



# Privacy and Accountability in the Cloud – Session 2

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# Content

## Session 2: Impact on Data Protection of Technological and Business Trends

- **Cloud Computing**

- Definitions
- Data protection risks
- Data protection in the cloud

- **Accountability in the Cloud**

**EXERCISE:** implications of adopting more open practices



# Cloud Computing

## A very significant shift in the IT landscape

Of the same magnitude as from mainframe to client-server, to PC, to www, to web2.0 and to mobile!



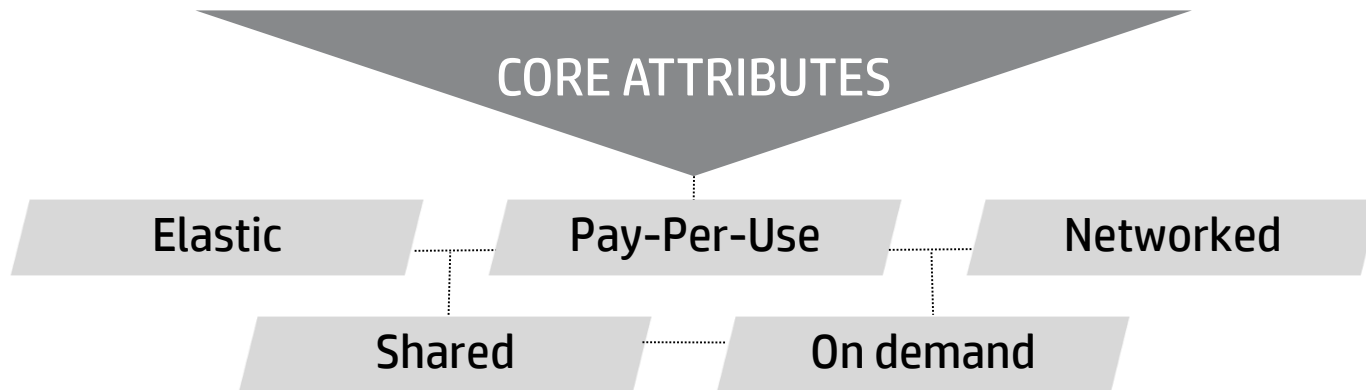
"The interesting thing about cloud computing is that we've redefined cloud computing to include everything that we already do. I can't think of anything that isn't cloud computing with all of these announcements. The computer industry is the only industry that is more fashion-driven than women's fashion. Maybe I'm an idiot, but I have no idea what anyone is talking about. What is it? It's complete gibberish. It's insane. When is this idiocy going to stop?"

Larry Ellison, CEO Oracle, September 2008



# Cloud definition

**Cloud computing is a model for enabling convenient, on demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction**

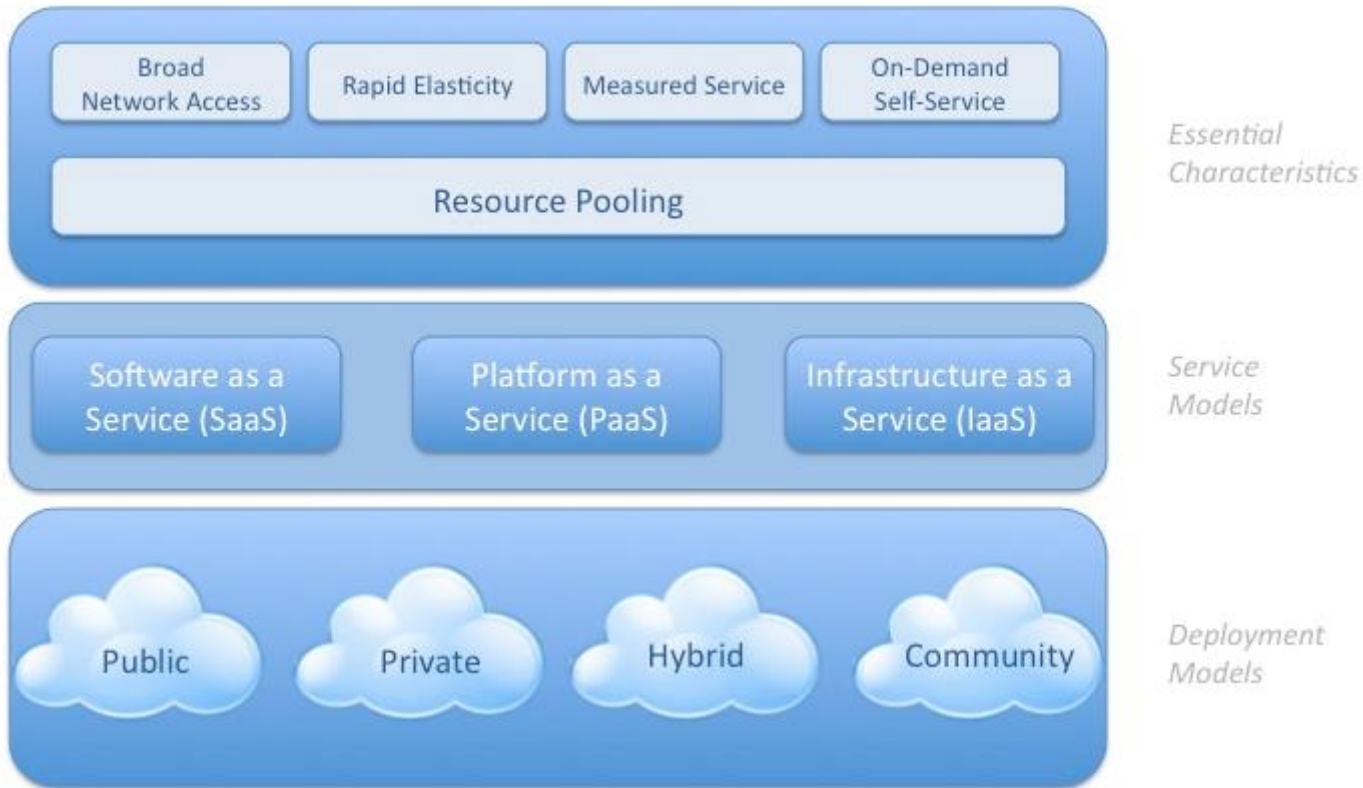


Mell, P. and Grance, T. (2009) A NIST Definition of Cloud Computing, National Institute of Standards and Technology, NIST SP 800-145, <http://www.nist.gov/itl/cloud/upload/cloud-def-v15.pdf> to change without notice.

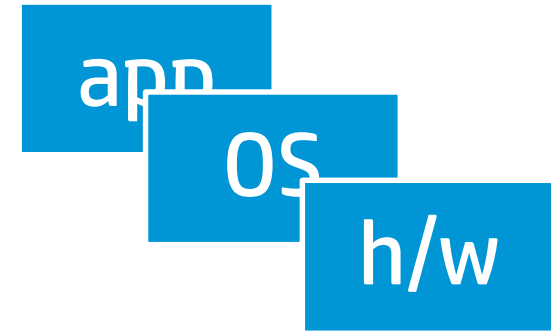


# Cloud computing

## NIST Visual Model of Cloud Computing Definition



# Service models



## Transformational for all actors in the ICT value chain

- **SaaS: consumers use CSPs' applications running on a cloud infrastructure – a huge choice of apps with no IT department in the way!**
- **PaaS: consumers deploy (onto a cloud infrastructure run by a CSP) applications that have been created using programming languages and tools supported by that provider – innovative eco-systems – micro to macro scale!**
- **IaaS: consumers deploy and run software, with a CSP controlling the underlying cloud infrastructure - Capex to Opex, \$\$\$ not required!**

# Cloud deployment models

**Private:** a cloud infrastructure operated solely for an organisation, accessible only within a private network

**Virtual private:** a private cloud existing within a shared or public cloud

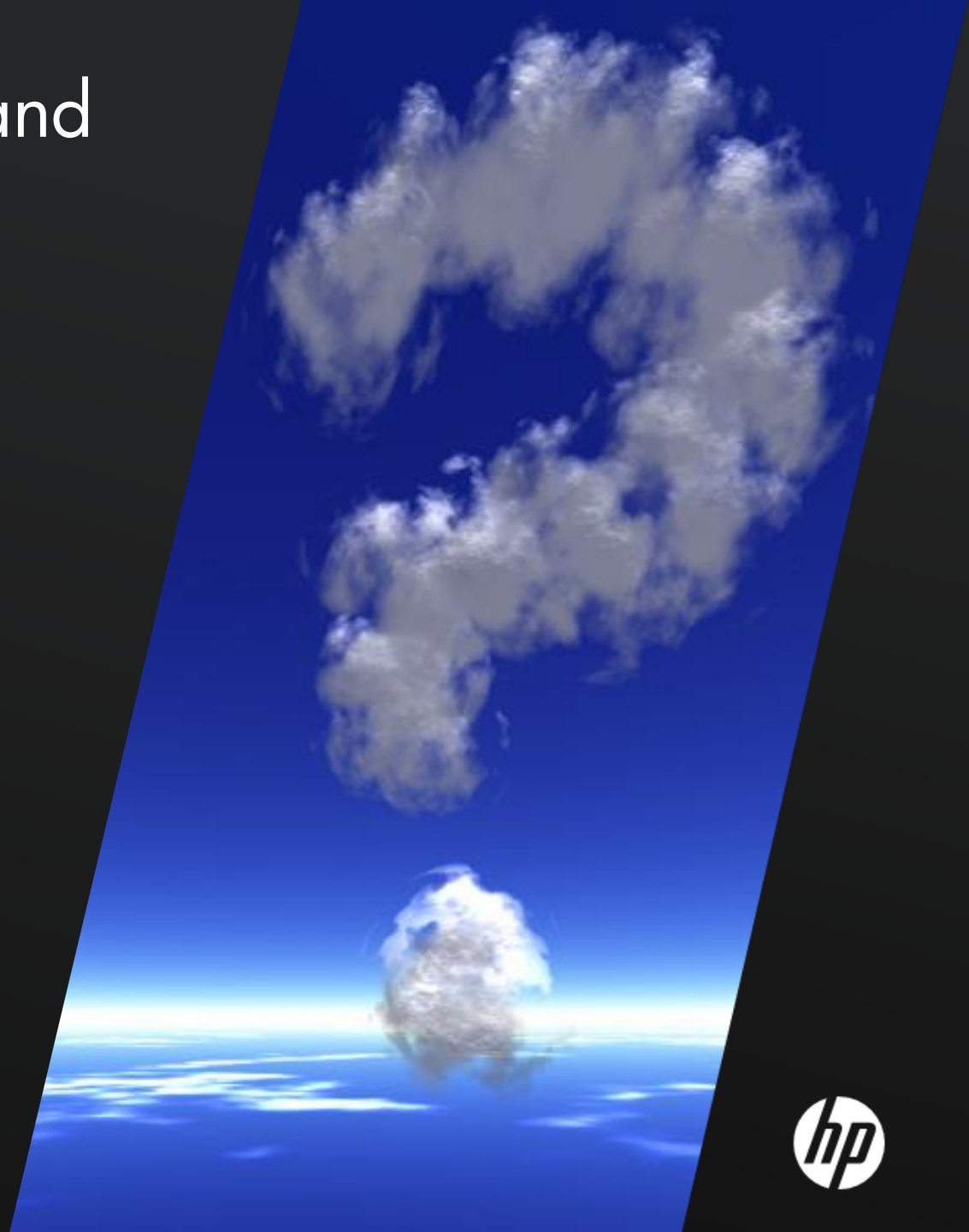
**Public:** a widely accessible cloud infrastructure

**Shared:** a cloud that is open to use by selected organisations

**Hybrid:** a composition of two or more clouds that remain separate but between which there can be data and application portability

