

This is newsletter #50, 2018-W12 published on 24 March 2018.



# architectingIT



## New Architecting IT Blog Posts...

- [Cloud Field Day 3 Preview: Oracle](#) (22 March 2018)
- [Dude, Here's Your 100TB Flash Drive!](#) (20 March 2018)
- [Cloud Field Day 3 Preview: Rubrik](#) (19 March 2018)

## New Storage Unpacked Podcasts...

- [#43 - All-flash Market Review 2018 with Chris Mellor](#) (23 March 2018)



# The Future of Data Privacy

Full Disclosure: I used to be a Facebook user but haven't had an account for many years. No doubt my data still exists in the cloud somewhere....

Various stories have surfaced around the use of personal data from up to 50 million Facebook accounts by Cambridge Analytica. The back story is the leakage of personal data from friends of the users of a personality test app, which resulted in the ability for a researcher to collect the data on 50 million users. This was then sold on to Cambridge Analytica who used the data (allegedly) to influence campaign marketing during the recent US election.

Stories like this ([link](#)) are starting to grab the attention of EU regulators, in this case the UK ICO (Information Commissioner's Office). This week we saw Cambridge Analytica offices raided and documents taken away for analysis.

## Facebook Woes

There are a number of issues or questions that arise from this incident. Did Facebook really know what was going on, or are they now back-peddalling to save the company's reputation (and share price)? Is the situation we're in the result of the companies or the system? Most important, what does that mean for our own personal data?

## GDPR

GDPR (General Data Protection Regulation) becomes fully implemented on 25 May 2018. At this point, stricter rules on the collection and use of the personal data of any EU citizen become enforceable. Wilfully breaking the regulations can result in significant fines based on global company turnover. What makes the regulations interesting is that they apply to any organisation that holds data on EU people, even if they are not trading in the EU.

Theoretically, going forward, companies such as Facebook risk significant impact to business from the fines that could be levied if the data protection agencies decide to flex their regulatory muscles.

## Appeasement

Facebook (and let's face it other companies) have played a game of breaking the rules, then being drawn back from the precipice at the last moment, promising to be more humble and thoughtful in the future, while only rolling back some of their encroachment on our personal freedoms.

Should we blame the companies or regulation? Sadly it's a combination of both. Pushing the boundaries appears these days to mean actually breaking the law and going to court to agree some middle ground compromise. We see that every day, but Facebook and Uber rank highly on the most reported offenders.

However, the regulators seem to be doing a poor job. Are they underfunded? Do they lack the technical skills? Probably both. Hopefully, with GDPR, us, the consumers will start to push back and demand data is deleted. At the same time, if the regulators do their job, lots of fines will be generated that will both dissuade further transgressions but also provide funds to expand services like ICO.

We can be but hopeful. Either way, we're going to see some changes in the years to come. It's not a moment too soon in my opinion.

What do you think?

Chris Evans

---

If you would like to change your preferences, every email has an option for change or to unsubscribe at the end. You can select to receive the weekly summary, new blog posts or both. Click on the button below to set your preferences.

[Update my Profile](#)



## Upcoming Events

The Architecting IT team will be attending the following events. Get in touch if you want to meet up!

- [Cloud Field Day 3](#) (4-6 April 2018)

- [Pure Accelerate 2018](#) (22-24 May 2018)
- [Flash Memory Summit](#) (7-9 August 2018)

---

We're interested in your feedback! Is there anything you would like to see covered in these newsletters or on the blog? Do you have an opinion on any of the content? Just hit reply to this email or continue the conversation online: [@architectingit](#) on Twitter, or via [Linkedin](#).



---

 Tweet    Share    Forward    Read Later



---

*Copyright Â© 2018 Brookend Ltd, All rights reserved.*

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#)