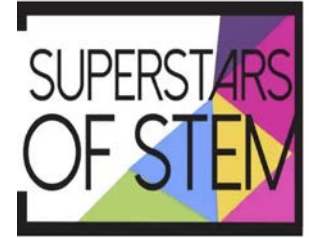
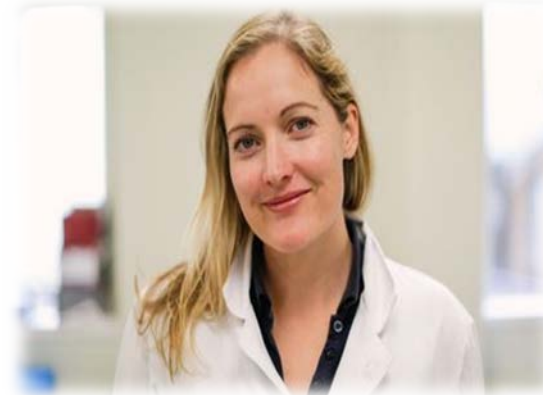




Superstars of STEM



University of the Sunshine Coast: Wednesday
August 17th 2022





ANNELIES MOENS
Privacy expert

“My role is to protect one of the most valuable and vulnerable resources in the world – information about people.”



Privacy as a career

Make, Integrate and Explore Lab

University of the Sunshine Coast

Presentation to Schools, 17 August 2022





Overview

- My background
- Creating a new industry
- Career path
- Why is privacy such a hot topic?



Making privacy core business

Why is privacy such a hot topic?

OEM:
Car
manufacturer

Mass data collection and
customisation

Infotainment
companies

Vehicle
data hubs

Telecommuni-
cation
companies

Insurance
companies

Telematics
providers



The Breakdown
Who Is Collecting Data from Your Car?
July 27, 2022 08:00 ET

Source: themarkup.org

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Why is privacy such a hot topic?

Technology advances

Business

Privacy watchdog to investigate Bunnings and Kmart over use of facial recognition technology

Information commissioner will look into the personal information handling practices of the retail giants

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Source:
[theguardian.com](https://www.theguardian.com)

Josh Taylor

Twitter: @joshgnosis

Tue 12 Jul 2022 17:40 AEST



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Why is privacy such a hot topic?

Increasing number of data breaches

Student details, photos exposed in University of WA data breach

By Justin Hendry
Aug 1 2022
11:50AM

Investigation continues.

The University of Western Australia has revealed a data breach that may have compromised the personal information and grades of current and past students.



The university notified students and alumni of the breach of its Callista student information system on Friday, as investigations into the extent of the "random attack" continue.

Facebook's Zuckerberg sued for data breach

Mark Zuckerberg, head of Facebook-owner Meta, is being sued in the US over the Cambridge Analytica scandal that compromised the personal data of millions.



Marcy Gordon / Business / Updated 24.05.2022



Red Cross Blood Service admits to personal data breach affecting half a million donors

Updated 28 Oct 2016, 5:41pm

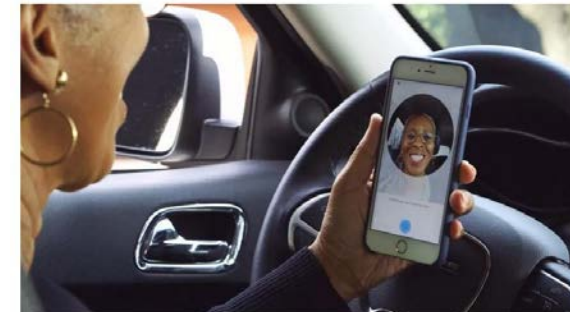
The personal data of 550,000 blood donors that includes information about "at-risk sexual behaviour" has been leaked from the Red Cross Blood Service in what has been described as Australia's largest security breach.



Uber confesses it covered up a huge data breach

By Sead Fadilpašić published 26 July 22

Confession comes as part of DoJ settlement



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Why is privacy such a hot topic?

The cycle of distrust



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Questions?

www.privcore.com



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