

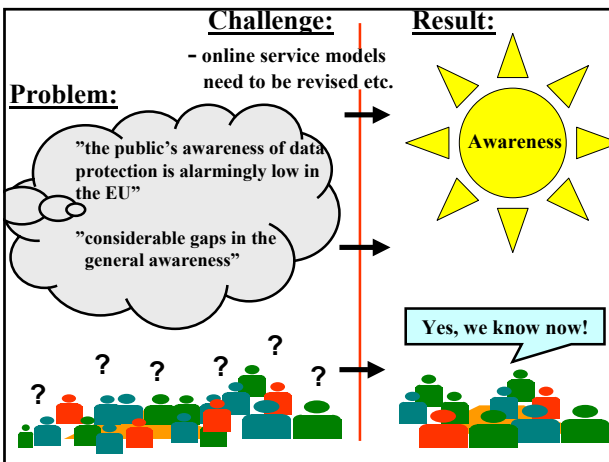
# The 26<sup>th</sup> International Conference on Privacy and Personal Data Protection

Wroclaw, 14.9. 2004

## THE INDIVIDUALS' AWARENESS OF THE RIGHT TO PRIVACY

Reijo Aarnio  
Data Protection Commissioner  
Finland

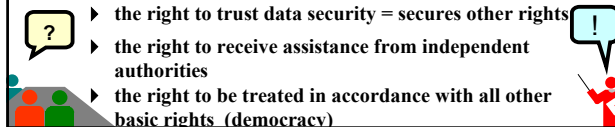
 OFFICE OF THE DATA PROTECTION OMBUDSMAN



### What does "data protection" mean?

- It is about the right to privacy when our personal data are processed  
- belongs to every natural person

- ▶ the right to control and decide how (autonomy)
- ▶ the right to know how
- ▶ the right to live your life without undue interference (confidentiality in all communications, regulated by law)
- ▶ the right to be evaluated on the basis of correct and relevant information
- ▶ the right to know what criteria automatic decision-making systems are based on
- ▶ the right to trust data security = secures other rights
- ▶ the right to receive assistance from independent authorities
- ▶ the right to be treated in accordance with all other basic rights (democracy)



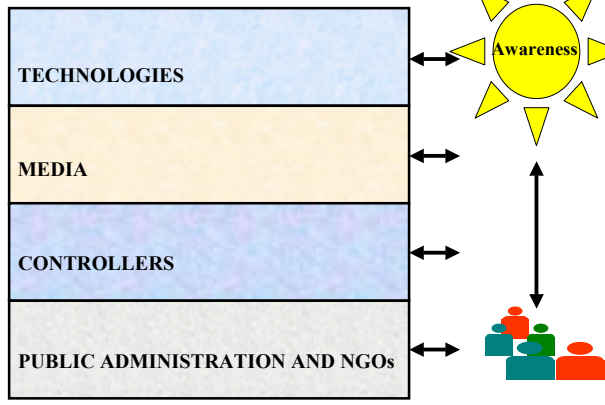
### Why all these rights?

We need these rights so that:

- ▶ our human dignity is respected
- ▶ our autonomy is respected
- ▶ our honour is respected
- ▶ we will not be discriminated against
- ▶ our equality as citizens is secured.



### Whose job is it?



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