

LGPD: learning from the European experience

*ABES Software Conference – Brazil - Oct.
14, 2019*

**CHRISTINA
MONTGOMERY**

VP & Chief Privacy Officer



IBM's Principles for Trust and Transparency

1. The purpose of AI is to augment human intelligence
2. Data and insights belong to their creator
3. AI systems must be transparent and explainable



“Companies are being judged not just by how we use data, but by whether we are trusted stewards of other people’s data.”

Ginni Rometty
Chairman, President and CEO, IBM

IBM's Principles for Trust and Transparency



For more than a century, IBM has earned the trust of our clients by responsibly managing their most valuable data, and we have worked to earn the trust of society by ushering powerful new technologies into the world responsibly and with clear purpose.

IBM has for decades followed core principles—grounded in commitments to Trust and Transparency—that guide our handling of client data and insights, and also our responsible development and deployment of new technologies, such as IBM Watson.

We encourage all technology companies to adopt similar principles to protect client data and insights, and to ensure the responsible and transparent use of artificial intelligence and other transformative innovations.

For more information visit:
ibmpolicy.com/trust-principles

“Every organization that develops or uses AI, or hosts or processes data, must do so responsibly and transparently. Companies are being judged not just by how we use data, but by whether we are trusted stewards of other people’s data.”

Society will decide which companies it trusts.”