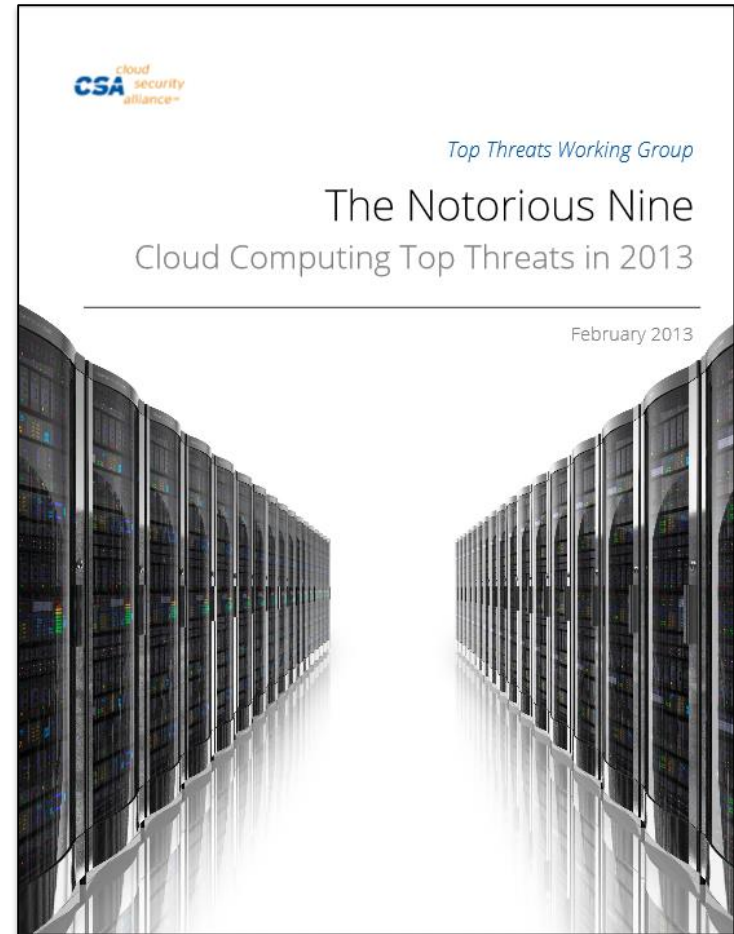


# Fear, Uncertainty and Doubt



# Technological challenges

1. **Data Breaches**
2. **Data Loss**
3. **Account Hijacking**
4. **Insecure APIs**
5. **Denial of Service**
6. **Malicious Insiders**
7. **Abuse of Cloud Services**
8. **Insufficient Due Diligence**
9. **Shared Technology Issues**



# Evolving risk perception – CSA top threats

## Data breaches



## Data loss



## Account or Service Hijacking



## Insecure Interfaces and API



## Denial of service



## Malicious Insiders



## Abuse of Cloud Services



## Insufficient Due Diligence



## Shared technology vulnerabilities



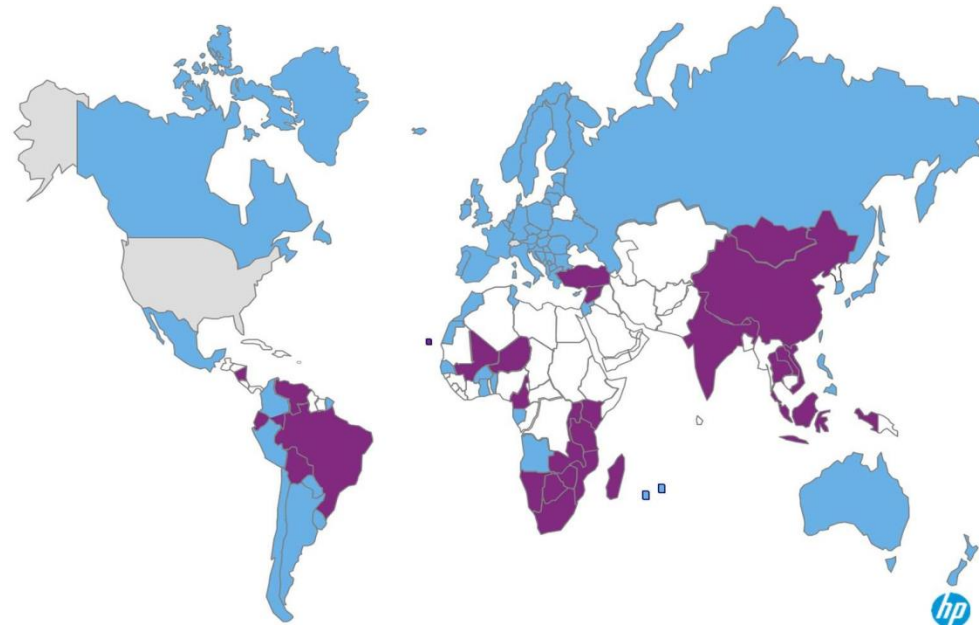
# Regulatory challenges

## Uncertainty in all regions and in all business sectors:

- Globalisation and new technologies straining traditional frameworks
- Laws are critical but often lagging behind new technologies
- Emphasis on geography-specific criteria
- Agreement on fundamental principles, but different implementations
- Lack of interoperability between regional legal approaches

## Cloud can magnify existing issues:

- Transborder data flow restrictions
- Liability questions
- Difficult to know geographic location and which specific servers or storage devices will be used
- Proper data handling and deletion during load-balancing, device reuse, etc.



National privacy or data protection law in place

Other significant privacy laws in place

Emerging privacy or data protection laws

# Societal challenges

- New, innovative business models not obvious or understandable by Data Subjects
- Social norms may be changing **but protection has to stay**
- Traditional “**Consent & Control**” approach may be not sufficient
- **Fear, Uncertainty & Doubt** are shaping perceptions
- Excessive reactivity under scandals pressure drives “impulsive” laws
- Risk of slowing down acceptance or killing new technologies

Trust becomes a key requirement



# Data protection in the Cloud



# Cloud Computing, Data & Trust

Data moves to the cloud

Reduced transparency

Less control

Concerns over security, integrity, privacy

New risks and vulnerabilities



⇒ Firms reluctant to let data flow outside the firms' boundaries into the cloud

⇒ Individuals have concerns over privacy, lack of control

# Data Protection Risks of Cloud Computing (1)

Opinion 05/2012 on Cloud Computing, Article 29 WP

<b>Lack of control</b>	<b>Cause</b>
Lack of availability	Vendor lock-in
Lack of integrity	Sharing of resources
Lack of confidentiality	Law enforcement requests made directly to a CSP, or without valid EU legal basis
Lack of intervenability	Complexity and dynamics of outsourcing chain
Lack of data subjects' rights	Lack of tools for access, deletion and correction of data
Lack of isolation	Cloud administrators with privileged access rights might link information from different clients



# Data Protection Risks of Cloud Computing (2)

Opinion 05/2012 on Cloud Computing, Article 29 WP

<b>Lack of transparency</b>	<b>Cause</b>
Lack of appropriate action by DC or by DS	Insufficient knowledge about potential threats and risks
Lack of knowledge by DC about chain processing	Increased risk involving multiple processors and subcontractors
Lack of knowledge about law applicable to data protection disputes	Personal data processed in different geographic locations within EEA
Lack of knowledge about inadequate levels of data protection or illegality of transfers	Personal data transferred outside EEA without appropriate measures



Cloud features	Key related issues
<b>Multi-tenancy</b>	<ul style="list-style-type: none"> <li>• Data of co-tenants may be revealed in investigations</li> <li>• Isolation failure</li> <li>• Proper deletion of data and virtual storage devices</li> </ul>
<b>Elasticity</b>	<ul style="list-style-type: none"> <li>• Multiplies attack surfaces</li> <li>• De-anonymisation facilitated</li> </ul>
<b>Abstraction</b>	<ul style="list-style-type: none"> <li>• Cannot rely upon physical security controls</li> </ul>
<b>Automation</b>	<ul style="list-style-type: none"> <li>• Ensuring appropriate data protection when data flows are dynamic</li> <li>• Decrease in human involvement in data protection</li> </ul>
<b>Data duplication</b>	<ul style="list-style-type: none"> <li>• Detecting and determining who is at fault if privacy breaches occur</li> <li>• Difficulty in knowing geographic location and which specific servers or storage devices will be used</li> </ul>
<b>Easy data access from multiple locations</b>	<ul style="list-style-type: none"> <li>• Data access from remote geographic locations subject to different legislative regimes, and transborder data flow compliance issues</li> <li>• Potential for risky usage by employees without due consideration</li> </ul>
<b>Subprocessing</b>	<ul style="list-style-type: none"> <li>• Potential complexity of cloud service delivery chains, both horizontally and vertically</li> <li>• Lack of transparency or compliance by subprocessors</li> <li>• Unauthorized data access from employees of CSPs</li> <li>• Risks to confidentiality from subpoenas or access by foreign governments</li> <li>• Overlapping responsibilities in data management</li> <li>• Unauthorized secondary usage and profiling</li> <li>• Vendor demise</li> </ul>

# International Data Transfers

Under EU U

Transfer

Physical transfer of data  
+ Remote access to data

## Article 25 Derogations

- EU Commission Findings of **Adequacy** – Argentina, Canada, Israel, Switzerland
- **Safe Harbour** Certified companies
- Data Subject specific **consent**
- **EU Model Contracts** – regulatory approvals
- **Binding Corporate Rules** (BCR-C done – BCR-P in progress)
  - Set of rules adopted by a company to provide a legally binding protection for personal data transferred and processed within a global group of companies.
  - Regulatory notification & approval still required in most countries.
  - Applies to data for which HP is a data controller (past, current and prospective employee data, customer data, business contact data).

# Cloud Questions

Do we have all the answers?

**Cloud users and providers' 'legal & moral' obligation of ensuring privacy and thereby demonstrating the trustworthy nature of their service**

Is data safe across the cloud?

Is it handled based on users' expectations?

Is data handling compliant with laws and regulations?

Is data under control along its complete lifecycle?

Is appropriate data use & obligations ensured along the processing chain?

Are there standards or general practices in place for operating in the Cloud?



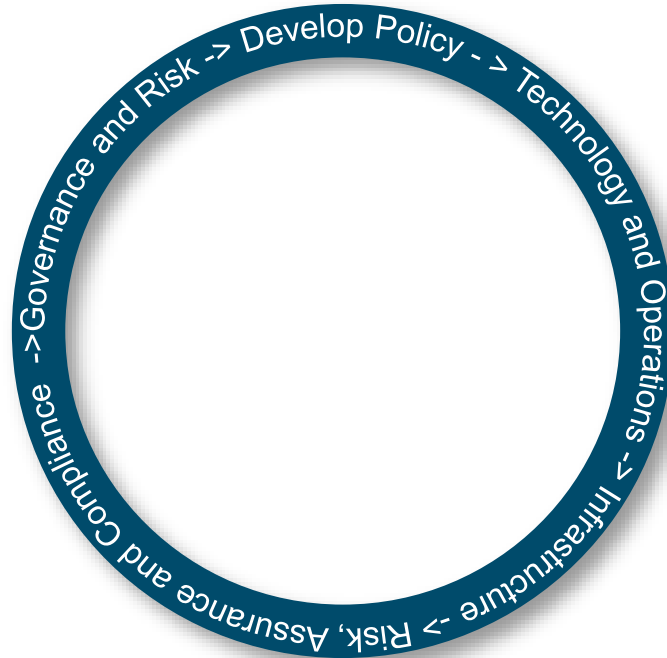
# Security in the Cloud



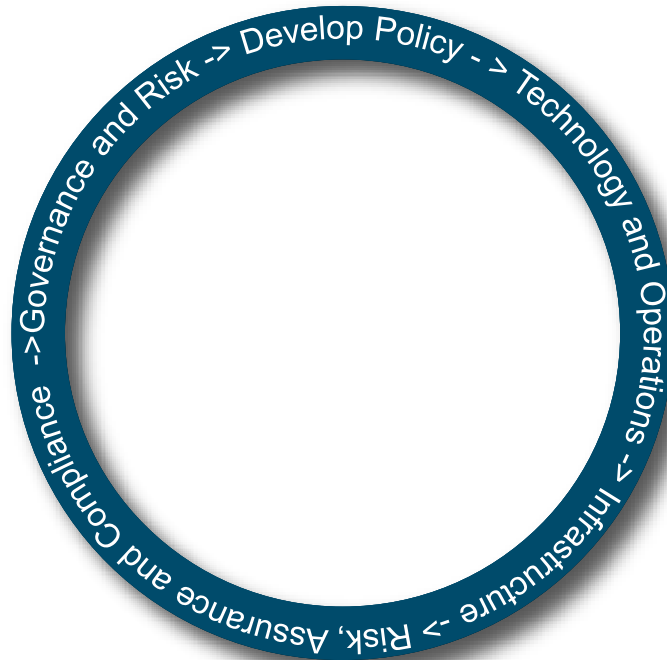
# What do we mean by “cloud security”?

