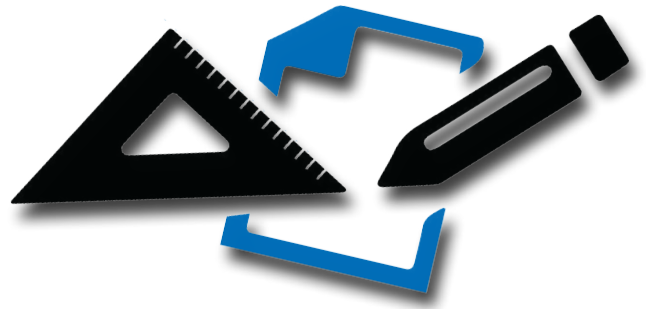


PRIVACY BY DESIGN AND BY DEFAULT



WHAT ARE “PRIVACY BY DESIGN” AND “PRIVACY BY DEFAULT”?

Privacy by design is the principle by which all stages of the creation of the hardware and software incorporates a high level of protection of your privacy. It is a principle that can be extrapolated from other circumstances in your life: lifts or cars do not have safety features added at the end, they are part of the design of the products. The same should happen with all the connected devices we use to communicate: smartphones, tablets, computers on so on. Similarly, privacy by default means that our devices and software are set to protect our data, with options to change this, if we wish.

WHY IS THIS IMPORTANT?

We use more and more devices that collect and process very sensitive information: where we are, to whom we talk and when, the content of those conversations... This technology is making our lives easier, but it could be used to undermine our security and to restrict our freedoms, if used inappropriately. We need to be in control of our machines, not the other way around.

WHAT SHOULD THE E-PRIVACY SAY ABOUT IT?

The e-Privacy Regulation will be the main framework to protect your communications online. In the originally proposed text, instead of privacy by design and by default, the Commission proposed “privacy by option”. If you have ever tried to change your privacy settings on any major online platform, you will know how well hidden these “options” can be. . If this part of the proposal is not changed in the final Regulation text, users will be less protected. Instead of “privacy by option”, hardware and software (not only browsers) should be designed at all stages to protect the privacy of individuals **by default**.

Do you want to know more? Check out our series of blogposts [“Your privacy, security and freedom online are in danger”](#) and our [Document pool on e-Privacy!](#)

