

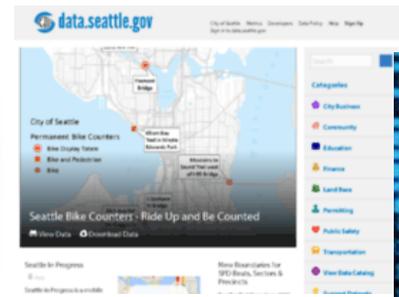


The City of Seattle Privacy Program

A PRINCIPLES-BASED APPROACH TO INCORPORATING PRIVACY
PRACTICES INTO OUR DAILY OPERATIONS

City of Seattle Privacy Concerns

Public perception about new technologies



Wherever personal information is collected: classes to pet licenses to P-Patch applications...

City's role in privacy

The City of Seattle has an obligation to maintain the public's trust in how we collect and use their personal data.

Today our practices and commitments vary widely:

- Few explanations about when we collect or how we intend to use information
 - Inconsistent data handling practices
 - Retention policies not consistently observed
 - Use of third party services that have practices inconsistent with our expectations
- 

Program Outcomes

MISSION

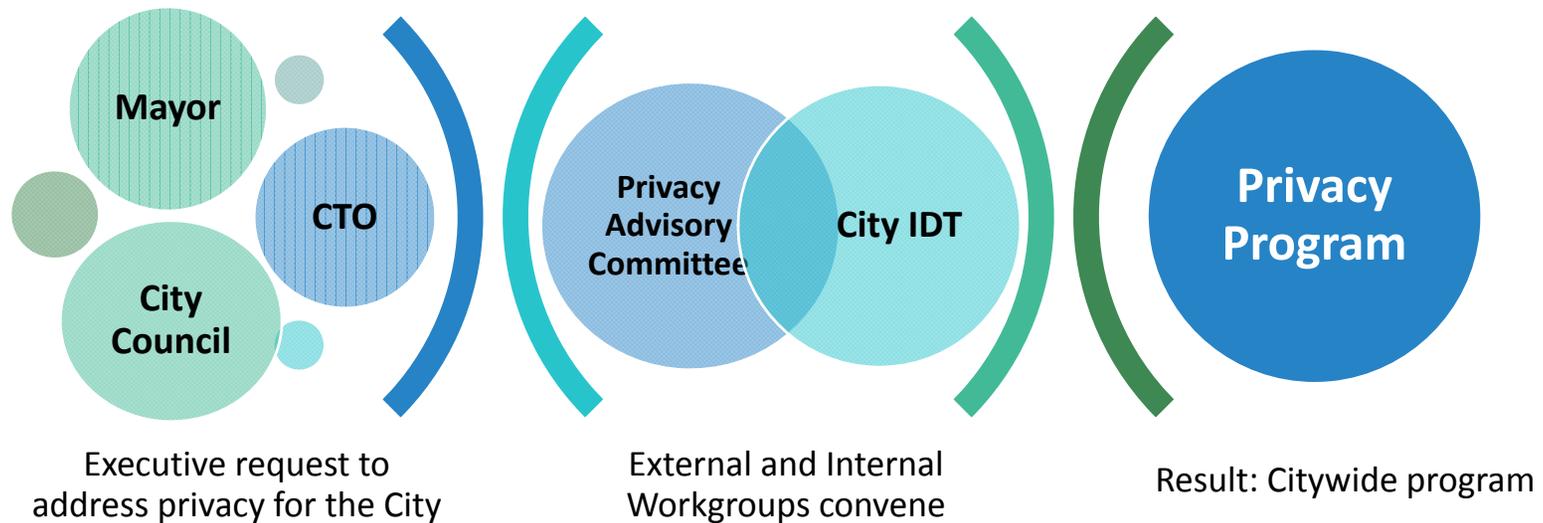
To build public trust about the use and management of personal information.