- 1 **Security for the cloud?** → Securely use cloud (consumers)
- 2 **Security from the cloud?** → Security-as-a-Service
- 3 **Security in the cloud?** → Embedded security (providers)
- 4 **Security across clouds?** → Hybrid models, interoperability

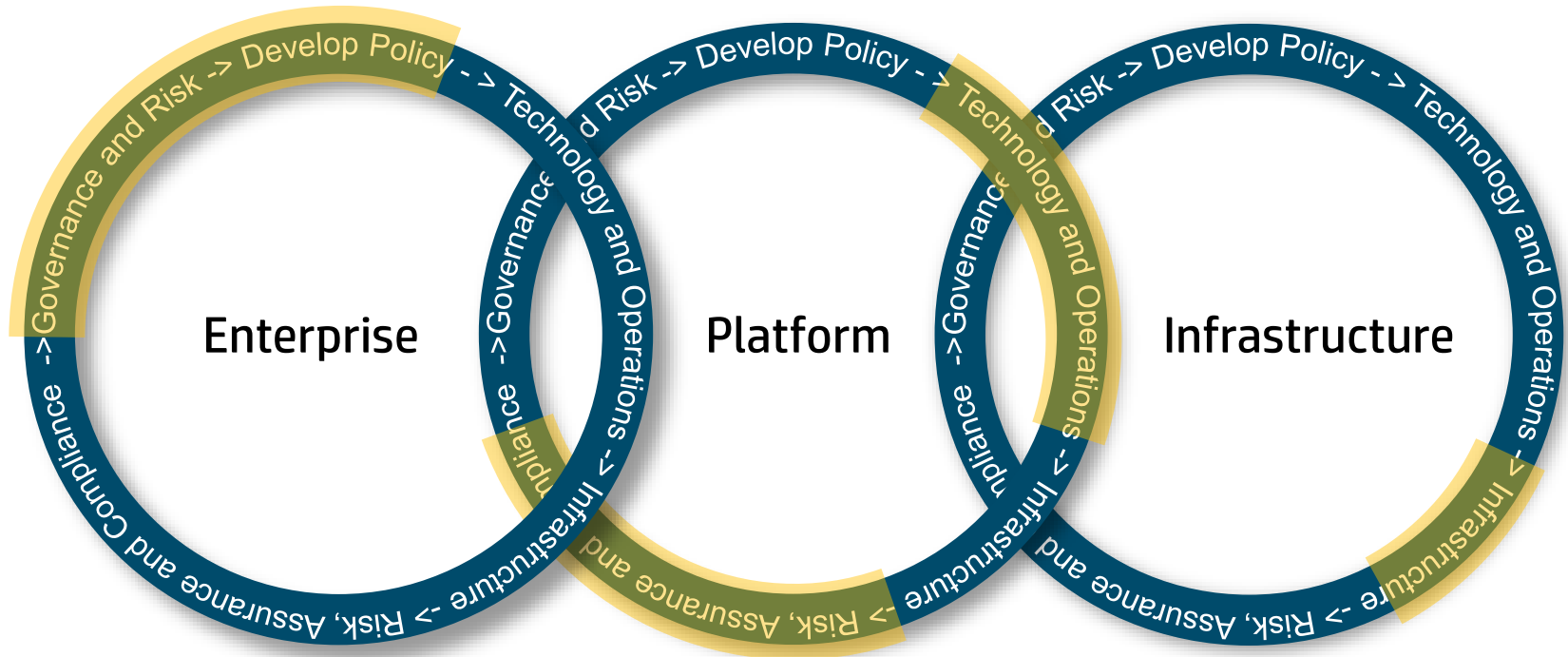
# Enterprise security lifecycle



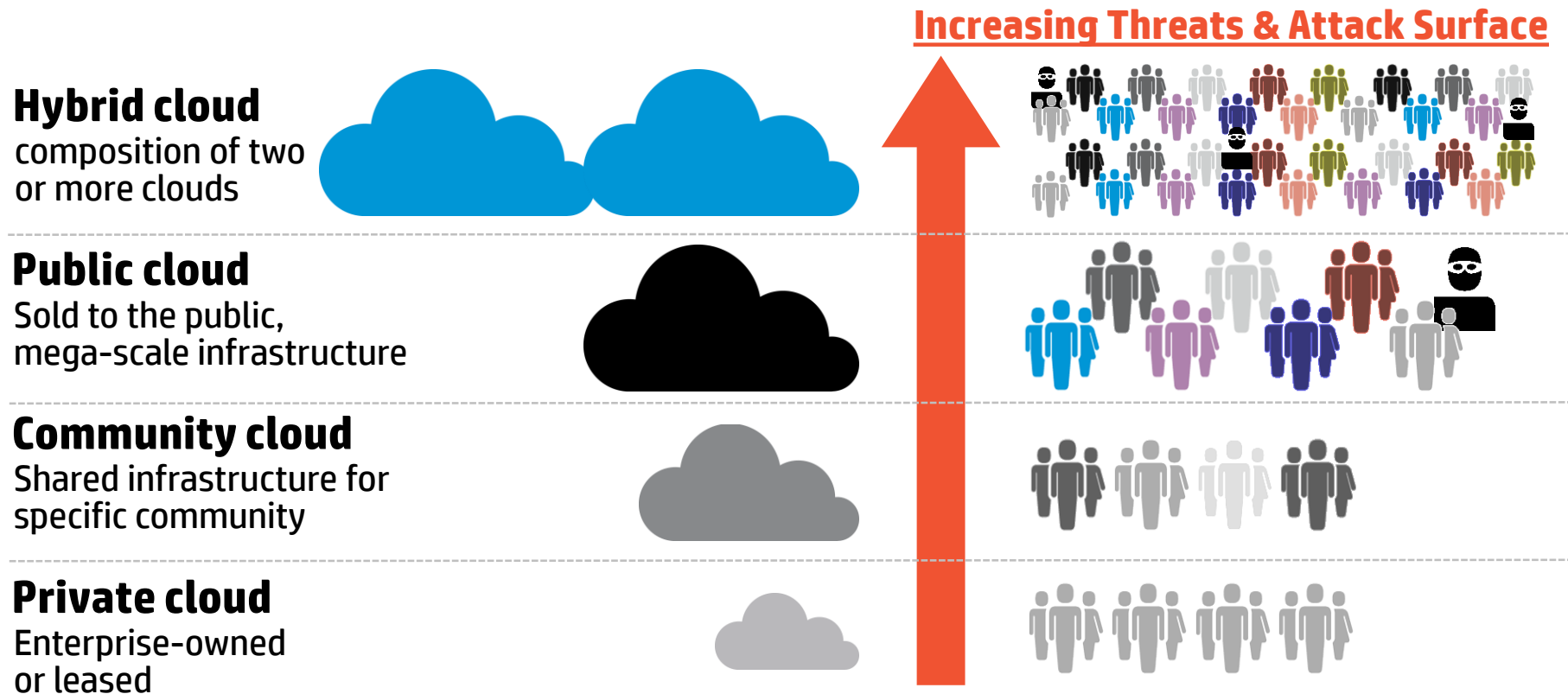
# Enterprise security lifecycle



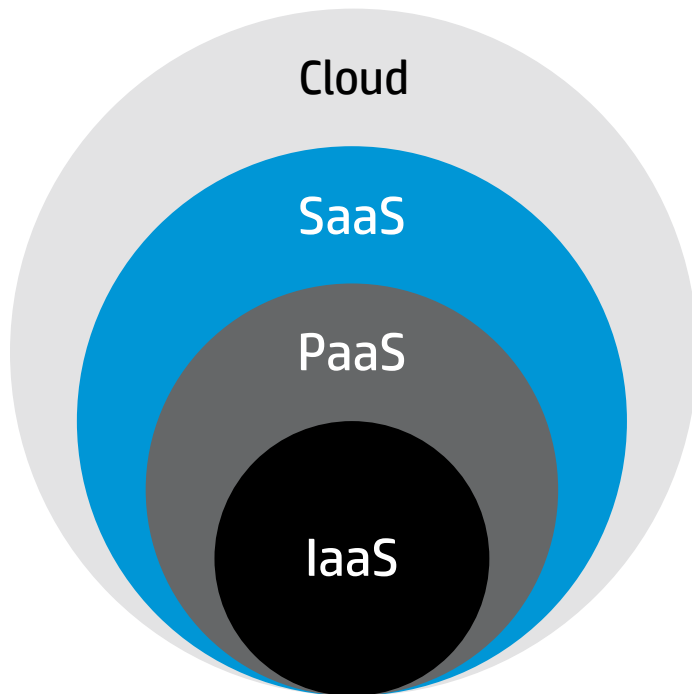
# Cloud: transparency and accountability



# Cloud models require different security solutions...



## ...and different roles & responsibilities for security

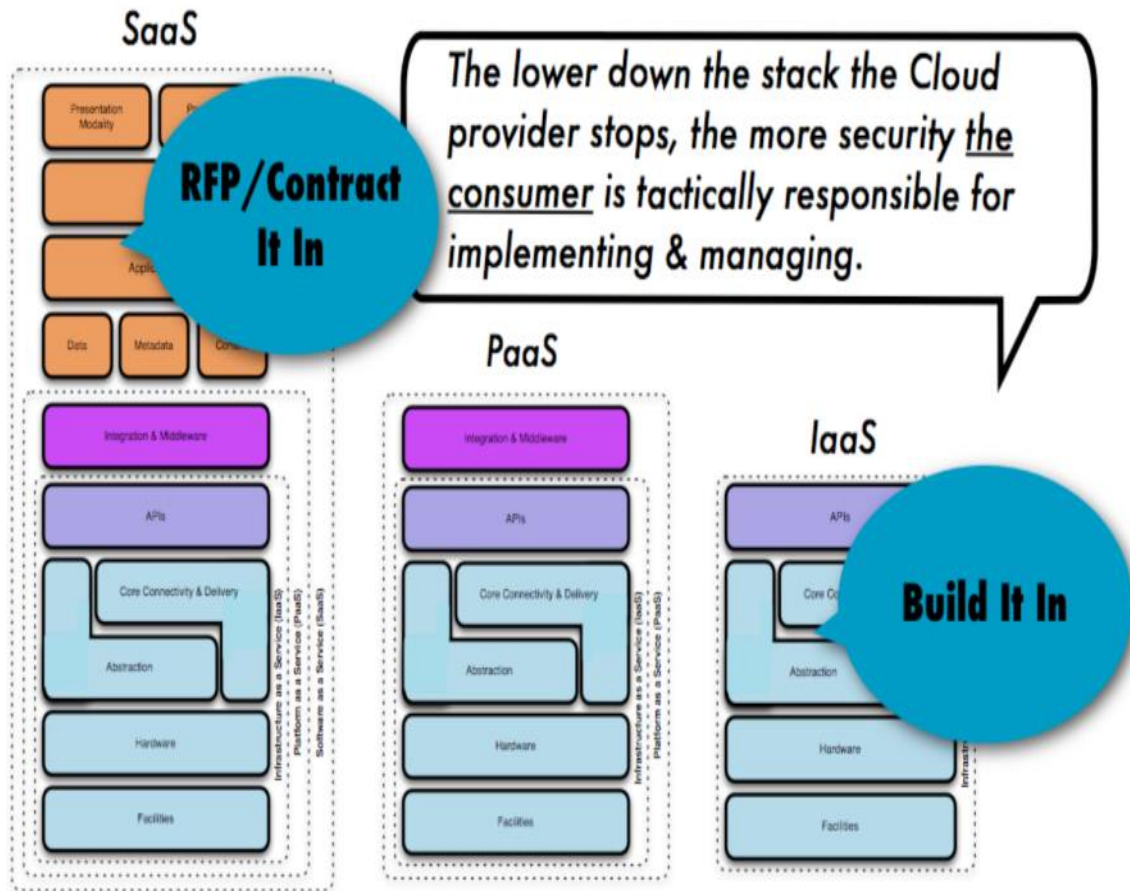


**SaaS: Software as a Service, generally provides application, data and infrastructure security, with varying degrees of compliance**

