The Privacy Engineer's Manifesto: Getting from Policy to Code to QA to Value

By Michelle Dennedy, Jonathan Fox, Tom Finneran

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"It's our thesis that privacy will be an integral part of the next wave in the technology revolution and that innovators who are emphasizing privacy as an integral part of the product life cycle are on the right track." --The authors of The Privacy Engineer's Manifesto

The Privacy Engineer's Manifesto: Getting from Policy to Code to QA to Value is the first book of its kind, offering industry-proven solutions that go beyond mere theory and adding lucid perspectives on the challenges and opportunities raised with the emerging "personal" information economy.

The authors, a uniquely skilled team of longtime industry experts, detail how you can build privacy into products, processes, applications, and systems. The book offers insight on translating the guiding light of OECD Privacy Guidelines, the Fair Information Practice Principles (FIPPs), Generally Accepted Privacy Principles (GAPP) and Privacy by Design (PbD) into concrete concepts that organizations, software/hardware engineers, and system administrators/owners can understand and apply throughout the product or process life cycle—regardless of development methodology—from inception to retirement, including data deletion and destruction.

In addition to providing practical methods to applying privacy engineering methodologies, the authors detail how to prepare and organize an enterprise or organization to support and manage products, process, systems, and applications that require personal information. The authors also address how to think about and assign value to the personal information assets being protected. Finally, the team of experts offers thoughts about the information revolution that has only just begun, and how we can live in a world of sensors and trillions of data points without losing our ethics or value(s)...and even have a little fun.

The Privacy Engineer's Manifesto is designed to serve multiple stakeholders: Anyone who is involved in designing, developing, deploying and reviewing products, processes, applications, and systems that process personal information, including software/hardware engineers, technical program and product managers, support and sales engineers, system integrators, IT professionals, lawyers, and

information privacy and security professionals. This book is a must-read for all practitioners in the personal information economy.

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Foreword by Dr. Eric Bonabeau, PhD, Chairman, Icosystem, Inc. & Dean of Computational Sciences, Minerva Schools at KGI.

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Editorial Review

About the Author
Michelle Dennedy currently serves as Chief Privacy Officer to McAfee, an Intel Company. She is responsible to creating a privacy practice that is focused on quality and excellence in McAfee's policies, products, procedures and governance efforts. Her team is a staunch supporter of McAfee's outreach efforts to educate and protect children, families and communities in the Digital Age. Before coming to McAfee, Michelle founded The iDennedy Project, a consulting and advisory company specializing in privacy and security sensitive organizations. Michelle is also a founder and editor in chief of a new media site -- TheIdentityProject.com -- that was started as an advocacy and education site, currently focused on the growing crime of Child ID theft. Michelle was the Vice President for Security & Privacy Solutions for the Oracle Corporation. Her team worked closely with customers to enable them to proceed with the confidence that information is protected and accelerated as an asset. Before the Oracle acquisition of Sun, Michelle was Chief Data Governance Officer within the Cloud Computing division at Sun Microsystems, Inc. Michelle worked closely with Sun's business, technical and legal teams to create to the best data governance policies and processes possible for cloud computing to build trust for cloud environments through vendor transparency. Michelle also served as Sun's Chief Privacy Officer where she was responsible for the development and implementation of Sun's data privacy policies and practices, working across Sun's business groups to drive the company's continued data privacy excellence. Michelle has a JD from Fordham University School of Law and a BS degree with university honors from The Ohio State University. In 2009, she was awarded the Goodwin Procter-IAPP Vanguard award for lifetime achievement and the EWF - CSO Magazine Woman of Influence award for work in the privacy and security fields. In 2012, she was honored by the National Diversity Council as one of California's Most Powerful and Influential Women.

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Jaleesa Greenwood:

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