

# Approval of Citywide Privacy Principles

San José City Council

September 17, 2019

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# Agenda

1. Why do we need a Privacy Policy?
2. What is the purpose of the Privacy Principles?
3. How we developed the Principles Principles through community engagement
4. Recommendation to approve the Privacy Principles

# Why have a Privacy Policy?

A Citywide Privacy Policy is crucial **to safeguard and protect the public's trust** as the City increasingly **adopts new technologies** to better serve our residents.

# Our Purpose for Privacy Principles

Privacy Principles **define our values** and **create the north star** to guide privacy policy development.

# Privacy Principles Milestones

## ✓ **Broadband and Digital Inclusion Strategy in November 2017**

- City Council unanimously approved recommendations including the creation of a Citywide Privacy Policy

## ✓ **Harvard Recommendations in May 2018**

- Start with Privacy Principles as a best practice
- Ground the Privacy Principles in Broad Engagement



**HARVARD**  
LAW SCHOOL

## ✓ **Broad Engagement**

- Community Meetings
  - 3 separate meetings conducted in English, Spanish, and Vietnamese
- Advisory Task Force – quarterly meetings with experts
- Internal Working Group – monthly meetings

## ✓ **Smart Cities and Service Improvements Committee**

- June 6, 2019 referred Privacy Principles to City Council
- September 5, 2019 accepted Privacy Policy development workplan

# Community Meetings

We learned that residents:

- ✓ Agree with the City's approach and the Privacy Principles
- ✓ Are eager to see the final policy and its implementation
- ✓ Would like a strong method to ensure City and vendor compliance with the Privacy Principles.



# Privacy Advisory Taskforce



## Non-Profit

**Victor Sin**, Chair of the Santa Clara Valley Chapter, ACLU of Northern California

**Roxana Marachi**, Education Chair, San Jose Silicon Valley NAACP



## Technology Industry

**Heather Patterson**, Senior Research Scientist, Intel Labs

**Michelle Finneran Denedy**, Chief Privacy Officer, Cisco



## Academia

**Bob Lim**, Vice President, Information Technology and CIO San Jose State University

**Irina Raicu**, Director, Internet Ethics Markkula Center for Applied Ethics, Santa Clara University



## Law Enforcement

**James Randol**, Retired SJPD Captain, Former Law Enforcement Representative

## Government

**Mike Shapiro**, Chief Privacy Officer Santa Clara County

# Privacy Working Group

- City Attorney's Office
- Police Department
- Fire Department
- Library Department
- Information Technology Department including Information Security
- Parks, Recreation, and Neighborhood Services Department
- Mayor's Office
- Other departments as necessary



# Approval of Citywide Privacy Principles

- **We value privacy**
- **We collect only what we need**
- **We are open and transparent**
- **We give you control over your data**
- **We share only what we need**
- **We design for privacy and security**

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