

Privacy

is
there
an
app
for
that?



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NARUC Winter Meeting 2010
Washington, DC

cable

Problems Flying Out?



Privacy

- **Fundamental to customer relationship**
 - acquire & retain trust as technology (and business models) evolve
- **Cable privacy requirements**
 - 1984 Communications Act (+CPNI)
 - embody FTC Fair Info Practices:
 - notice, choice, security, accountability

NCTA Privacy Framework

- **Principles:**
 - customer control
 - transparency and notice
 - safeguarding personal information
 - provide customers value
- **Special care to sensitive data**
(health, financial info) and protecting children online

Privacy

- **Expectations/needs may differ**
 - time, technology, education, service
 - Expect cookies: name/password; shop cart
 - Expect free content (ad-supported)
- **Liability for third parties**
 - carrier not provider (app, adv, search)?
 - different, if any, privacy policy?

Privacy

- **Broadband**
 - adoption and investment
- **Ads**
 - support internet bus model
- **FTC Roundtables**
 - FCC NBP #29 Comments

Smart Grid & Cable Labs

- **Smart Grid**
 - Existing networks reliable and secure
 - Provider vs. Consumer domain
- **CableLabs: “DOCSIS” / broadband**
 - “SMA” security, monitoring, automation
 - enables consumer choice of devices, services and service providers

Grant déjà vu: smart meter and security ⁷