DESIRED OUTCOMES

- Public understands how the City will use their data and trusts the City will honor their commitments
- Departments know what data they possess, classified it and protected it appropriately, and know their commitments
- Departments use data in accordance with their commitments
- Departments follow the appropriate retention schedule
- Departments share data with third parties in accordance with commitments and the City's principles

Privacy Initiative: September 2014-Today



Deliverables

Privacy Principles

“Privacy Bill of Rights”
ethical approach to inform
all current and future
technology and business
process policies and
standards

Completed February 2015

Privacy Statement

Comprehensive, One-City
statement to address:

- Data gathering
- Handling/sharing
- Access
- Retention

Completed July 2015

Privacy Program

- Privacy Toolkit
- Privacy Review process
- Program and staffing recommendations
- Awareness Training

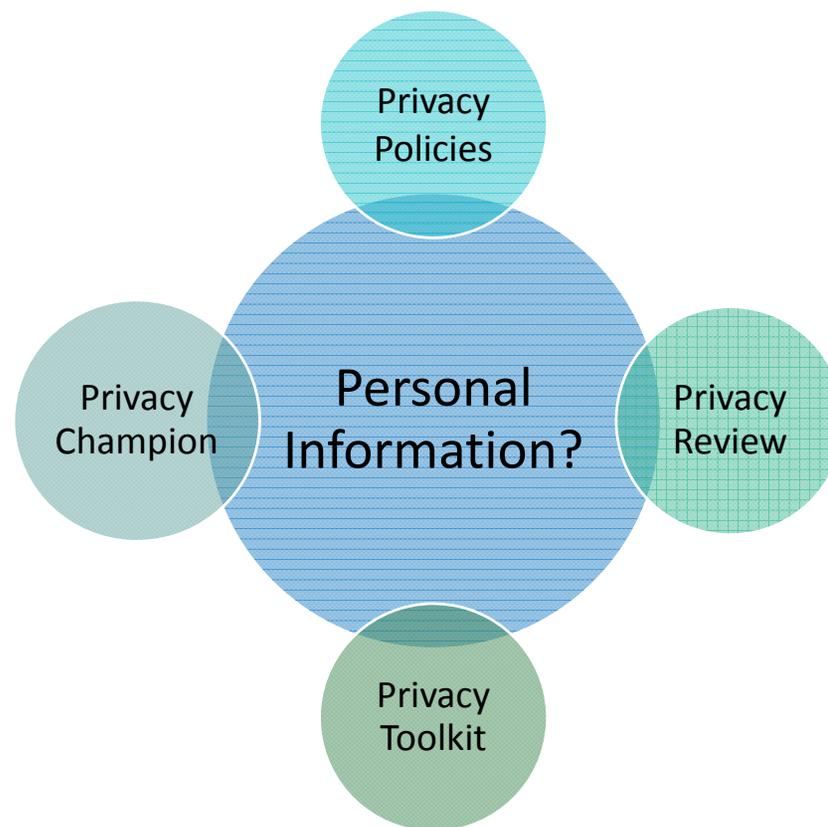
Introduction: August 2015

Privacy Program

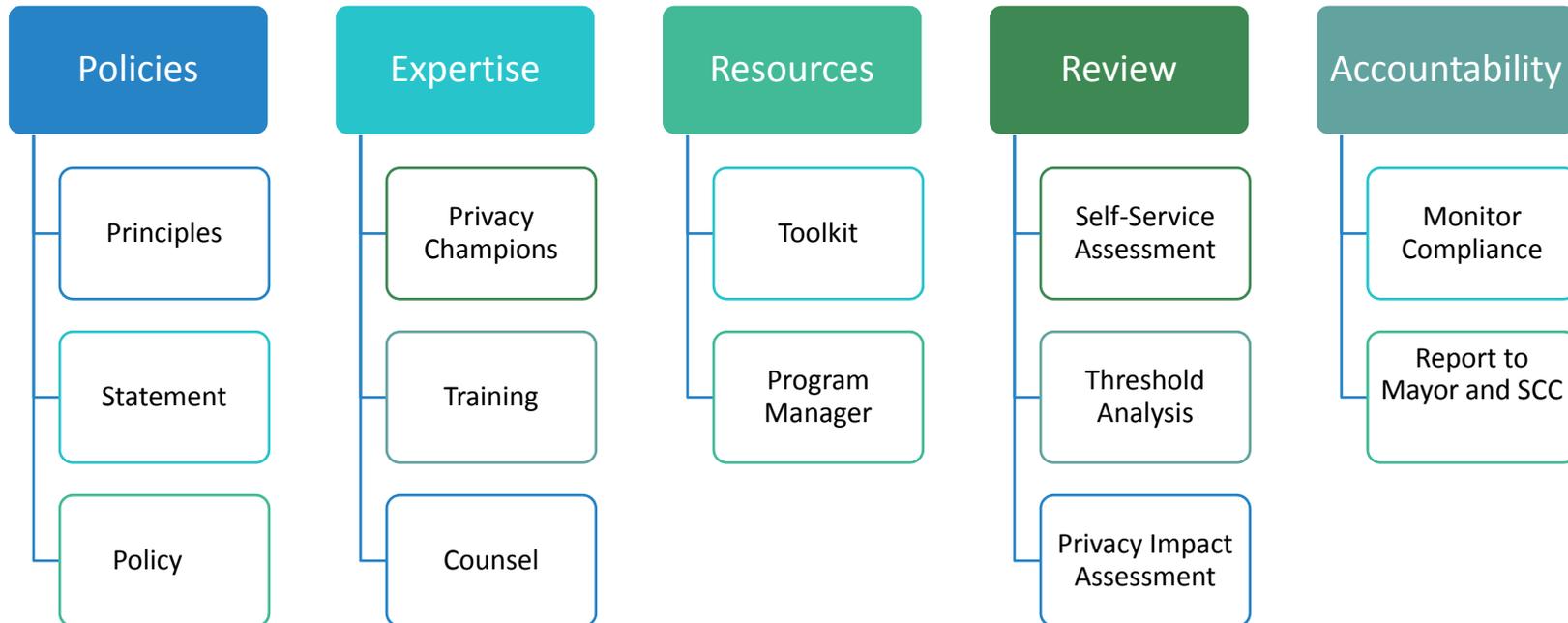


What do departments need to do?

Incorporate the Privacy Principles
in every project and operation
that involves Personal Information



How will we support you?