**PaaS: Platform as a Service, may provide some additional security functions for IDM and secure application development – security falls to app developer and customer IT operations**

**IaaS: Infrastructure as a Service – providers generally offer basic network & infrastructure security, firewalls, some tools – but customer is generally responsible for implementation, operations, monitoring**

# Cloud Security Responsibilities



[CSA, Security guidance for critical areas of focus in cloud computing V3.0, 2011]

# There's a hole in your side of the boat !!!

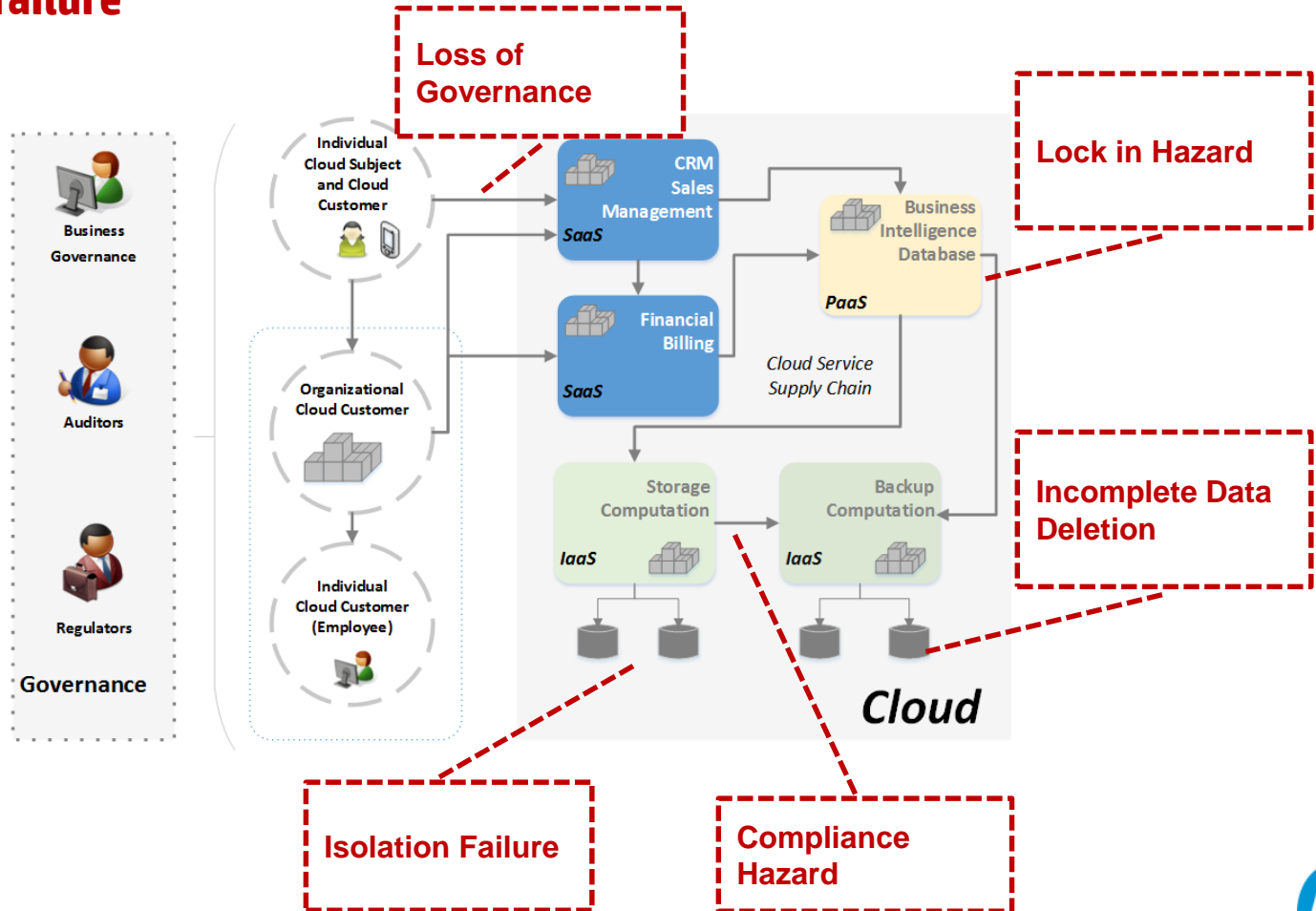
*Security is EVERYONE's job*

Sure glad the hole isn't at our end.



# Cloud Ecosystem Challenges

## Ramifications of failure



# ENISA Cloud Computing Risks



Risk Category	Risk name
Policy & Organizational	P1. Lock-in P2. Loss of governance ★ P3. Compliance challenges ★ P4. Loss of business reputation due to co-tenant activities P5. Cloud service termination or failure P6. Cloud provider acquisition P7. Supply chain failure



Classified as highest risk category

<p>Technical</p>	<p>T1. Resource exhaustion (under or over provisioning)</p> <p>T2. Isolation failure ★</p> <p>T3. Cloud provider malicious insider - abuse of high privilege roles ★</p> <p>T4. Management interface compromise (manipulation, availability of infrastructure) ★</p> <p>T5. Intercepting data in transit</p> <p>T6. Data leakage on up/download, intra-cloud</p> <p>T7. Insecure or ineffective deletion of data ★</p> <p>T8. Distributed denial of service (DDoS)</p> <p>T9. Economic denial of service (EDOS)</p> <p>T10. Loss of encryption keys</p> <p>T11. Undertaking malicious probes or scans</p> <p>T12. Compromise service engine</p> <p>T13. Conflicts between customer hardening procedures and cloud environment</p>
<p>Legal</p>	<p>L1. Subpoena and e-discovery</p> <p>L2. Risk from changes of jurisdiction ★</p> <p>L3. Data protection risks</p> <p>L4. Licensing risks</p>



<p>Not Specific to the Cloud</p>	<ul style="list-style-type: none"><li>N1. Network breaks</li><li>N2. Network management (ie, network congestion / mis-connection / non-optimal use) ★</li><li>N3. Modifying network traffic</li><li>N4. Privilege escalation</li><li>N5. Social engineering attacks (ie, impersonation)</li><li>N6. Loss or compromise of operational logs</li><li>N7. Loss or compromise of security logs (manipulation of forensic investigation)</li><li>N8. Backups lost, stolen</li><li>N9. Unauthorized access to premises (including physical access to machines and other facilities)</li><li>N10. Theft of computer equipment</li><li>N11. Natural disasters</li></ul>
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# ENISA: Cloud Vulnerabilities

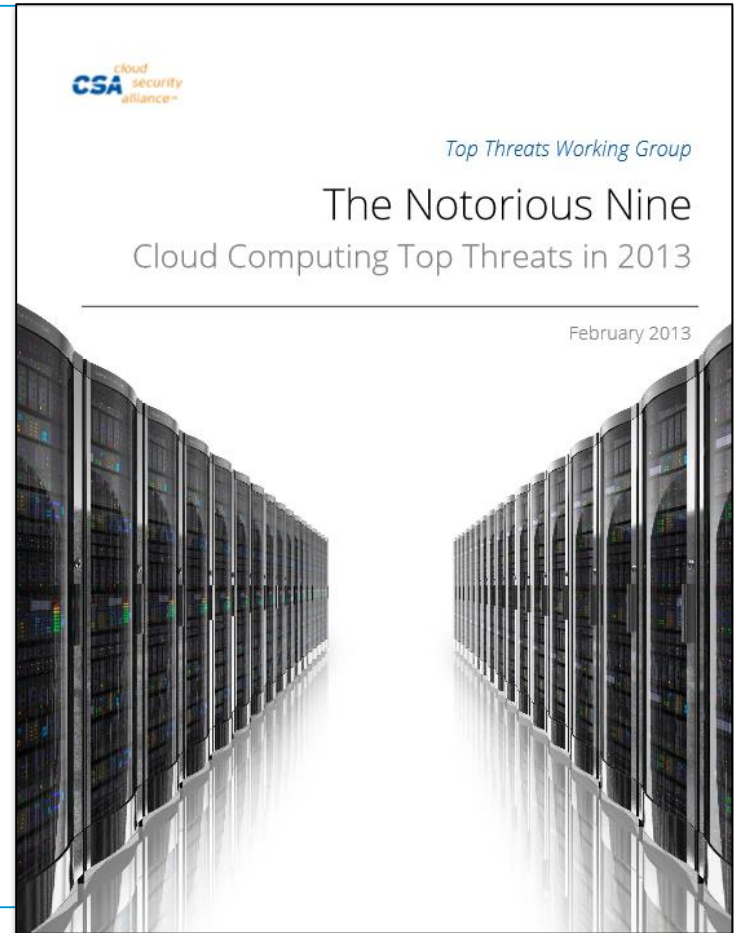
Cloud Specific Vulnerabilities
V1. Authentication Authorization Accounting (AAA) vulnerabilities
V2. User provisioning vulnerabilities
V3. User de-provisioning vulnerabilities
V4. Remote access to management interface
V5. Hypervisor vulnerabilities
V6. Lack of resource isolation
V7. Lack of reputational isolation
V8. Communication encryption vulnerabilities
V9. Lack of or weak encryption of archives and data in transit
V10. Impossibility of processing data in encrypted form
V11. Poor key management procedures
V12. Key generation: low entropy for random number generation
V13. Lack of standard technologies and solutions
V14. No source escrow agreement
V15. Inaccurate modelling of resource
V16. No control on vulnerability assessment process
V17. Possibility that internal (cloud) network probing will occur
V18. Possibility that co-residence checks will be performed
V19. Lack of forensic readiness
V20. Sensitive media sanitization
V21. Synchronizing responsibilities or contractual obligations external to cloud
V22. Cross-cloud applications creating hidden dependency
V23. SLA clauses with conflicting promises to different stakeholders
V24. SLA clauses containing excessive business risk

V25. Audit or certification not available to customers
V26. Certification schemes not adapted to cloud infrastructures
V27. Inadequate resource provisioning and investments in infrastructure
V28. No policies for resource capping
V29. Storage of data in multiple jurisdictions and lack of transparency about this
V30. Lack of information on jurisdictions
V31. Lack of completeness and transparency in terms of use
Vulnerabilities not Specific to the Cloud
V32. Lack of security awareness
V33. Lack of vetting processes
V34. Unclear roles and responsibilities
V35. Poor enforcement of role definitions
V36. Need-to-know principle not applied
V37. Inadequate physical security procedures
V38. Misconfiguration
V39. System or OS vulnerabilities
V40. Untrusted software
V41. Lack of, or a poor and untested, business continuity and disaster recovery plan
V42. Lack of, or incomplete or inaccurate, asset inventory
V43. Lack of, or poor or inadequate, asset classification
V44. Unclear asset ownership
V45. Poor identification of project requirements
V46. Poor provider selection
V47. Lack of supplier redundancy
V48. Application vulnerabilities or poor patch management
V49. Resource consumption vulnerabilities
V50. Breach of nda by provider
V51. Liability from data loss (cp)
V52. Lack of policy or poor procedures for logs collection and retention
V53. Inadequate or misconfigured filtering resources

# Cloud Failures

1. **Data Breaches** 43 (joint)
2. **Data Loss**
3. **Account Hijacking** 3
4. **Insecure APIs** 53
5. **Denial of Service**
6. **Malicious Insiders** 3
7. **Abuse of Cloud Services** 12
8. **Insufficient Due Diligence**
9. **Shared Technology Issues** 5

Analysis of 172 cloud incidents 2008-2012, IEEE Spectrum, December 2012, p84





# Protecting information in the cloud

# Cloud security: guidance for critical areas

## Architecture

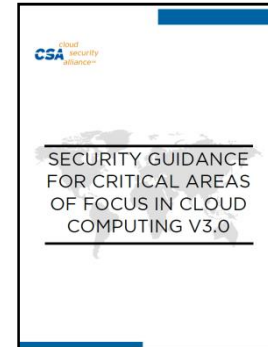
1. Cloud computing architectural framework

## Governance

2. Governance and enterprise risk management
3. Legal issues: contracts and electronic discovery
4. Compliance and audit management
5. Information management and data security
6. Interoperability and portability

## Operations

7. Traditional security, business continuity, and disaster recovery
8. Data center operations
9. Incident response
10. Application security
11. Encryption and key management
12. Identity, entitlement, and access management
13. Virtualization



<http://cloudsecurityalliance.org/>



<https://ccsk.cloudsecurityalliance.org/>

# CSA Security Guidance

## Cloud Solutions Risk Assessment

**Adopt a risk based approach to moving to the cloud:**

**1. Identify the asset for the cloud deployment**

**2. Evaluate the asset**

How would we be harmed if ...

