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Deep Learning with Deep Responsibilities

Introductions



Dr. Annette Demmel
Partner at Squire Patton Boggs and Certified Lawyer

Overview

- Opportunities and risks of “Big (Library) Data”
- Legal aspects of “Big (Library) Data”
- How to protect individual rights in the Big Data environment
- How companies are treating Big Data
- How OCLC protects privacy

Big (Library) Data

What is Big Data?

- Large amounts of different data produced at high speed from diverse sources, used to predict, analyze, or shape human behaviour

Big Data in the context of library services

- Name, address, phone number, contractual details, IP address, location, etc.
- Lending figures, affiliated library information, credit card numbers, etc.
- Visitor age, education level, geographical information, etc.

What is the major conflict?

- Data value vs. data privacy

E-Privacy Directive and Direct Marketing Law

- e-Privacy Directive
 - restricts use of cookies and traffic data
- Direct marketing laws
 - restrict the use of email addresses and telephone numbers

New EU Data Protection Law – The GDPR

- Will be applicable as of 25 May 2018
- **Applies** for companies and authorities



Companies (f.i. libraries, museums, archives) that process personal data outside of the EU but also offer their services within the EU are to be subject to Europe's data protection requirements in the future.

How to protect the right of personality in the context of Big Data

Personal data can only be used for the purpose it was collected

- Assess whether this would change the purpose of use
 - Better understanding the audience
 - Offering tailored solutions and services
 - Delivering solutions personally, effectively and timely

Changing the purpose of use is subject to justifying legal reason, such as consent

Anonymizing data is another option

Different approaches



Current Practices



- Data Transfer Compliance
- Policies
- Data Use and Collection
- Privacy Education

To the Future...



- Privacy Certifications
- Data Governance Improvements
- Privacy by Design
- Reduced data transfers between EU and US

How libraries can help

- Clearly communicate how data is used
- Don't ask for sensitive information
- Work with your legal advisor



**Together we make
breakthroughs possible.**

Questions

Thank you

Dr. Annette Demmel

Squire Patton Boggs (US) LLP

Partner

Rechtsanwältin

Certified Specialist for Information Technology Law

Certified Specialist for Copyright and Media Law

annette.demmel@squirepb.com

Julie Presas

OCLC, Inc.

Vice President and General Counsel

presasj@oclc.org