

26th International Conference on Privacy and Personal Data Protection

SHORT PRIVACY NOTICES

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UK Information Commissioner

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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



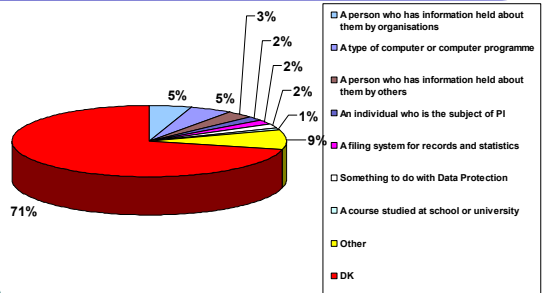
Consistency with legal requirements

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



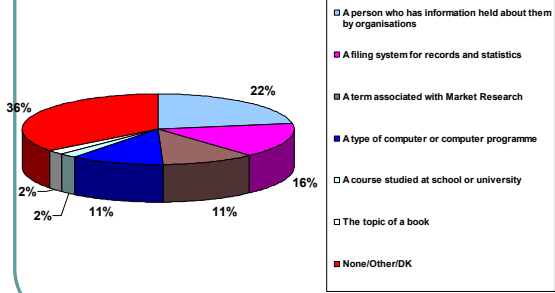
Spontaneous awareness of the phrase "Data Subject"



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.