**3. Map the asset to potential cloud deployment models**

**4. Evaluate potential cloud service models and providers**

Focus will be on the degree of control you have to implement risk mitigations in the different SPI tiers

**5. Sketch the potential data flow**

**6. Conclusions**



# Use cloud only for non-private data

## Pretty good solution

**Much of the data you process isn't subject to data handling regulations or confidentiality**

**Some applications don't ever need to use personal or confidential data**

## Drawbacks:

- Don't get the benefits of cloud computing for private data
- Have to separate private from non-private data

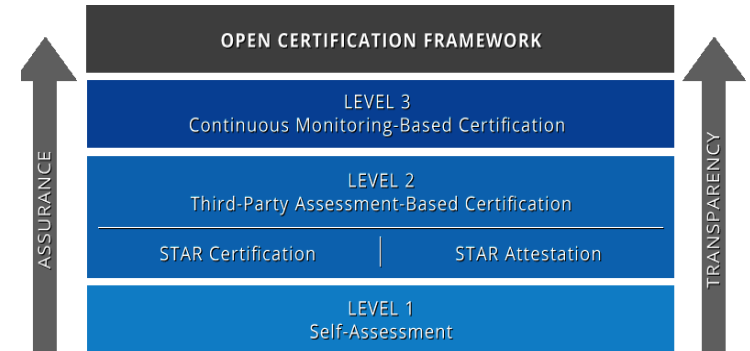


# Leave privacy protection to your service provider

**SAS-70 Type II/SOC-2, ISO,...**  
**CSA Open Certification Framework**  
**Do this for account data anyway**  
**Security need not suffer**

## Drawbacks:

- Depends on CSP
- Need to agree roles and responsibilities
- Standard SaaS business models involve repurposing of customer data
- Cloud computing Terms of Service typically offer **no** compensation if your data is stolen or misused



# Trusted computing

**Uses tamper-resistant hardware storing ID, and machine-readable privacy policies**

**Data is encrypted twice**

- Outer layer can only be decrypted by trusted hardware
- Inner layer can only be decrypted by software that has been checked by an organization you trust to meet a privacy policy you specify

**<http://www.trustedcomputinggroup.org>**

**Drawback:**

- All the organizations which handle your data have to be part of the system
- Limits choice of service providers
- Potential bottleneck



# Encryption for cloud storage

## Encrypt your data before it's sent to the cloud

### Using a key that you don't tell your service provider

- Don't just encrypt it in transit!

### “Searchable encryption” lets you search encrypted data in the cloud

- “Cryptographic Cloud Storage”, S Kamara & K Lauter, Microsoft Research

### Drawback:

- The encrypted data usually can't be processed
- Severely limits the applications possible
- Searchable storage can be unacceptably slow
- Potential key management overhead



# Just-in-time decryption

## Store data in the cloud encrypted

## To process/query it, pass your key to the cloud just in time, re-encrypt straight afterwards

- Mark Cusack, RainStor, “Information Preservation: Structured Data Archiving: Key Issues”  
<http://www.slideshare.net/cpurrington/mark-cusack-cloud-camp4-london-2>

## Drawback:

- Time window when your data is vulnerable
- Data might be cached, stored in clear or otherwise accessed as a result



# Processing encrypted data

## Fully homomorphic encryption

- Beautiful theoretical result by Craig Gentry of IBM Research
- General way of calculating any function on encrypted data in the cloud

## Multi-party computation

- Could enable CSP and user to cooperate to calculate a function depending on data known to the user and data known to the CSP
- Requires several rounds of interaction

## Drawback:

- Not (yet?) practical, unfortunately
- Require cloud providers to rewrite their apps



# Obfuscation



## Idea

- Obfuscate data before sending it to the cloud for processing
- Using a key you don't tell your service provider
- De-obfuscate result of processing to get right answer
- “A privacy manager for cloud computing”, Miranda Mowbray, Siani Pearson & Yun Shen, <http://www.hpl.hp.com/techreports/2009/HPL-2009-156.html>

## Examples

- Automatically replace customer IDs by pseudonyms (TC3 Health)
- Multiply SQL database columns by secret factors, and permute (90% of features of Salesforce.com's sales and marketing suite)

## Drawbacks:

- Gives weaker security than encryption
- Application-specific, and not suitable for all applications

Original image by Brian Snelson (exfordy onFlickr) <http://www.flickr.com/photos/exfordy/128576390/>

# Virtual private cloud

## Reserved space in a public cloud isolated from other customers

- May be a physical machine in the cloud reserved for you
- Or may use firewalls and encryption for isolation

## Protects against attacks by co-located customers

### Drawbacks:

- Doesn't in itself protect against other attacks
- Not always clear what is involved



# Private cloud

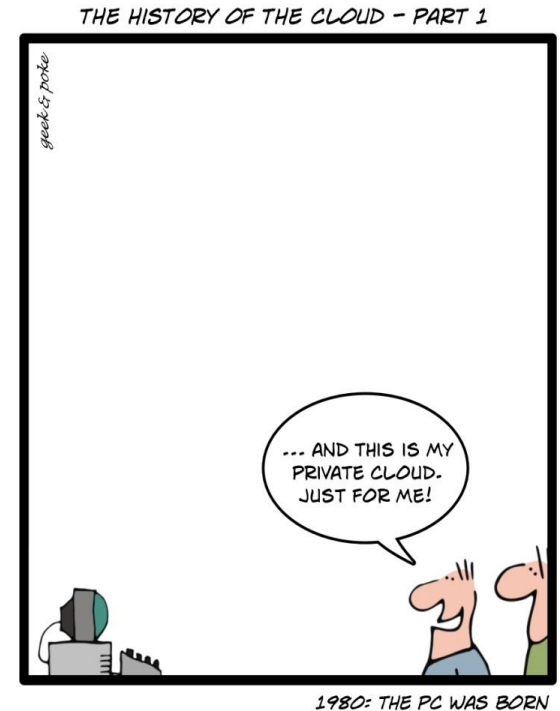
Automated virtualization within your corporate firewall

More privacy, yes.

For some data and applications you have to use private rather than public clouds

## Drawbacks:

- Less flexible
- Less scalable
- Can't use economies of scale of very large data centres
- ... or of security
- Maintaining, patching and upgrading servers is **your** problem



Cartoon by Geek&Poke <http://geekandpoke.typepad.com/geekandpoke/2009/10/the-history-of-the-cloud-part-1.html>

# Hybrid cloud

**Can use a private cloud for certain tasks while a public cloud is used for other less privacy-sensitive tasks**

e.g. use a private cloud for mission critical applications, a virtual private cloud for high availability applications, and a public cloud for test and development or productivity applications

**Hybrid interoperability allows movement of workloads**



**Allows contextually tailored solutions and flexibility, driven by customer needs**

## **Drawbacks:**

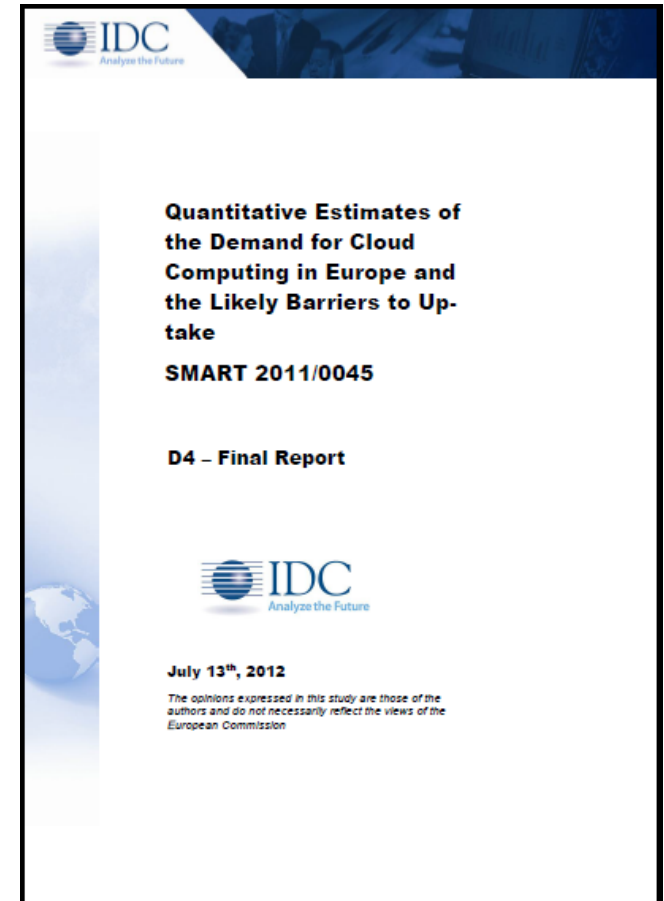
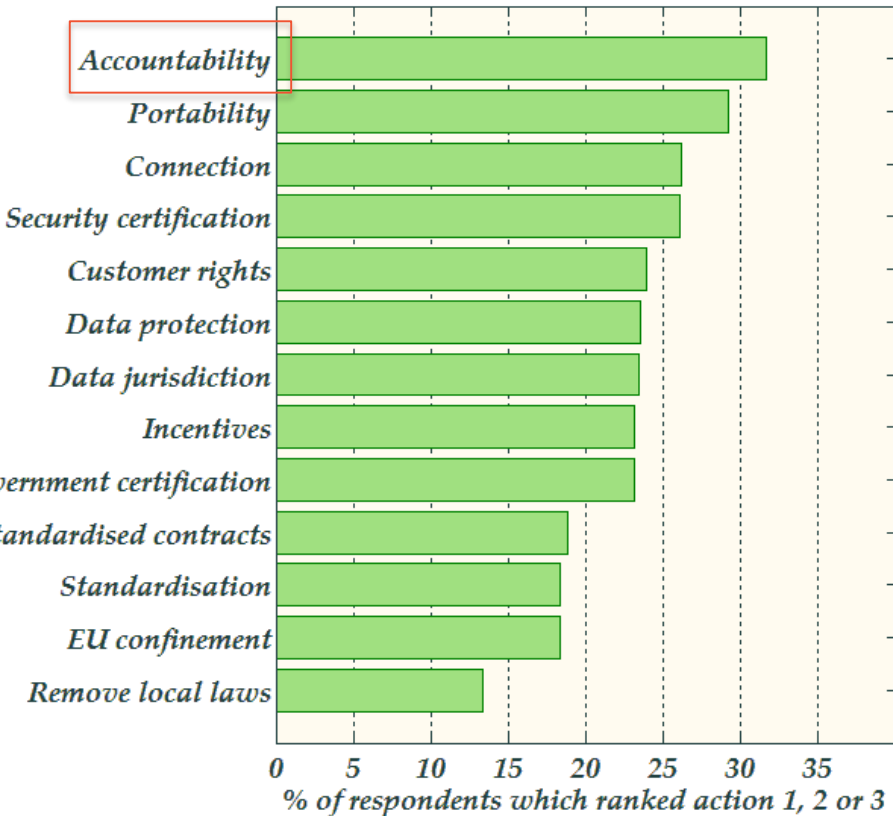
- Need to determine service delivery model for each application/workload
- Shortcomings of individual models still present

