



# 個人資料之隱私保護： 資料處理利用之透明性與清楚告知並取得同意

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資料加值與創新應用之未來展望

November 26, 2019



# 個人行為隱私

- The state or condition of being free from being observed by other people.
- Article 8 of the European Convention on Human Rights (ECHR)
  - A right to respect for one 's *“private and family life, his/her home and his/her correspondence”*

Q: How to protect and prevent unauthorized others from access to data about one' s private lives, and do things based upon these observations is an important issue?



# 服務提供: 隱私 (Privacy) 保護

- 服務：提供者、使用者
  - 使用行為：相關資料收集、儲存、處理及利用
  - **個人行為資料 - 尤其涉及個人隱私之保護 vs. 合理運用**
- 平衡點!?! 基本的人權？



# France Fines Google \$50 million euros for European Privacy Rule Breach

January 21, 2019



# CNIL Fined Alphabet' s Google 50 Million Euros



- CNIL - French data protection authority
- Google breached European Union online privacy rules.
- The biggest such penalty levied against a U.S. tech giant.
- The French regulator said

Google **lacked** transparency and clarity in the way it informs users about its handling of personal data and **failed** to properly obtain their consent for **personalized ads**.



# EU' s General Data Protection Regulation (GDPR)

- GDPR allows users to *better control* their personal data and gives regulators the power to impose fines of up to 4 percent of global revenue for violations.
- Consent, Opt-in, Opt-out



# Accusations against Google (1/2)

- Failing to provide *transparent and easily accessible information* on its data consent policies.
- 提供用戶的資訊並**不夠清楚**讓**用戶理解**定向廣告投放的法律依據是**用戶同意的**，而不是用戶與Google簽訂之同意書內屬於Google的合法商業利益。

"... the information provided is not sufficiently clear for the user to understand that the legal basis for **targeted advertising is consent**, and not Google's legitimate business interests."



## Accusations against Google (2/2)

- Schrems had accused **Google of securing "forced consent"** via its **Android mobile operating software** through the use of pop-up boxes online or on its apps which imply that **its services will not be available unless the conditions of use are accepted.**

(**None Of Your Business**, created by the Austrian privacy activist Max Schrems.)





# Google' s Responses

- Google issued a statement saying that people “expect **high standards of transparency and control from us**” .
- The French authority, known for its **stringent interpretation of privacy rules** and for **favoring a tough approach toward U.S. Internet companies**, sets a record with this penalty, which could reverberate in Silicon Valley.
- The sanction is particularly detrimental to Google as **it directly challenges its business model** and will, in all likelihood, require them to **deeply modify their provision of services**.



# The Essential Principles of Data and Privacy Protection

- ✓ Transparency
- ✓ Information
- ✓ Consent



# Taiwan Communications Sector

- PSTN Licenses : 16
- Subscribers: 11,453,595



## Fixed Networks

- **Broadband**
  - providers: 99
  - subscribers: 4,476,292



## Wireless

- 4G Licenses: 9
- Voice Subscribers : 28,656,487
- **Broadband Subscribers : 24,427,934**
- 5G Licenses (2020)

Size: 36,200 km<sup>2</sup>  
Pop: 23.54 M



## Broadcasting

- Radio Licenses (AM, FM and SW): 171
- DVB-T Licenses : 6



## Cable

- Licenses: 65
- Subscribers: 5,225,255
- **Broadband Subscribers : 1,346,602**

- Satellite Licenses:
  - Fixed: 4
  - Live Broadcasting: 5
- Channel Licenses: 290



