



**IAPP GLOBAL
PRIVACY SUMMIT 2017**

**“HOW THE BLOCKCHAIN WILL
REVOLUTIONIZE PRIVACY”
– FACT OR “FAKE NEWS”**

#GPS17



YOUR PRESENTERS

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THE WALL STREET JOURNAL.

November 7, 2016

How Blockchain Will
Change Your Life

PC MAG

February 6, 2017

Blockchain: The Invisible Technology
That's Changing the World

Bloomberg

September 8, 2016

Developers Are Flocking to
Blockchain Bootcamps

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FORTUNE

May 8, 2016

Here's Why Blockchains Will
Change the World

Forbes

May 26, 2016

How The Blockchain Will Transform
Everything From Banking To
Government To Our Identities

Newsweek

May 23, 2016

Trust and Verify: The Coming
Blockchain Revolution

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THE MOST COMMON BLOCKCHAIN QUESTION

- “Ok, I have to admit it, I really have no idea what the blockchain is or how it works ... and that is after reading four articles about it on the internet.”



BLOCKCHAIN 101

- What is it and where did it come from?
- How does it work?
- Why is it considered so secure and so revolutionary

BLOCKCHAIN: HOW DOES IT WORK?

IN ONE SENTENCE

A cryptographic means to perform computation* in a trustless environment that otherwise would require individuals to place trust in a third party.

*Meant broadly. Anything that involves moving bits around is probably fair game.

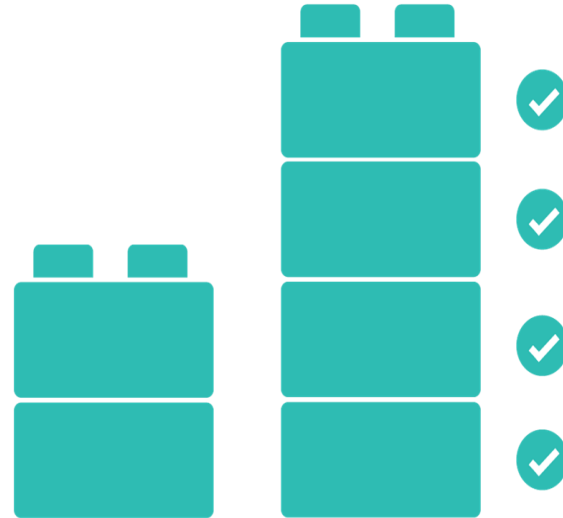
WHAT IS IT USEFUL FOR?

- Currency (Bitcoin, etc.)
- Securities Transfers/Trading
- Property Records
- Arbitrary Computation

AT 30,000 FEET

At each step:

- Nodes compete to take the existing chain and add on a block in such a way that solves a complex math problem
- Each node in the system keeps a copy of the entire “chain” to verify others’ work
- The node that “wins” gets a reward, and everyone starts over again
- If the network diverges, the “longer” chain is the valid one, so the “truth” emerges
- If a node goes “off the reservation,” the rest of the network ignores it, so doing so is useless*



SO ... WHY DO WE CARE?

BLOCKCHAIN AND PRIVACY

- “I am starting to understand what the blockchain is, and how it is so important for e-currencies like Bitcoin ...”
 - But what does this have to do with personal information?
 - Are we just talking about being anonymous when buying bitcoin?



HOW CAN THE BLOCKCHAIN REVOLUTIONIZE PERSONAL PRIVACY?

**ARE THERE ANY REAL-WORLD EXAMPLES,
OR IS THIS JUST SOME FUTURE-VISION
APPLICATION OF THE BLOCKCHAIN THAT
WE WILL NOT SEE IN OUR LIFETIMES?**



WHAT ARE THE DOWNSIDES OF PERSONAL INFORMATION MOVING TO THE BLOCKCHAIN-BASED APPLICATIONS?

**IS THE BLOCKCHAIN TRULY ANONYMOUS,
OR IS THAT FEATURE BEING OVERHYPED?**

**WHAT SHOULD BE THE ROLE OF
GOVERNMENT IN FOSTERING THIS
TECHNOLOGY OR IN REGULATING IT?**

KEY TAKEAWAYS

- The blockchain (or “distributed general ledger”) technology is real and developing quickly
- Potential to enhance privacy
 - Disintermediation of the entities that rely most on data monetization
 - Micropayments mean less reliance on (targeted) advertising
 - Easier to confirm online identity



KEY TAKEAWAYS

- But there are risks
 - Personal information is permanent
 - In a world where the “right to be forgotten” is quickly evolving
 - Anonymity may be oversold

HOW DID THINGS GO? (WE REALLY WANT TO KNOW)

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