

Table of Contents

Foreword.....	V
Table of Contents.....	VII
List of Abbreviations	XIII
Bibliography	XVII
I. Books, Journals and Website Materials	XVII
II. Statutes	XXXI
Part 1: Introduction.....	1
A. Trans-Atlantic Privacy Challenges	1
B. Characteristics of the Cloud Environment	3
I. Overview	3
II. Cloud Governance Approaches	6
III. Political Context of Regulating the Cloud	9
C. Functions of Technology and Law in the Context of Privacy	10
I. Technical Solutions	10
II. Flexible Laws and Regulations	13
Part 2: Legal and Regulatory Framework	16
A. Regulatory Concepts for Data Privacy	16
I. Overview of Influencing Factors	16
II. Technology-Based Model	17
III. Market Forces	19
IV. Behavioral Factors	19
B. Data Privacy as Policy and Regulatory Topic in the EU	20
I. Tensions between Fundamental Rights and Regulatory Frameworks	20
II. EU Digital Market Strategy	22
III. Data Protection Law Reform	24

C. Principles of Data Protection and Privacy in the US	26
I. Evolution of Data Protection in the US	26
II. Current Data Protection Framework	27
D. EU Data Protection Framework	30
I. Processing Authorization	31
II. Processor v. Controller	32
III. Data Transfers Outside the EU	35
IV. Information Requirements	37
V. Fines and Penalties	38
E. US Data Protection Framework	39
I. Introduction	39
II. Privacy Act and Wiretap Act	41
1. Privacy Act	41
2. Wiretap Act	41
III. US Surveillance Framework	42
1. Patriot Act.....	42
2. Foreign Intelligence Surveillance Act	43
3. Cybersecurity Information Sharing Act (CISA)	46
4. US Freedom Act.....	47
5. Use of Metadata	51
6. Use of Big Data	52
IV. Sarbanes-Oxley Act	53
V. Selected State Statutes	54
F. International Trade Law and Privacy	55
I. EU Data Protection Law and GATS	55
1. General WTO Law Principles	55
2. Grounds for Justification of Trade-Restricting Measures	57
II. Privacy-Related Plurilateral and Regional Trade Agreements	59

Part 3: Practical Implementation of Data Protection Environment	62
A. Industry Feedback on Data Protection and Security	
Challenges.....	62
I. Interview Set-up	62
II. Cloud Trends and Challenges	63
1. Introduction to Cloud Services.....	64
2. Costs in the Cloud	64
3. Latency in the Cloud.....	65
4. Identifying Personal Data.....	66
5. Security Risks.....	66
III. Unique Challenges of Start-Ups	67
1. Key Challenge for Start-Ups	67
2. Entering the EU Market.....	68
IV. Processing of Sector-Specific Health Data	69
B. Business to Business in the Cloud	71
I. Current Developments	71
1. New Technology.....	71
2. Contractual Innovation.....	72
3. Challenges for Cloud Vendors	73
4. Business Consultation Trends	73
5. Transatlantic Cloud Data Centers	74
II. Ancillary Business Services	74
1. SaaS Human Resource Tools	75
2. SaaS Application Monitoring.....	77
3. Customer Success in the Cloud	79
4. SaaS Legal Services and Discovery	80
4.1 SaaS Attorney Tools	81
4.2 Discovery in the Cloud	83
4.3 Trends Identified by Law Firms	85
5. SaaS Communication Tools	86
6. Extension: Public Services in the Cloud	88

C. Business to Consumer in the Cloud	88
I. Data Protection Implications	89
II. Consumer Protection	90
D. Big Data Analytics Challenges.....	91
I. Research Issues	92
1. University and Business Cooperation	92
2. Big Data Research.....	92
3. Anonymization and Big Data	93
II. Regulatory Gap	95
III. Behavioral Targeting	95
IV. Government Data Release	97
1. United States	97
1.1 Government Data Collection	97
1.2 Freedom of Information.....	98
1.3 Open Access	99
2. European Union	100
E. Discrimination Based on Data	101
I. Big Data	101
1. Key Elements	101
2. Credit Scoring	103
3. Employment.....	103
4. Higher Education	104
5. Criminal Justice.....	105
II. Use of Personal Data in Big Data Processing	106
F. Compliance and Risk Mitigating Measures	109
I. Privacy Management Programs	110
1. Achieving Data Protection Compliance	110
2. Privacy Operational Life Cycle.....	112
3. Communication and Training	113
4. Response to Data Protection Issues.....	114
5. Compliance Toolbox	115
6. Contractual Measures	116
II. Non-disclosure Agreements and Internal Protocols	118

III. Updates	118
IV. Insurance	118
G. Ensuring Data Security	120
I. General Measures	121
II. Security and the Internet of Things	125
III. Labor Law Challenges of IT Sourcing	131
Part 4: Outlook on Future Developments	134
A. Shaping Global Privacy	134
B. Regulatory Efforts	136
Part 5: Annexes	138
A. Comparative Table – Government Access	138
B. Interview Summaries	140
I. Interview 1 (SaaS)	140
II. Interview 2 (Consulting)	143
III. Interview 3 (IT Security)	144
IV. Interview 4 (SaaS)	145
V. Interview 5 (Consulting)	148
VI. Interview 6 (SaaS)	150
VII. Interview 7 (SaaS)	153
VIII. Interview 8 (CaaS)	156
IX. Interview 9 (IT Security)	159
X. Interview 10 (SaaS)	160
XI. Interview 11 (Consulting & SaaS Development)	161