# Accountability in the Cloud



# Business Users' Ranking of Key Actions to Improve Cloud Adoption

Accountability is a clear supporter of growth in the cloud marketplace

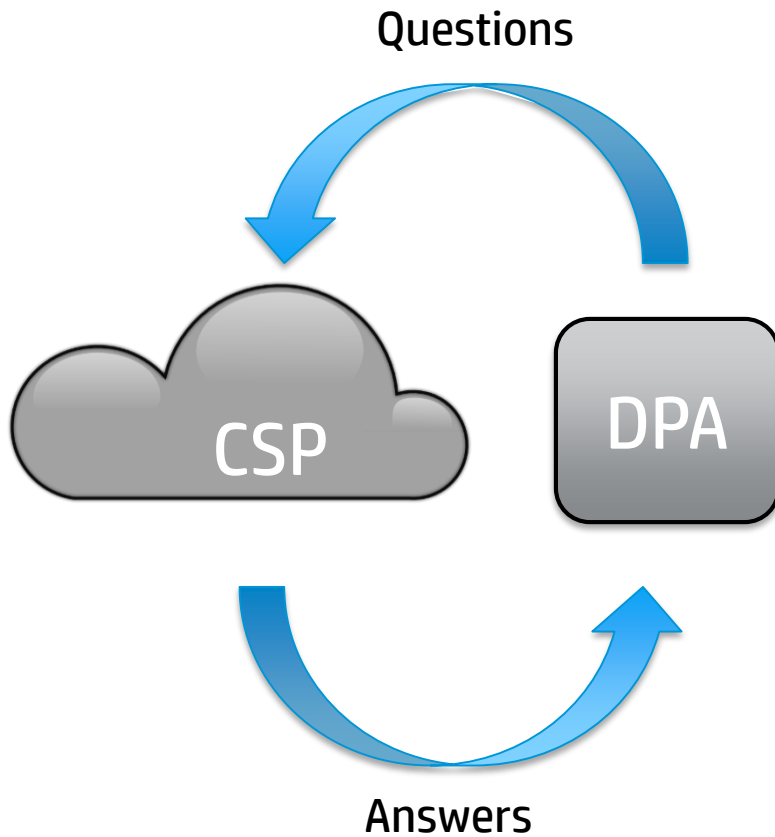


Based on data from: IDC, Quantitative Estimates of the Demand of Cloud Computing in Europe, 2012

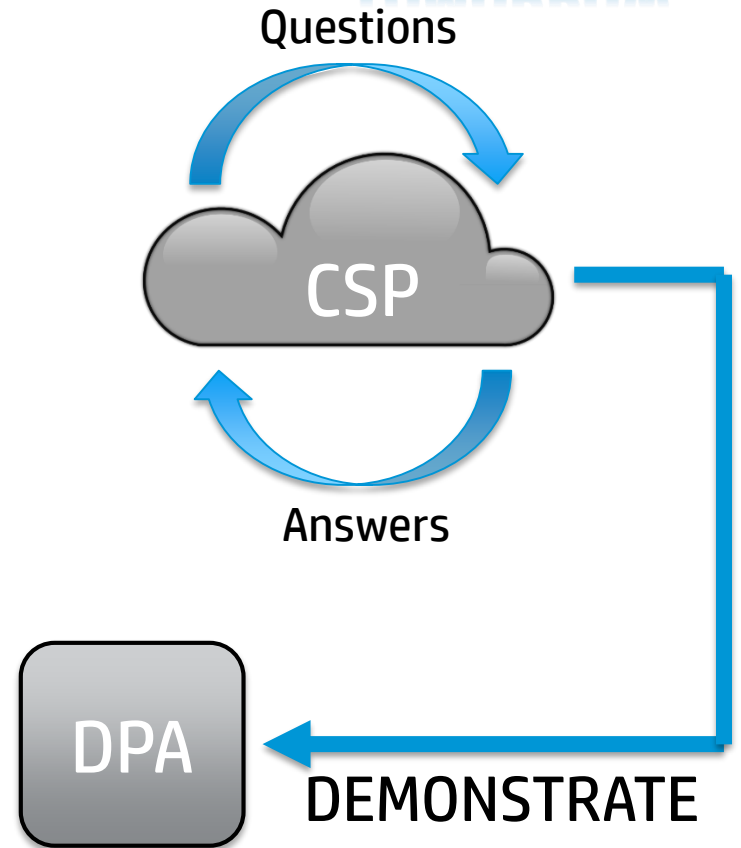


# Moving to an accountability-based approach

**PREVIOUS**



**TOMORROW**



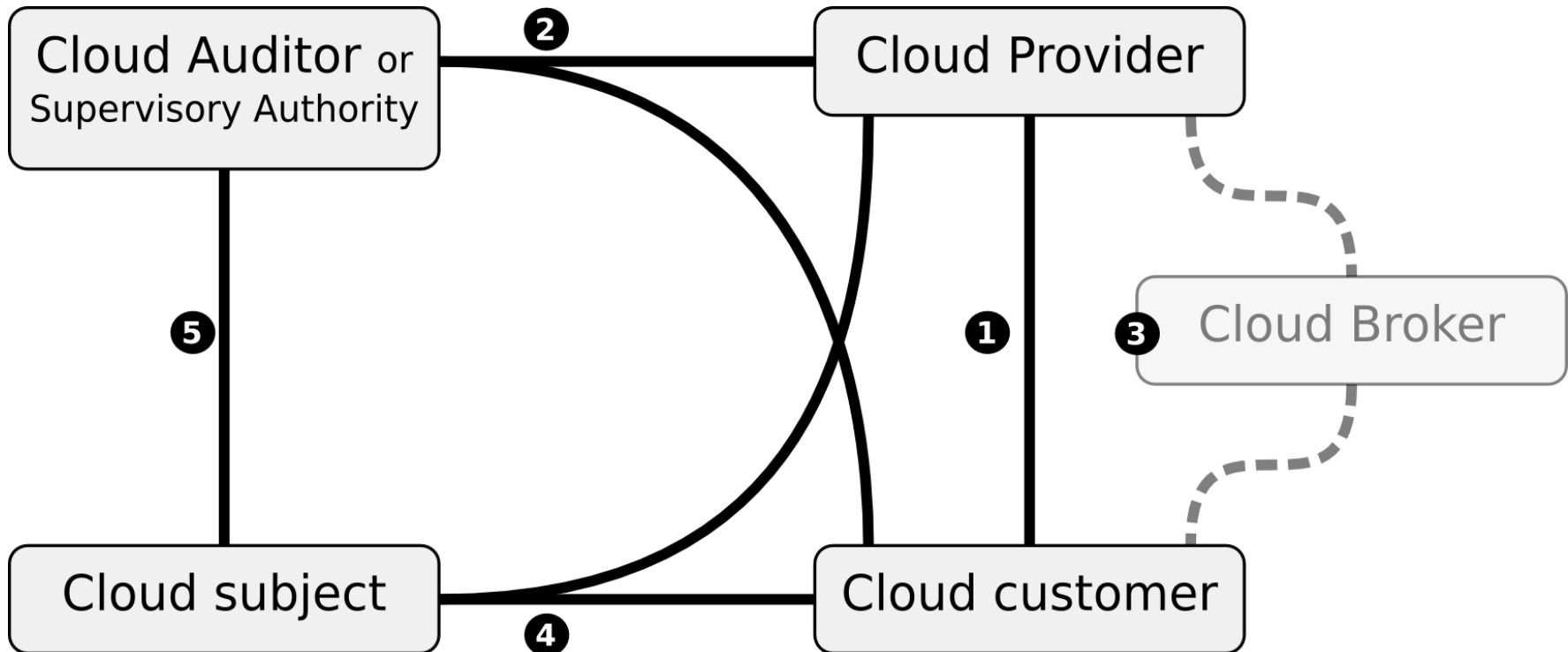
# Account in the Cloud

## Forms of “accounts”:

- **Data Protection Impact Assessment (by DC & DP)**
- **Notification to the supervisory authorities**
- **Notification to data subjects**
- **Contractual compliance verification**
- **Documentation obtained, created, and maintained by DC & DP**
- **Certifications and seals**
- **Audit Reports**



# Actors of cloud accountability



# Key Data Protection Terminology

## Data Controller

*Organisational cloud customer* is in general considered DC

- regulated by DPA

## Data Processor

*Cloud service provider* nearly always DP

- may need to assume co-controllership responsibilities
- may not know who the users are or what their services are being used for

## Data Subject

Joint controllership may be relevant to some cloud providers, who may be considered a joint controller through determining processing 'means'.

## DPA

Cloud client/controller may not be solely able to determine the purposes and the means of processing because the CSP:

- designs the infrastructure and also, in a measure depending on the cloud model (IaaS, PaaS or SaaS), the services
- elaborates standard SLAs with little/no customisation possibility



# Actor Roles

Extended NIST cloud roles	Data protection roles
Cloud subject	Data subject
Cloud customer	Data controller or Data processor
Cloud provider	Data processor or Data controller
Cloud carrier	Data processor or Data controller (unlikely) or Not applicable.
Cloud broker	Data processor or Data controller
Cloud auditor	(Not Applicable)
Cloud supervisory authority	Supervisory authority (DPA or NRA)
(Not Applicable)	Third party
(Not Applicable)	Recipient



# Cloud Accountability Project



Framework 7 Integrated Project  
A4Cloud “Accountability for Cloud and Other Future Internet Services”

Duration: 42 Months (Oct '12 to Mar '16)  
Funding: €13m total funding (€10m EC funding)  
13 Partners - Coordinator & Scientific Lead Hewlett Packard (HP)

## Industry



## Community

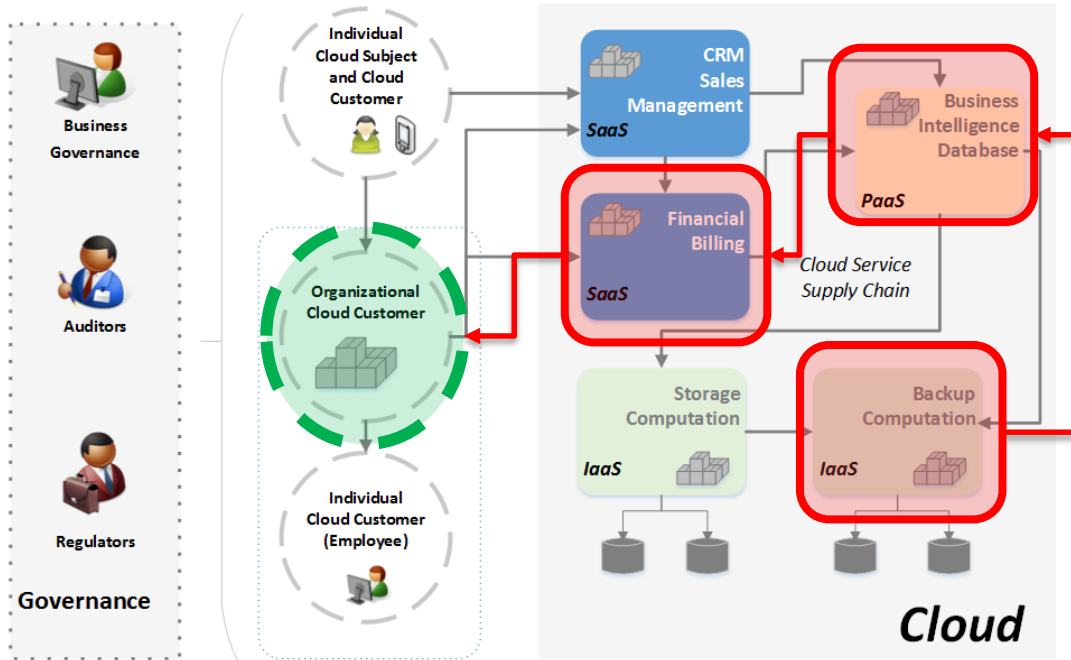


## Research



# Accountability Relationships

## Accountability through cloud service supply chains to cloud customer



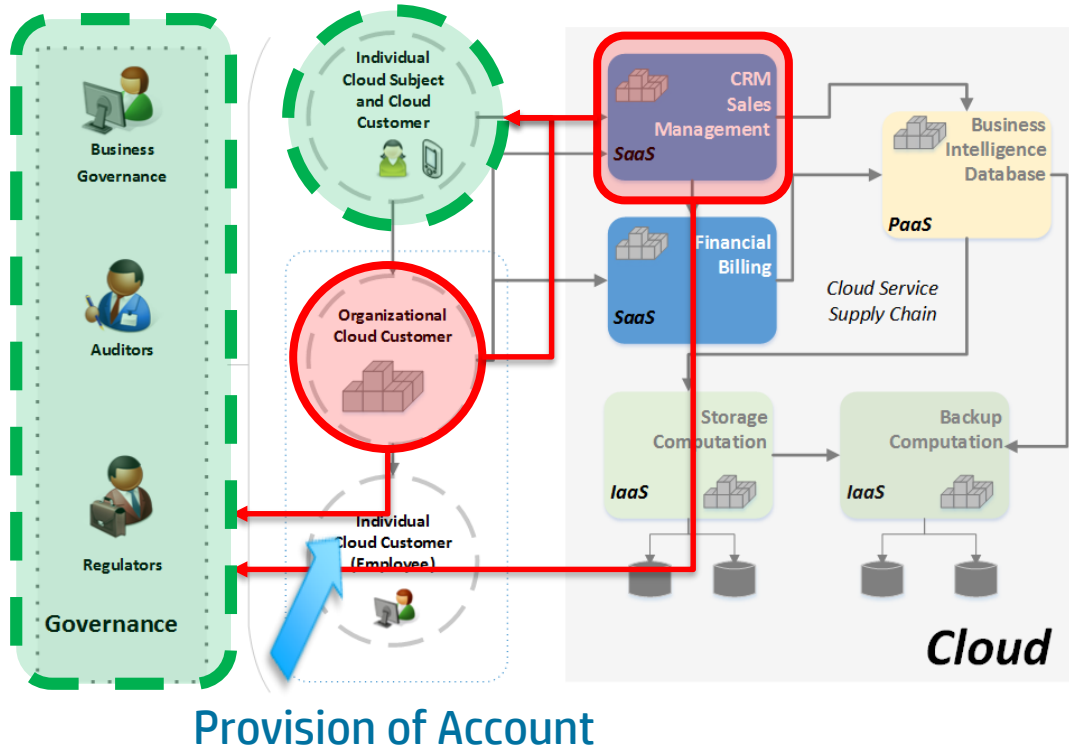
DC accountable for applicable data protection measures