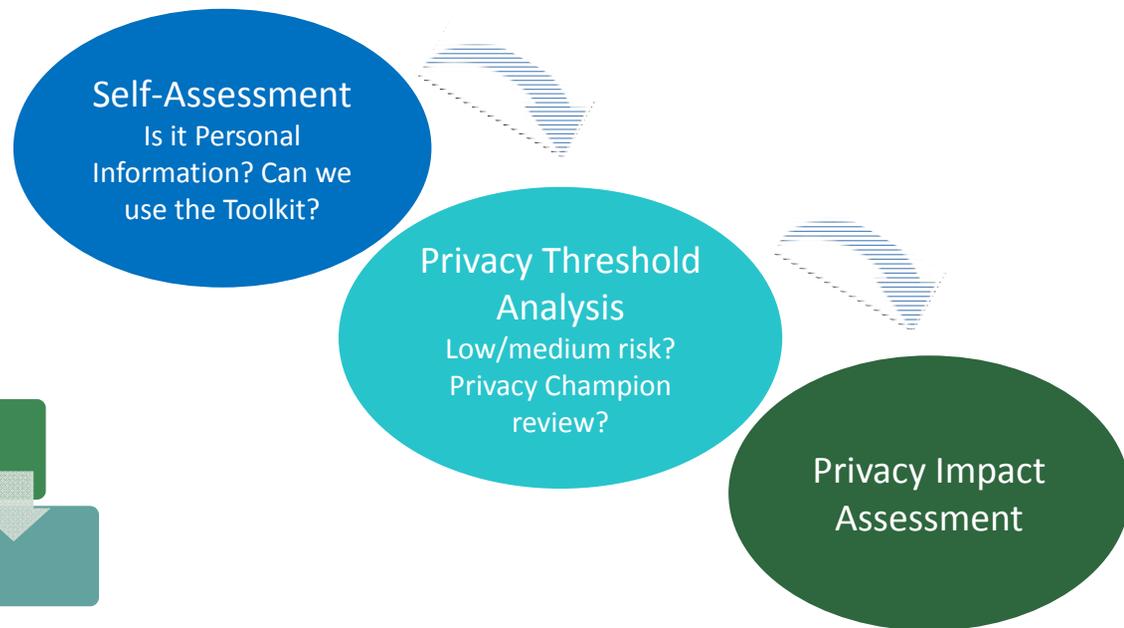


Department Obligations

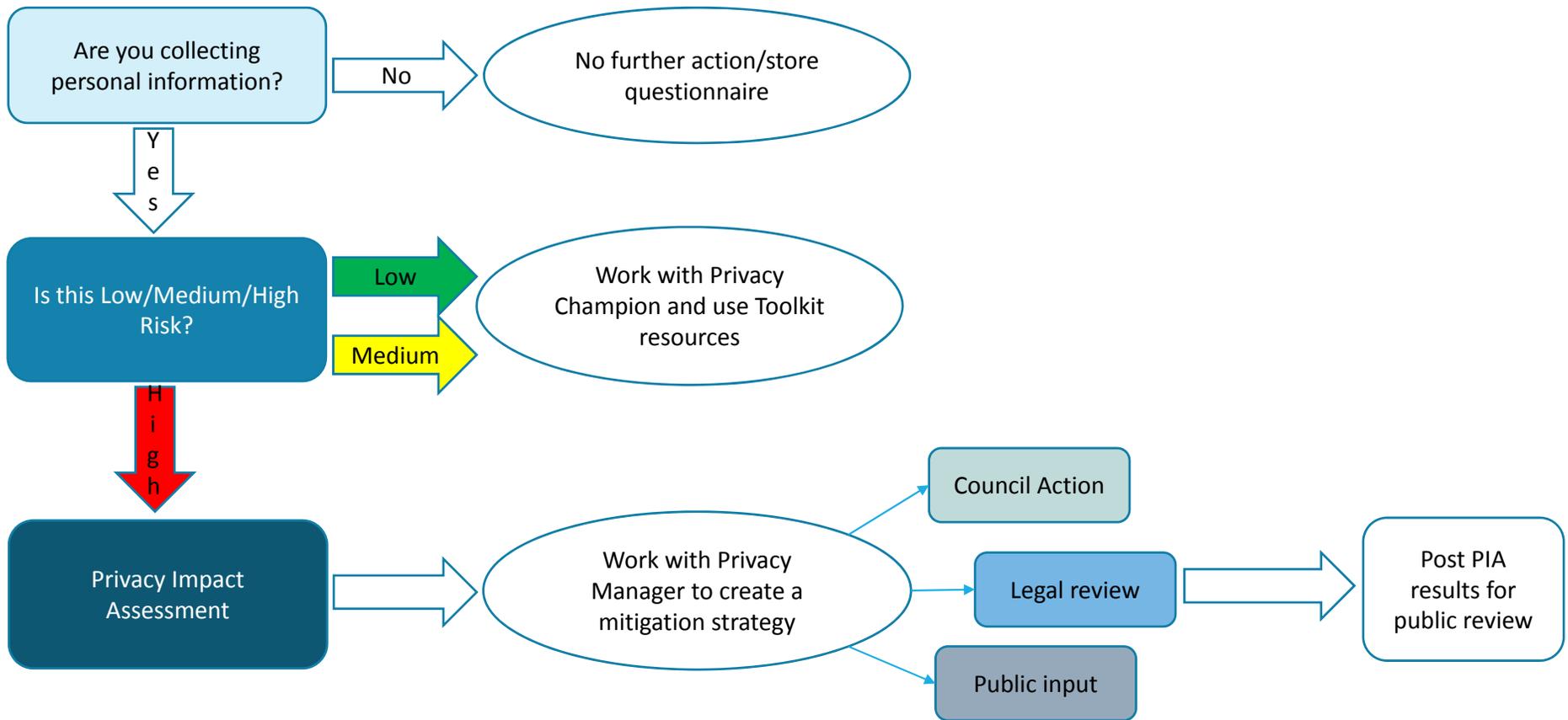
ADHERE TO THE PRIVACY POLICIES



FOLLOW THE PRIVACY REVIEW PROCESS



Privacy Review Process



Further Implications

Conduct data inventory: Review applications, documents, processes for personal information collection

Include Privacy Principles early: Incorporate Principles in business process design and review

Accountability: Work with Privacy Champion to document and follow the departmental privacy review process

Accuracy: Determine processes to update information accuracy

Program Rollout Timeline



For more information

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Online resources:

- Inweb site: [Privacy Program](#)
- SharePoint site: [Privacy Toolkit](#)
- Email: Privacy@Seattle.gov