



World Information Technology and Services Alliance (WITSA)

**STATEMENT
ON
PRIVACY**

August 1998

Personal privacy may be defined as an individual's control over access to his or her person and personal information. The existence of the desired level of personal privacy is determined by the application of some degree of information security. WITSA believes that individuals should be as free as possible to determine the appropriate levels of personal privacy in their own lives by controlling the level of information security.

Effective means must be in place to assure individuals and businesses that rights to privacy and information security will be upheld, and to that end WITSA supports measures, such as the adoption of industry codes, to afford reasonable and appropriate levels of privacy protection and information security, and to clear avenues of redress.

WITSA believes that industry and consumers should, as much as possible, be left to regulate themselves through the marketplace of competing information services featuring various levels of information security at a range of costs. The current marketplace is rapidly developing and promoting commercial products to provide businesses and consumers with proactive competitive choices and flexible tools to protect individual privacy online. In addition, competing third-party entities are emerging to ensure compliance by verifying web site integrity with respect to adherence to established privacy guidelines. WITSA supports the development of reliable third-party entities which organizations can engage to verify that they are adhering to their own set of privacy principles and practices.

Notwithstanding these advancing solutions, it is imperative for the high-tech industry to adopt a unified set of key elements of effective privacy principles. WITSA, encourages the IT industry worldwide to observe the attached set of core principles pertaining to individual privacy protection, organizational responsibility and enforcement mechanisms.

An informed and critical approach to the information infrastructure is crucial to the maintenance of a healthy democracy, as well as to the proper functioning of the marketplace of competing services. Recognizing this, WITSA is prepared to work with national governments and industry groups to develop a strong public education campaign to make individuals and businesses aware of personal privacy and information security issues, and of the importance of the choices they make in using the information infrastructure.

Key elements of Effective Privacy Protections

Individual Privacy Protection

Choice: Provide individuals with choice to opt-out of personal data collection and use and opt-out of disclosure to third parties, Any exceptions to these opt-out provisions must be clearly described.

Access / Accuracy: Provide appropriate mechanisms to allow individuals to control the access (to read, write, modify and use) their personal data and to review and correct personal data.

Authorization : Provide mechanisms to allow individuals to grant control to access their personal data and to modify it.

Authentication : provide appropriate mechanisms to allow individuals to authenticate who they are before giving access to their personal data.

Recourse: Provide individuals with clear means for redressing possible violations of an organization's stated privacy principles and practices.

Organizational Responsibility

Notice / Awareness: Provide clear information on policy for collection, use, and disclosure of personal data.

Disclosure: Work actively to ensure that individual data are disclosed only to third parties that have implemented business practices to protect privacy.

Collection: Limit collection and use of personal data to that which is appropriate and needed.

Protection : Keep personal data secure from being tampered with and from being changed without permission.

Security: Keep personal data secure from unauthorized access, disclosure and use.

Enforcement Mechanisms

Accountability / Oversight: Establish systems for individuals to seek resolution or redress of possible violations of stated privacy principles and practices.

Enforcement: Support strong enforcement of existing legal and regulatory remedies.

The World Information Technology and Services Alliance (WITSA)

WITSA consists of the national information industry representative bodies from around the world. Its role is to develop public policy positions on issues of concern to the information industry and present these positions to governments and international organizations. WITSA members are:

Argentina	Cámara de Empresas de Software y Servicios Informáticos (CESSI)
Australia	Australian Information Industry Association (AIIA)
Bangladesh	Bangladesh Computer Samity
Brazil	Sociedade de Usuários de Informática e Telecomunicações - Sao Paulo (Sucesu-SP)
Canada	Information Technology Association of Canada (ITAC)
China, Taipei	Information Service Industry Association of China, Taipei (CISA)
Colombia	Colombian Software Federation (Federación Colombiana de Software - FEDECOLSOFT)
Czech Republic	Association for Consulting to Business (Asociace Pro Poradenství v Podnikání - APP)
Finland	Information Technology Services Association (Tietotekniikan Palveluliitto - TIPAL)
France	Syntec Informatique
Germany	Bundesverband Informationstechnologien (BVITeV)
Greece	Federation of Hellenic Information Technology Enterprises (SEPE)
India	National Association of Software and Service Companies (NASSCOM)
Israel	Israeli Association of Software Houses (IASH)
Italy	Associazione Nazionale Aziende Servizi Informatica e Telematica
Japan	Japan Information Service Industry Association (JISA)
Malaysia	Association of the Computer Industry (PIKOM)
Mexico	Asociación Mexicana de la Industria de Tecnologías de Información (AMITI)
Mongolia	Mongolian National Information Technology Association
Morocco	L'Association des Professionnels de L'Informatique de la Bureautique et de la Telematique (APEBI)
Netherlands	Federation of Dutch Branch Associations in Information Technology (Federatie Nederlandse IT - FENIT)
New Zealand	Information Technology Association of New Zealand (ITANZ)
Poland	The Polish Chamber of Information Technology and Telecommunications (Polska Izba Informatyki i Telekomunikacji - PIiIT)
Republic of Korea	Federation of Korean Information Industries (FKII)
Romania	IT&C Association of Romania (ATIC)
Singapore	Singapore Federation of the Computer Industry (SFCI)
Spain	Asociación Española de Empresas de Tecnologías de la Información (SEDISI)
Sweden	Swedish IT-companies' Organisation AB (Svenska IT-Företagens Organisation AB)
Thailand	The Association of Thai Computer Industry (ATCI)
United Kingdom	Computing Services & Software Association (CSSA)
United States	Information Technology Association of America (ITAA)
Zimbabwe	Computer Suppliers' Association of Zimbabwe (COMSA)