Jason Cronk's *Strategic Privacy by Design* sets forth a clear, comprehensive, and highly practical blueprint for incorporating privacy into design. Cronk deftly explains the dimensions of privacy in a sophisticated way that is enlightening not just to novices but also to seasoned experts. Cronk's copious use of concrete examples is some of the very best I've seen. Well-organized and accessible, this book has numerous helpful charts and illustrations. This book is an essential resource for engineers as well as privacy professionals.

– Prof. Daniel Solove, George Washington University Law School and President of TeachPrivacy

Having created Privacy by Design so many years ago, it is truly heartwarming to see a book dedicated to exploring its application and breadth! Jason has done an excellent job in outlining the value of proactively embedding privacy into the design of one's operations, in an effort to prevent the privacy harms from arising. Jason's book will no doubt become a welcome addition in many jurisdictions

– Ann Cavoukian, Ph.D., Three-term Information and Privacy Commissioner of Ontario, Canada, Distinguished Expert-in-Residence, Privacy by Design Centre of Excellence, Ryerson University

This book is a formative piece of work. Individually I've read Cavoukian, Solove and Nissenbaum, but Jason introduces Hoepman among others and then blends their concepts, resulting in a framework that is pragmatic, thorough and probably quite different from most of the other approaches you may have come across.

– Tim Clements, Program Manager, Copenhagen

Jason operationalizes the seven PbD principles into a practical formula that links privacy threats and controls into a repeatable framework. The approach holistically integrates legal and philosophical foundations of privacy with practical technical controls and mitigations that engineers can apply, today.

– Prof. Travis Breaux, Editor of Introduction to IT Privacy

Cronk's book provides a strong foundation for analyzing potential privacy issues in the design of products and services, and I have already started using some the strategies and the thought-provoking examples when I create internal frameworks and hold training sessions. I highly recommend it for anyone looking for a constructive, structured and repeatable approach to PbD.

– Lars Vinden, Corporate Privacy Counsel/DPO, Telia Norge

R. Jason Cronk began his interest in privacy in the early 1990s when his roommate, a private investigator, introduced him to the world of data brokers. Years later, working in information security, he went to law school to turn his passion for privacy into a career. Jason became an active member of the privacy community through the IAPP, writing and speaking on the need for privacy engineering and design. Early on, the IPC of Ontario, Canada designated him a PbD Ambassador for his advocacy. When not helping clients at his boutique consulting practice, Enterprivacy Consulting Group, he can be found tweeting @privacymaverick