DP accountable for cooperation with DC to:

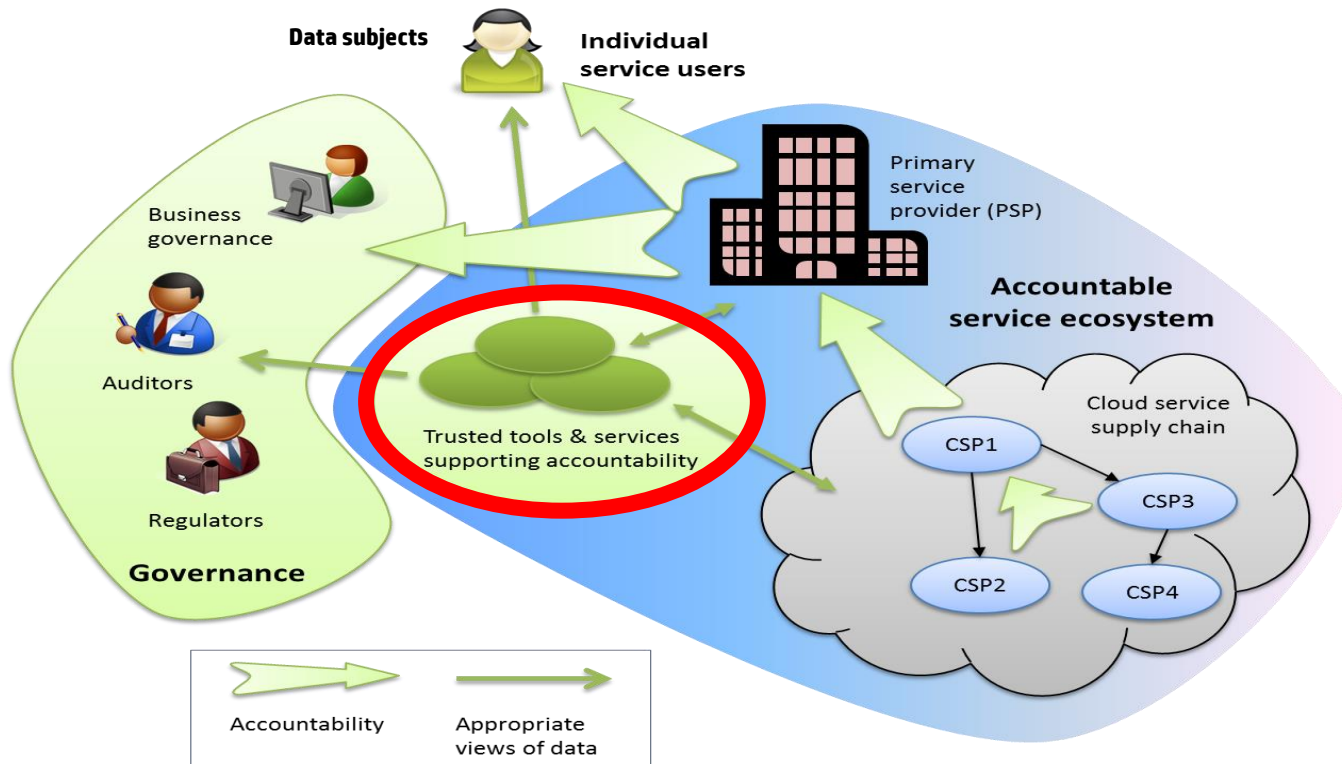
- meet data subjects' rights
- assist DC in providing security measures
- act only on DC's behalf

# Accountability Relationships

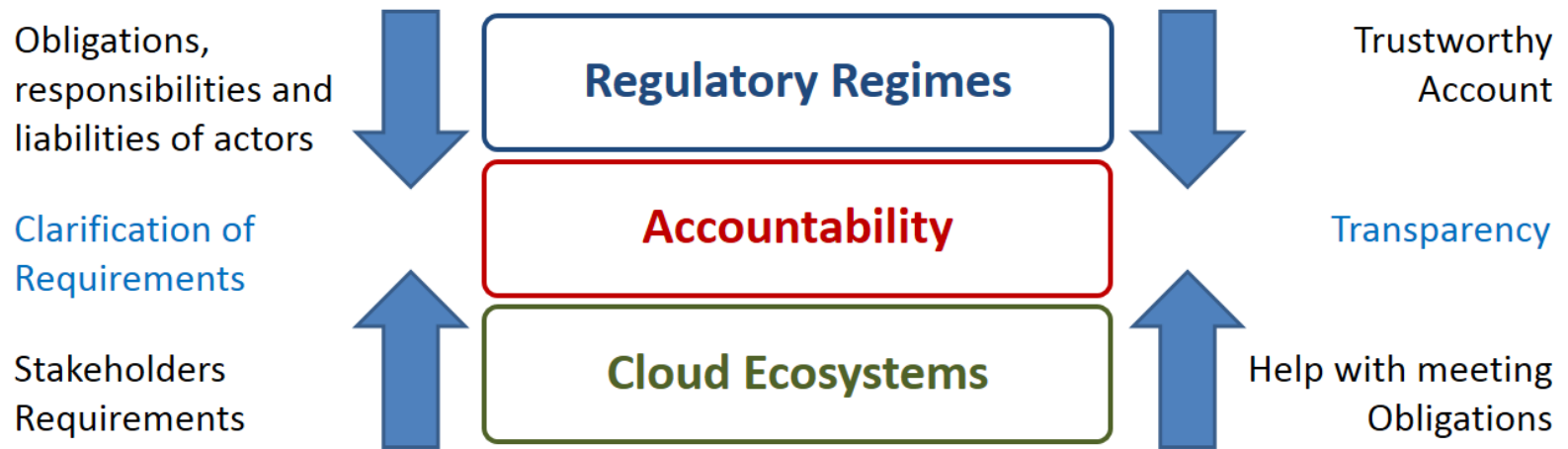
Cloud providers & customers accountable to cloud subjects, cloud supervisory authority and society



- All actors ultimately accountable to cloud subject
- Governance holds to account - especially concerned with non-functional aspects



# Accountability Context

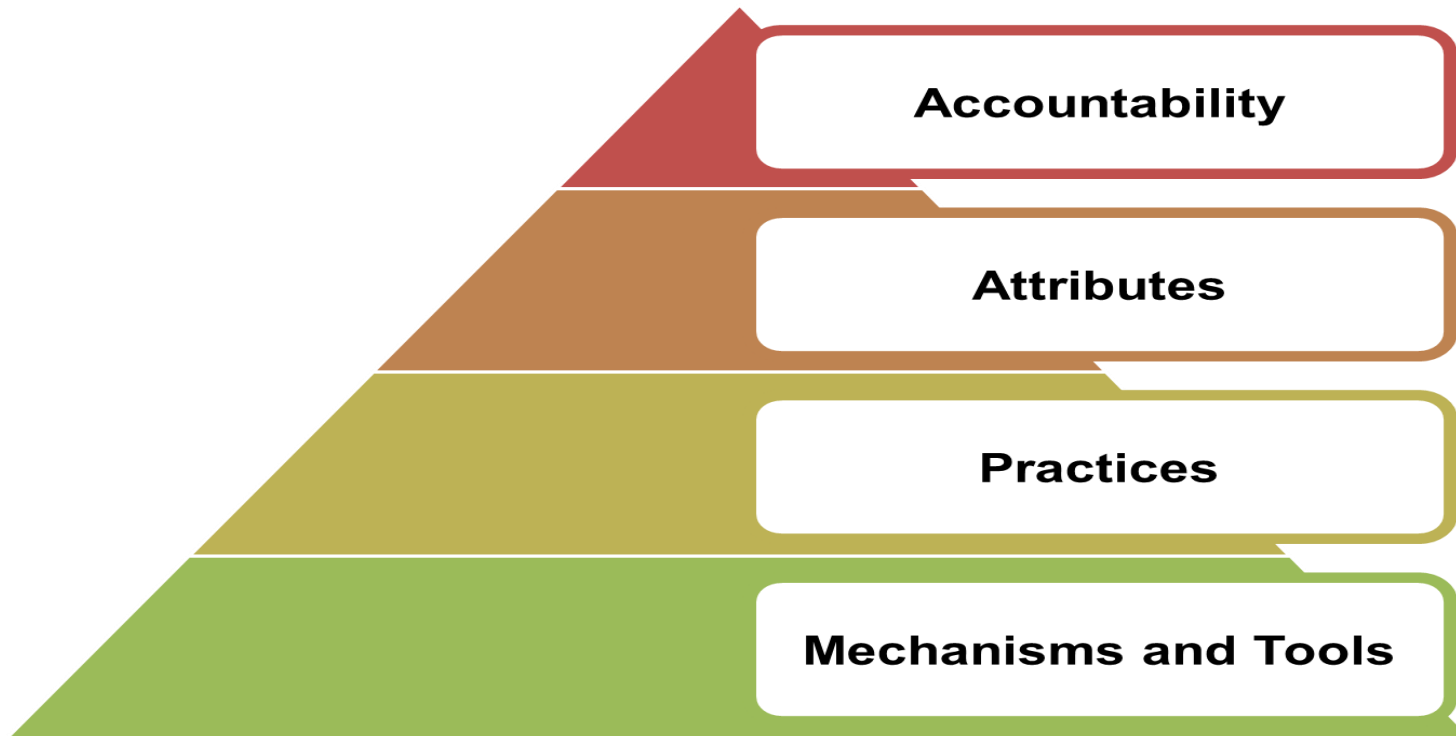


*We take a 'strong accountability' approach*

In particular, via:

- Being precise about what accountability means
- Joining technical measures to enhance the integrity and authenticity of logs with enhanced reasoning about how these logs show whether or not data protection obligations have been fulfilled (trusted logs + analysis)
- Including verification by independent, trusted entities and certification based on such verification
- Moving beyond accountability of procedures, to accountability of practice

