General Issues for Information Privacy in E-Commerce

Purpose: Information
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General Issues for Information Privacy in E-Commerce

Michael Lewis
VP, General Counsel and CPO
Warner Bros. Online
Respecting the privacy rights of individuals while encouraging economic growth and development
The Global Marketplace

- Methods and touch-points for data collection are evolving

- Distribution territories do not match political borders

- Customers are best served by easy but safe cross-border data flow
Lessons Learned

- Good privacy is good business

- Policy + Technology = Good Privacy

- Consumers respond to transparency, simplicity and control
Benefits of Principles

- Flexible and proportionate requirements lead to better products and services
- Principles can be applied to changing technologies
- Privacy becomes integral to the business
That’s All, Folks!
Thank You

Michael Lewis
VP, General Counsel and CPO
Warner Bros. Online
michael.lewis@warnerbros.com