Privacy Framework. Holly Drake, Chief Privacy Officer

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Today’s Discussion

Ohio State
Privacy@OhioState
Case Study: smart@ohiostate
Thoughts on ROI
The Ohio State University is a public, land-grant university, founded in 1870

- 68,100 (autumn 2018)
- More than 12,000 courses
- 15 colleges and schools
- 1288 buildings
- $4.253B endowment
- More than 200 academic centers and institutes
At Ohio State, we value integrity, transparency and trust. Privacy matters because we have already earned the trust of our community; the opportunity lies in maintaining and building upon that trust.

At Ohio State, we value innovation. Privacy matters because the oil in the engine of innovation and research is data, including personal information.
The Ohio State University Privacy Principles

We value the privacy of everyone who visits, works, supports, and learns at Ohio State.

- We provide notice that explains how we collect, use, and share personal information. We don’t use it for other purposes.
- We provide choices when collecting personal information for a marketing purpose. We honor choices and never sell personal information.
- We make it easy for individuals to access and request corrections to their personal information.
- We implement new technologies using privacy-by-design.
- We secure personal information and investigate reports of unauthorized or inappropriate access to personal information.
- We create, educate and lead best practices and compliance across our communities.

Privacy Compliance Program
Privacy Framework

- Maintain governance structure
- Maintain data inventory
- Maintain internal privacy policy
- Embed privacy into operations
- Maintain training program
- Manage information security risk
- Manage third-party risk
- Maintain notices
- Respond to requests and complaints
- Monitor for new operational practices
- Maintain breach notification program
- Monitor data handling practices
- Track external criteria

Privacy Impact Assessments

Ohio State uses PIAs to evaluate and assess the privacy implications of new or existing projects, systems, programs, products or services.

6 Ws → Principles → Balance

Collect → Consider → Conclude
WHAT IS SMART?
Leveraging connected technology and data to better the quality of life.
DATA IS THE ROCKET FUEL FOR SMART CITIES TRANSFORMATION.
Ohio State’s Smart ECOSYSTEM

- Mobility
- Teaching & Learning
- Health & Wellness
- Energy & Sustainability

Smart@OhioState AMBITION

Create more livable, sustainable and socially just communities across Ohio by transforming the university into a living laboratory for connected technologies and data.
Living Lab **KEY ELEMENTS**

- Co-creation
- Active user involvement
- Virtual setting
- Data
- Multi-method approach
- Real-life setting

Smart@OhioState **GOALS**

- Smart Sectors
- Living Lab
- Partnerships and Engagement
Considering a Return on Investment

What is the benefit for including privacy in smart@ohiostate?

- Handle complaints
- Maintain Preferences
- Increase Trust

Thank You!

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