# AI and accountability:
## What's the drama?

**Brilliant Connected Women - Telstra**
28 May 2019
Sydney

**Annelies Moens**
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# About us

Privcore's team with 40 years' combined experience helps business and government **make privacy core business** so they can deliver services with the trust and confidence of customers and citizens.

| | |
|---|---|
| Privacy impact assessments | Data breach prevention and recovery |
| Audit and privacy health checks | Privacy by design |
| Privacy management frameworks | Algorithmic impact assessments |
| Privacy maturity models | Training or presentations |
| Privacy advice and research | APEC Cross Border Privacy Rules |

# Themes that form the backdrop

1) Technology advances
2) Mass data collection and customisation
3) Misuse of data and data breaches
4) Trust decline and social licence

# Technology advances

- Increasing ability to capture and store massive amounts of data - cloud
- Increase in networked computing processing power
- Better algorithms

# Mass data collection and customisation

Collection of childrens' information for learning purposes

Collection of health information to deliver better care

Collection of viewers' TV habits to sell to advertisers

# Misuse of data and data breaches

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## Thousands of Australians affected by Uber hack cover-up

Ben Grubb

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Hundreds of thousands of Australian Uber rid[ers/]
drivers have been caught up in the breach that [was]
concealed for more than a year.

It comes as The New York Times reported on W[...]
only did Uber conceal the breach, but it paid th[...]
quiet and disguised the payment as a reward.

## Did Marriott bloat Australia's official data breach numbers?

By Julian Bajkowski
May 13 2019
3:43PM

1 Comment

**New +10 million Aussie victims increment launched.**

The gargantuan Marriott customer data hack that hit around 500 million people globally at the end of 2018

**Marriott**

## Facebook–Cambridge Analytica data scandal

From Wikipedia, the free encyclopedia

The **Facebook–Cambridge Analytica data scandal** involves the collection of personally identifiable information of 87 million Facebook users[1] and reportedly a much greater number more[2] that Cambridge Analytica began collecting in 2014. The data was allegedly used to attempt to influence voter opinion on behalf of politicians who hired them. Following the discovery, Facebook apologized amid public outcry and risen stock prices. The way that Cambridge Analytica collected the data was called "inappropriate".[3]

## How to Protect Yourself After the Equifax Breach
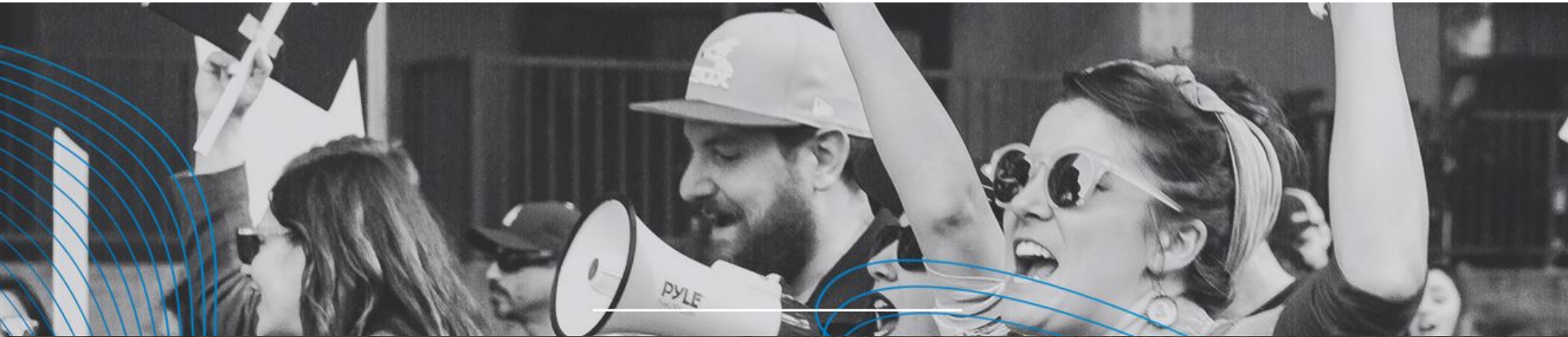
By RON LIEBER  UPDATED October 16, 2017

The credit reporting agency said the information of more than 145 million Americans had been compromised.

**RELATED ARTICLE**

Trust decline
and social licence

- What is artificial intelligence (AI)?

- Human decision making

- Machine decision making

- When AI needs to be assessed

- Privacy

- Algorithmic impact assessments

- AI Guidelines

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