## Satellite

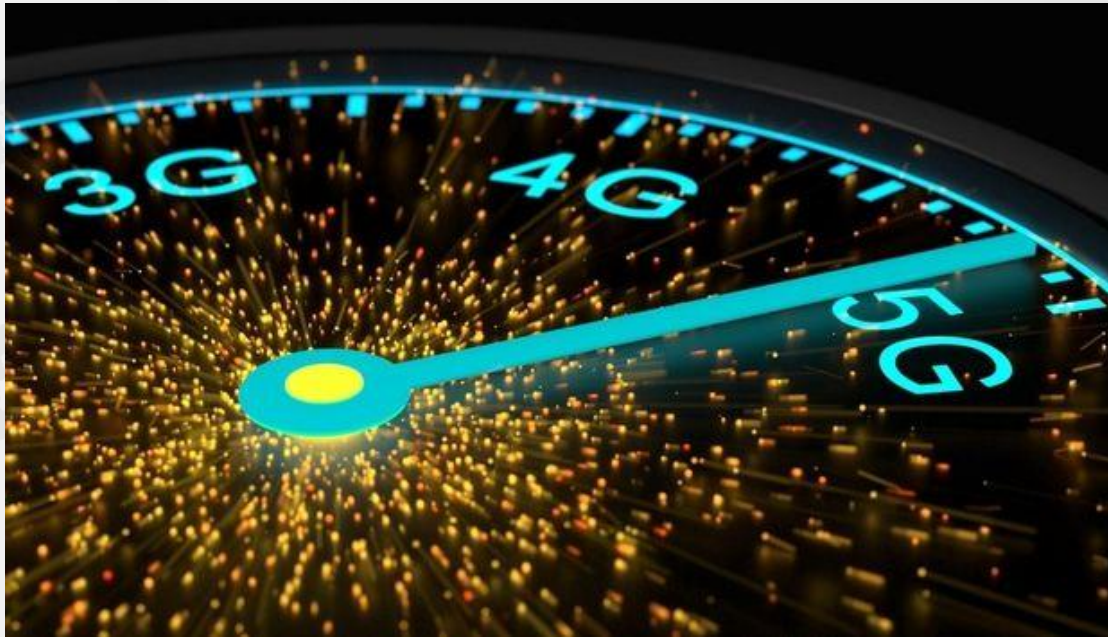


## Internet

- **IASP Licenses: 225**
- IXP Providers: 4



5G is not simply  
"4G on steroids."



**It is Transformational !**

("The technology will spawn  
an **intelligent ecosystem** of  
connected devices,  
harvesting massive amounts of data  
that will **change the way**  
**we live and work.**" )

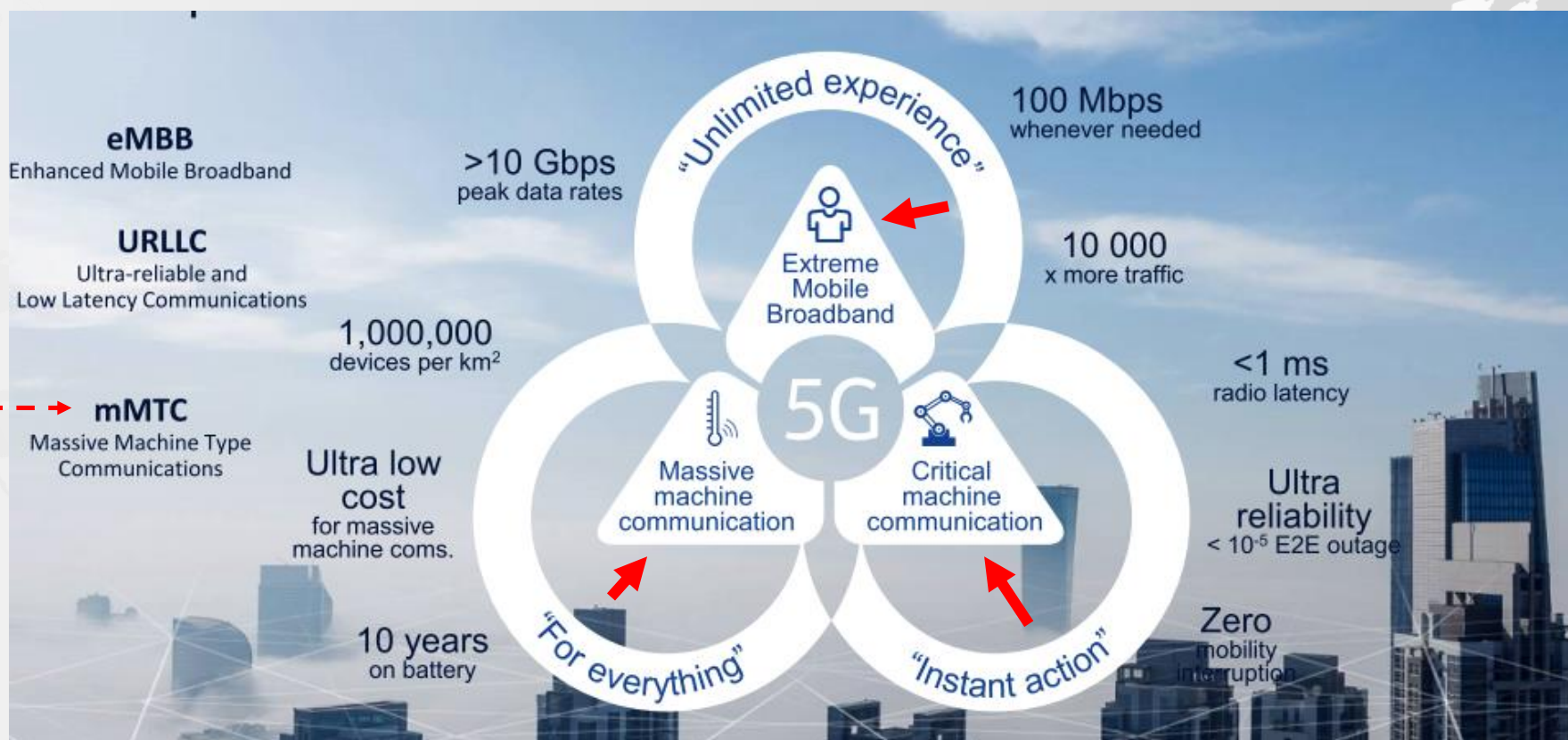




# 5G: Creation of A Variety of New Services without Limits

→ High bandwidth, Low latency, High deployment density, Service-oriented.

- World Economic Forum (WEF) termed the “Fourth Industrial Revolution.”
- A world of enterprise **Internet of Things (IoT)** deployments



Source: Nokia



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Thank you. 😊