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STRATEGIC PRIVACY BY DESIGN

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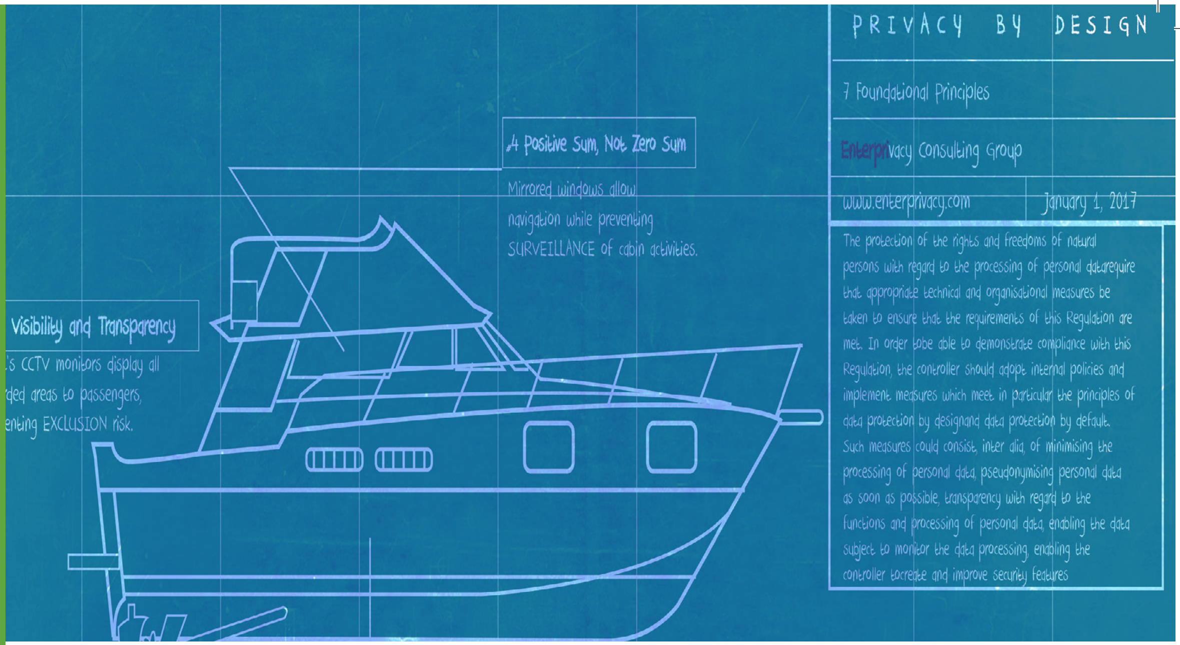
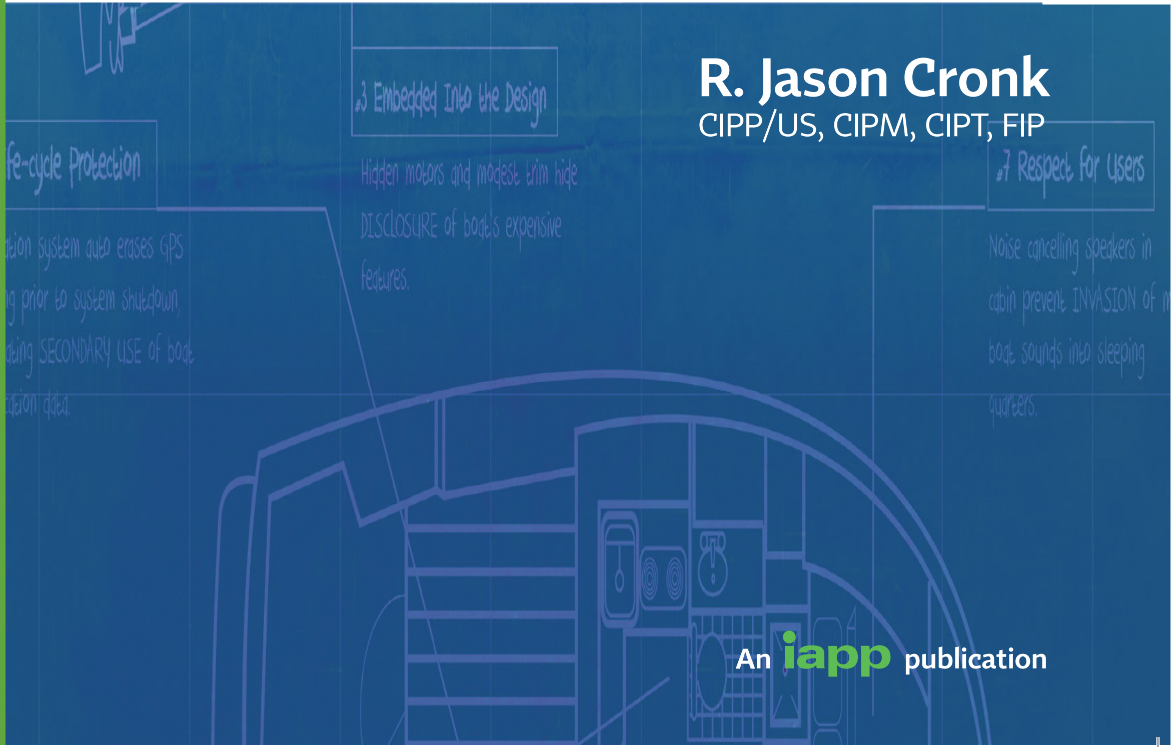

PRIVACY BY DESIGN
7 Foundational Principles
Enterprivacy Consulting Group
www.enterprivacy.com
January 1, 2017
The protection of the rights and freedoms of natural persons with regard to the processing of personal datarequire that appropriate technical and organisational measures be taken to ensure that the requirements of this Regulation are met. In order tobe able to demonstrate compliance with this Regulation, the controller should adopt internal policies and implement measures which meet in particular the principles of data protection by designand data protection by default. Such measures could consist, inter alia, of minimising the processing of personal data, pseudonymising personal data as soon as possible, transparency with regard to the functions and processing of personal data, enabling the data subject to monitor the data processing, enabling the controller tocreate and improve security features
#4 Positive Sum, Not Zero Sum
Mirrored windows allow navigation while preventing SURVEILLANCE of cabin activities.
Visibility and Transparency
's CCTV monitors display all
ded areas to passengers,
enting EXCLUSION risk.

STRATEGIC
Privacy By Design


#3 Embedded Into the Design
Hidden motors and modest trim hide DISCLOSURE of boat's expensive features.
fe-cycle Protection
ation system auto erases GPS
g prior to system shutdown
ding SECONDARY USE of boat
cation data.
#7 Respect for Users
Noise cancelling speakers in cabin prevent INVASION of
boat sounds into sleeping quarters.

R. Jason Cronk
CIPP/US, CIPM, CIPT, FIP

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