# Accountability Model





# Defining Accountability for Data in the Cloud

Contextualizing accountability for data governance in cloud ecosystems

Personal and/or confidential data

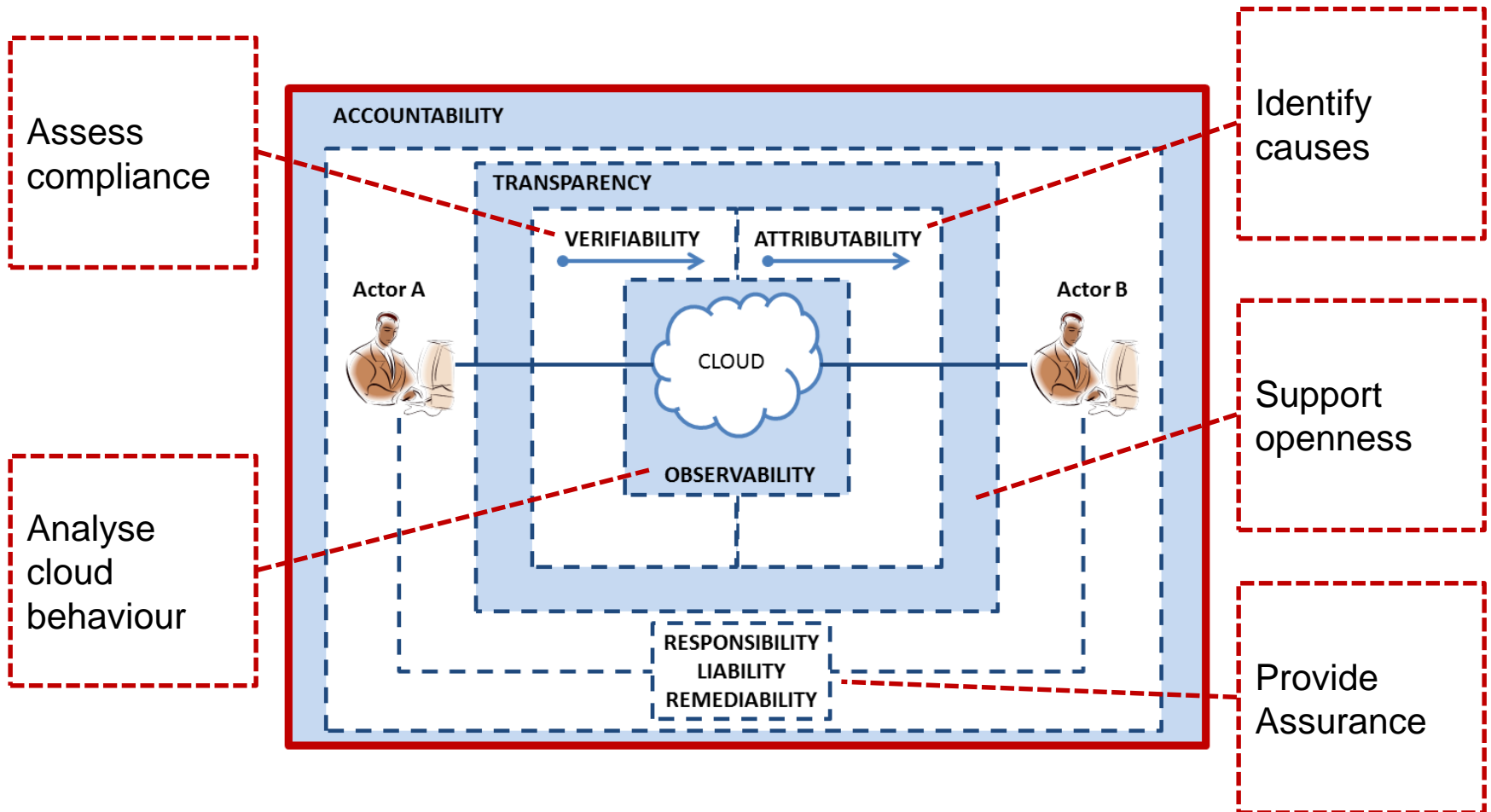
Accountability for an organisation

- consists of **accepting responsibility** for the stewardship of personal and/or confidential data with which it is entrusted in a **cloud** environment, for processing, storing, sharing, deleting and otherwise using the data according to contractual and legal requirements from the time it is collected until when the data are destroyed (including onward transfer to and from third parties).
- It involves **committing** to legal and ethical obligations, policies, procedures and mechanisms, **explaining and demonstrating** ethical implementation to internal and external stakeholders and **remedying** any failure to act properly.

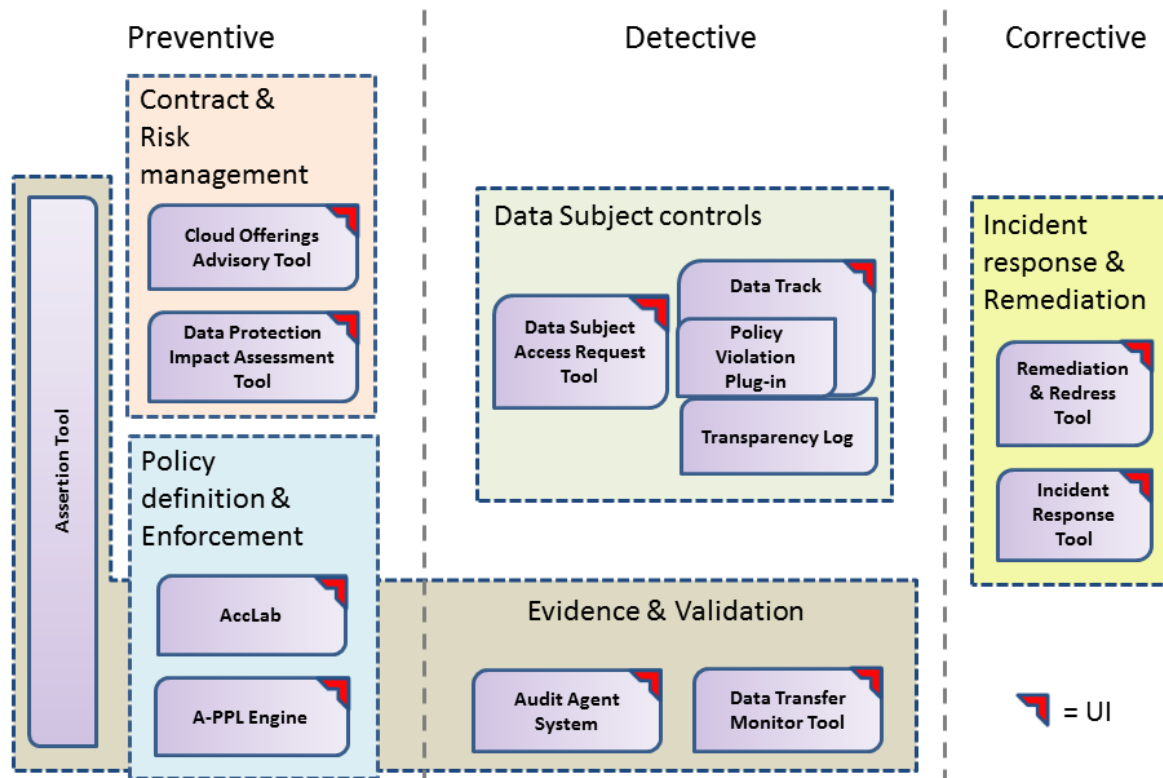
Ethical aspects of accountability

Deploying mechanisms and tools

# Accountability Attributes



Practice	Function	Mechanisms
Define governance	Policy definition	<ul style="list-style-type: none"> <li>• Clear definition of responsibilities within policies</li> <li>• Enhancement of policies to include ethical aspects reflecting social values</li> <li>• Machine readable policies</li> </ul>
Ensure implementation	Policy implementation	<ul style="list-style-type: none"> <li>• Automated policy enforcement</li> </ul>
	Risk assessment	<ul style="list-style-type: none"> <li>• Data protection impact assessment</li> </ul>
Explain & justify actions	Transparency	<ul style="list-style-type: none"> <li>• Tool to support contractual transparency</li> <li>• Tool to support data subject access and correction</li> </ul>
	Evidence for verifiability (e.g. within provision of accounts or for certification)	<ul style="list-style-type: none"> <li>• Automated monitoring and collection of evidence tools</li> <li>• Assurance about accountability tools deployed</li> </ul>
	Detection of policy violation	<ul style="list-style-type: none"> <li>• Assessment of satisfaction or violation of obligations</li> </ul>
Remedy failure	Remediation	<ul style="list-style-type: none"> <li>• Remediation tool</li> <li>• Attribution of failure</li> </ul>
	Exception notification	<ul style="list-style-type: none"> <li>• Incident response tool</li> </ul>



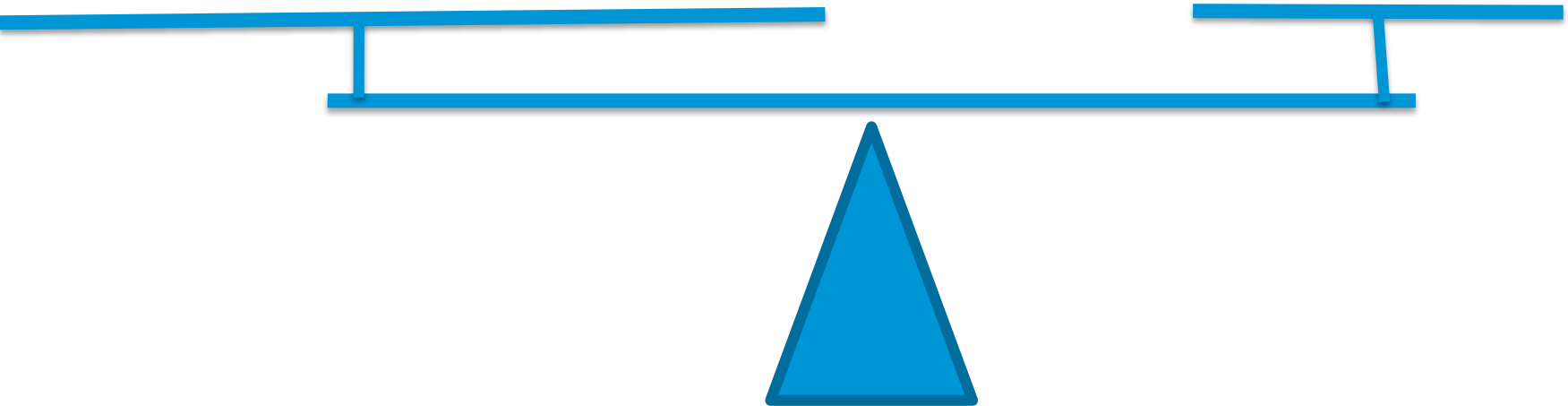
# Impact of technological and business trends



# Trust Challenge

Legal obligations  
Customer and societal  
expectations

Innovation  
Customer and societal  
benefits



# Implications of adopting more open practices – security and privacy risks and design suggestions



## ***Exercise 3***

Groups of about 7 people reporting back

# Some suggestions to consider

1. **A Day made of Glass:** [http://www.youtube.com/watch?v=6Cf7IL\\_eZ38](http://www.youtube.com/watch?v=6Cf7IL_eZ38)
2. **Google Glasses:** <http://ed.ted.com/lessons/rapid-prototyping-google-glass-tom-chi>

and

<http://www.youtube.com/watch?v=0HS161sdhel>

3. **Self Driving Cars:** [http://www.youtube.com/watch?v=7\\_STM0onchg](http://www.youtube.com/watch?v=7_STM0onchg)
4. **Internet of Things:** <http://www.youtube.com/watch?v=Cpbbrpgwu2I>
5. **Personalised health services, e.g. [www.umotif.com](http://www.umotif.com), *Care.data***

...



# Further Reading

1. **Cloud Security Alliance (CSA) (2011) Security Guidance for Critical Areas of Focus in Cloud Computing. V3, English language version.**
2. **Catteddu D, Hogben G (eds.) (2009) Cloud Computing: Benefits, Risks and Recommendations for Information Security. ENISA Report.**
3. **European Parliament (2012) Fighting Cyber Crime and Protecting Privacy in the Cloud. Directorate-General for Internal Policies.**
4. **Gellman R (2009) Privacy in the Clouds: Risks to Privacy and Confidentiality from Cloud Computing. World Privacy Forum.**
5. **Mather T, Kumaraswamy S, Latif S (2009) Cloud Security and Privacy. O'Reilly.**
6. **Pearson S (2011) Toward Accountability in the Cloud. IEEE Internet Computing, IEEE Computer Society, July/August, 15(4):64-69.**
7. **Pearson S (2012) Privacy, Security and Trust in Cloud Computing. In: Pearson, S., Yee, G. (eds.), Privacy and Security for Cloud Computing, Computer Communications and Networks, 3-42. Springer.**
8. **White House (2014) Big Data: Seizing Opportunities, Preserving Values.**



# Thank you

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