Ginni Rometty, Chairman, President and CEO, IBM



IBM Organizational Structure

Data Responsibility and Stewardship is at the core of our mission and strategy



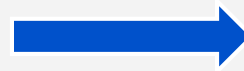
IBM Global Chief Data Office



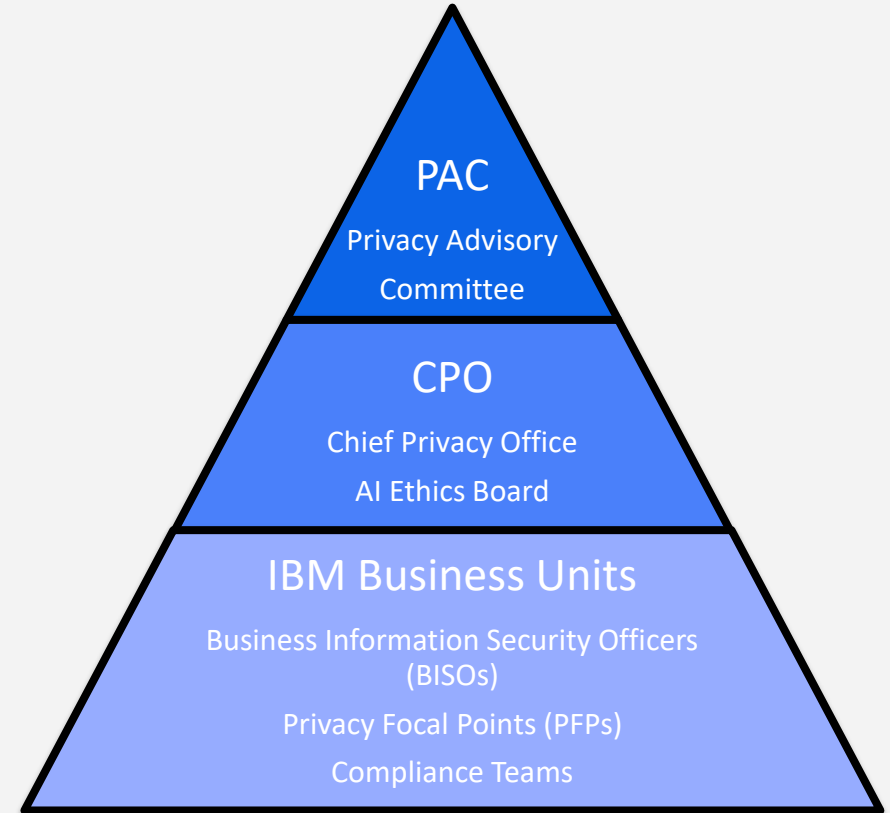
IBM Chief Privacy Office



IBM Enterprise & Technology Security

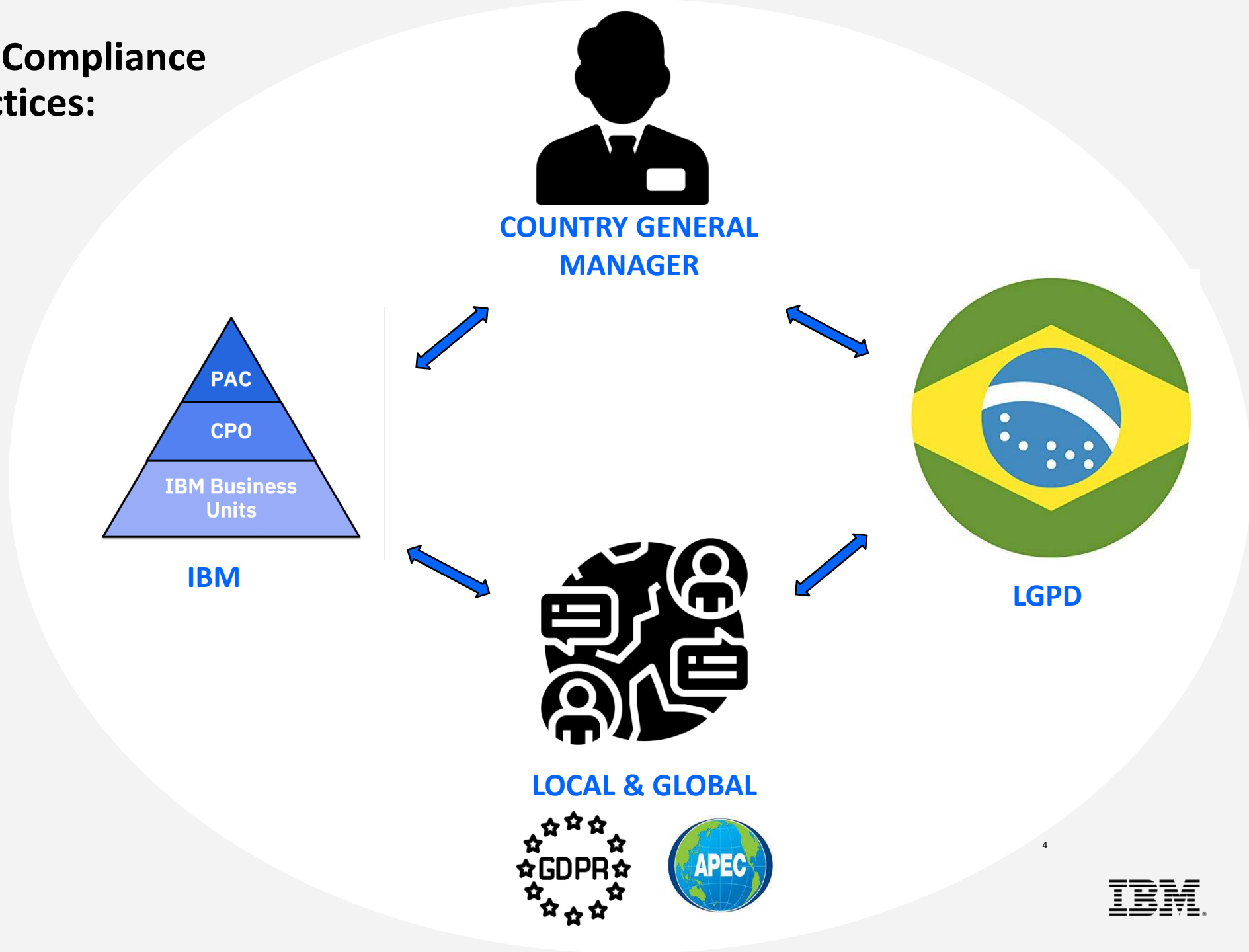


Privacy Governance and Oversight



Industry & Regulatory Compliance Program and Best Practices:

Brazil's example



DPA: an important element of global integration and competitiveness

Encouraging organizational accountability

- ✓ Risk mitigation & controls
- ✓ Privacy programs linked to Code of Ethics
- ✓ Voluntary certifications, codes of conducts or privacy accountability frameworks

Ensure global integration of enforcement mechanisms and continued competitiveness

- ✓ Ensure personal data protection while facilitating cross-border data flows
- ✓ Regulatory alignment with other models (APEC/CBPR)
- ✓ Promote government cooperation and regulatory best practices for cybersecurity (voluntary and cooperatively)

What's next ?

- ✓ AI Ethics and accountability (voluntary certifications, codes of conducts and accountability frameworks, e.g., EU HLEG)
- ✓ Government cooperation and regulatory best practices (OECD)
- ✓ Promote innovation, not misguided mandates on source code or encryption disclosures.



Thank you!

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