

Privacy by Design at Microsoft

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Background

"Privacy by Design" has become a popular term in the privacy community, but it means different things to different people. At Microsoft, Privacy by Design describes not only how we build products, but how we operate our services and conduct business as an accountable technology leader. We believe that Microsoft, and all companies operating online, should adopt privacy practices that build trust with the customers that use their products and services. Microsoft addresses Privacy by Design with principles, policies, and procedures to establish privacy-specific design objectives for our software products and online services at the outset of development. We continue to address privacy and data security considerations throughout the product lifecycle, and we use internal processes to track compliance.

Microsoft has a longstanding commitment to privacy. Microsoft was one of the first companies to appoint a chief privacy officer, an action we took more than a decade ago. Microsoft currently employs more than 40 people who focus on privacy full-time, and hundreds of others across the company and around the world who support privacy as part of their jobs. Microsoft's commitment to privacy begins with the Microsoft Privacy Principles, which address accountability, notice, collection, choice and consent, use and retention, disclosure of onward transfer, quality assurance, access, enhanced security, and monitoring and enforcement.

Microsoft Approach

Microsoft implements its commitment to privacy in many ways, including these:

- The privacy settings of Windows Live Messenger allow people to specify who can view their information and their activities.
- InPrivate browsing and filtering features in Windows Internet Explorer 8 give people privacy options to minimize third-party tracking of their online activity.
- Kinect for Xbox 360, a hardware add-on for the popular game console that uses face and body recognition technology to identify players and control game play, was designed in cooperation with privacy experts throughout the company. Each feature was evaluated and embedded with privacy controls where appropriate.
- Microsoft BitLocker enables the encryption of drives and portable storage drives, protecting privacy.

Helpful Resources

www.microsoft.com/privacy

An overview of Microsoft privacy policies and initiatives

go.microsoft.com/?linkid=9746120

Privacy Guidelines for Developing Software Products and Services

www.microsoft.com/privacy/cloudcomputing.aspx

Privacy and Cloud Computing at Microsoft

www.microsoft.com/privacy/principles.aspx

Microsoft Privacy Principles



Key Points

- Microsoft encourages other companies to adopt the concepts of Privacy by Design. We do so by openly sharing our guidelines and processes to build privacy into products and services through design, development, and deployment.
 - Privacy by Design principles are fundamental and can be supplemented by consumer education, self-regulation, and carefully crafted legislation. Such legislation should provide incentives to adopt Privacy by Design processes that are technology-neutral and do not serve to stifle product development and innovation.
 - Microsoft supports baseline privacy legislation initiatives that facilitate the free flow of information, build trust, and encourage innovation. As data flow is global, we strive to create greater harmonization of privacy regulations, policies, and standards on a worldwide basis.
- Microsoft's longstanding commitment to privacy includes tools, technologies, people, processes, and procedures for embedding privacy protections in our products and services— from development through deployment and operation.
 - Microsoft employs more than 40 people who work full-time on privacy, and hundreds of other employees worldwide focus on privacy as part of their jobs.
 - Microsoft supports privacy legislation initiatives that facilitate the free flow of information, build trust, and encourage innovation. Because data increasingly flows across geopolitical borders, we favor greater standardization and better alignment of privacy regulations, policies, and standards worldwide.