, street lights do more than just illuminate urban spaces. Fitted with multiple sensors and beacons, street light infrastructure becomes a hub for capabilities ranging from environmental to public safety to transportation and more.

- Location Beacon
- Automated License Plate Reader
- CCTV
- Light Sensor
- Environmental Sensor
- Pedestrian Traffic Sensor
- Gunshot Detector

URBAN SECTORS

- TRANSPORTATION
- UTILITIES
- TELECOM
- GOVERNMENT SERVICES
- ENVIRONMENTAL

STAKEHOLDERS

INDIVIDUAL

Citizens and visitors enjoy improved quality of life, including safer, more efficient services, seamless interfaces, and responsive institutions. Individuals' data fuels new services and infrastructure.

GOVERNMENT

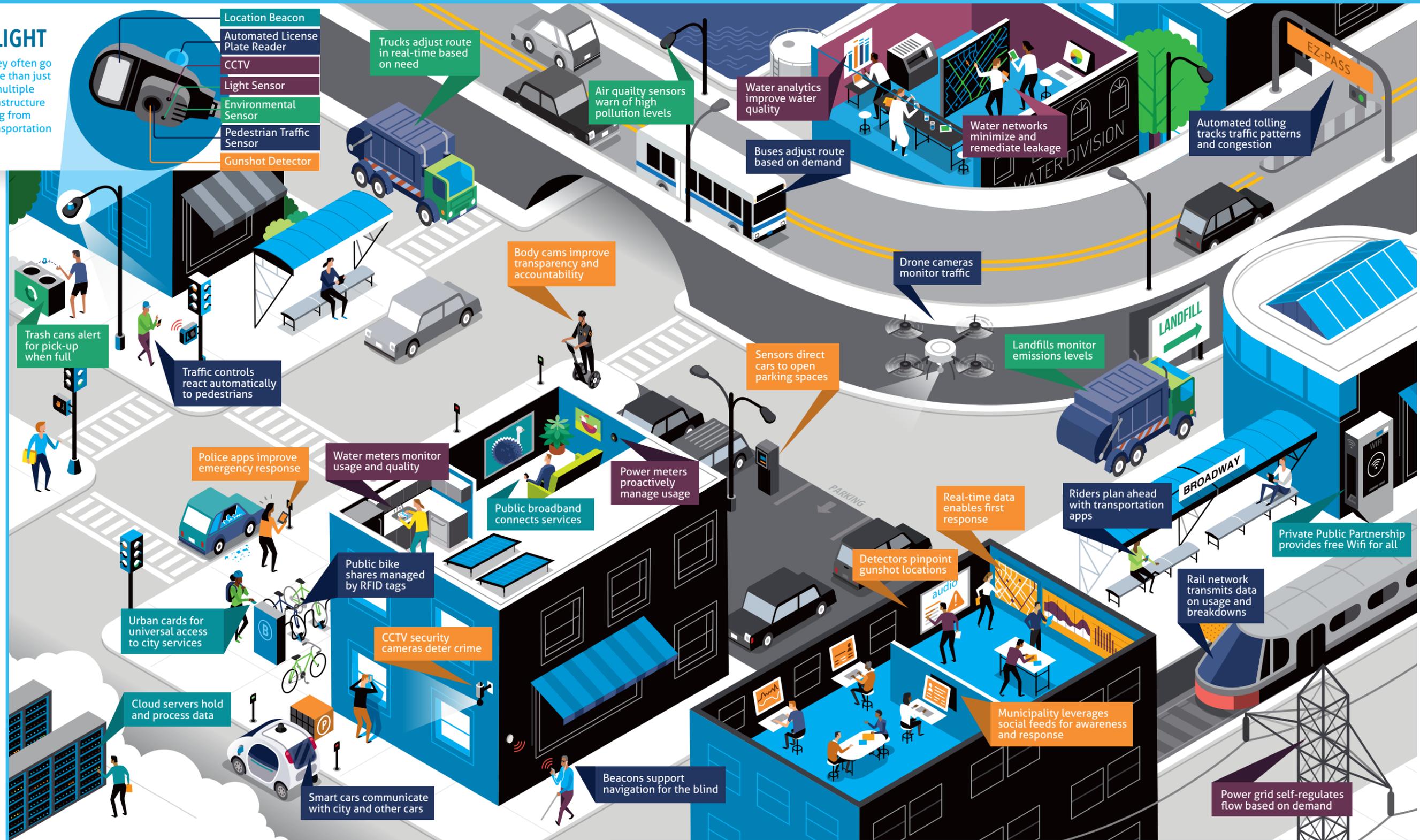
Local governments become more transparent, inclusive, responsive, efficient, and innovative. Data from connected sensors fuels a plethora of infrastructure, services, and activities.

BUSINESSES

Companies and civic organizations explore new business opportunities, improve products and services, and promote research and innovation based on access to new, real-time, reliable urban data flows.

PUBLIC-PRIVATE PARTNERSHIPS

PPPs improve the quality, reliability, speed, diversity, and sustainability of city service and solutions. Technologies and data flows enable individuals, governments, and businesses to collaborate in real time.



DATA PRIVACY CONCERNS

- SURVEILLANCE
- DATA SPILLS
- UNEXPECTED USES
- OPEN DATA VS. PRIVACY
- DISCRIMINATION
- DATA QUALITY

DATA PRIVACY TOOLS

- PRIVACY PROGRAM MANAGEMENT
- NOTICE and CHOICE
- LOCAL STORAGE
- DATA MINIMIZATION
- VENDOR MANAGEMENT
- DE-IDENTIFICATION