

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

## SHORT PRIVACY NOTICES

Richard Thomas  
UK Information Commissioner

Wroclaw, September 2004



## Right to Privacy – Right to Dignity



## Dignity ?



## Plain Language Initiatives

Except ye utter by the tongue words easy to be understood, how shall it be know what is spoken?

1 Corinthians, 14



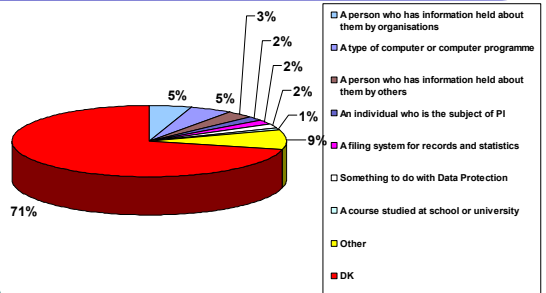
## Consistency with legal requirements

Law, says the judge as he looks down his nose, speaking clearly and severely.  
Law is as I've told you before,  
Law is as you know I suppose.  
Law is – but let me explain it once more,  
Law is the Law

W H Auden  
Law, says the Gardeners



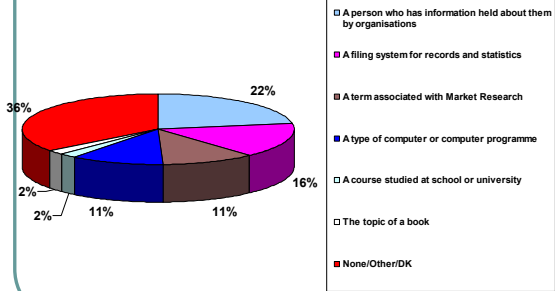
## Spontaneous awareness of the phrase "Data Subject"



Source: TNS. Sample size 1065



## Prompted awareness of the phrase "Data Subject"



Source: TNS. Sample size 1065



## Short Privacy Notices

- Sydney Resolution
- Berlin Memorandum
- Article 29 Working Party Opinion
- Short Privacy Notices in practice
- The future.

