

# RSA<sup>®</sup>CONFERENCE2014

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Share.  
Learn.  
Secure.

Capitalizing on  
Collective Intelligence

## Privacy Reboot

SESSION ID: EXP-R04A

**J Trevor Hughes**

President and Chief Executive Officer  
The International Association of Privacy Professionals





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**Why Privacy?**

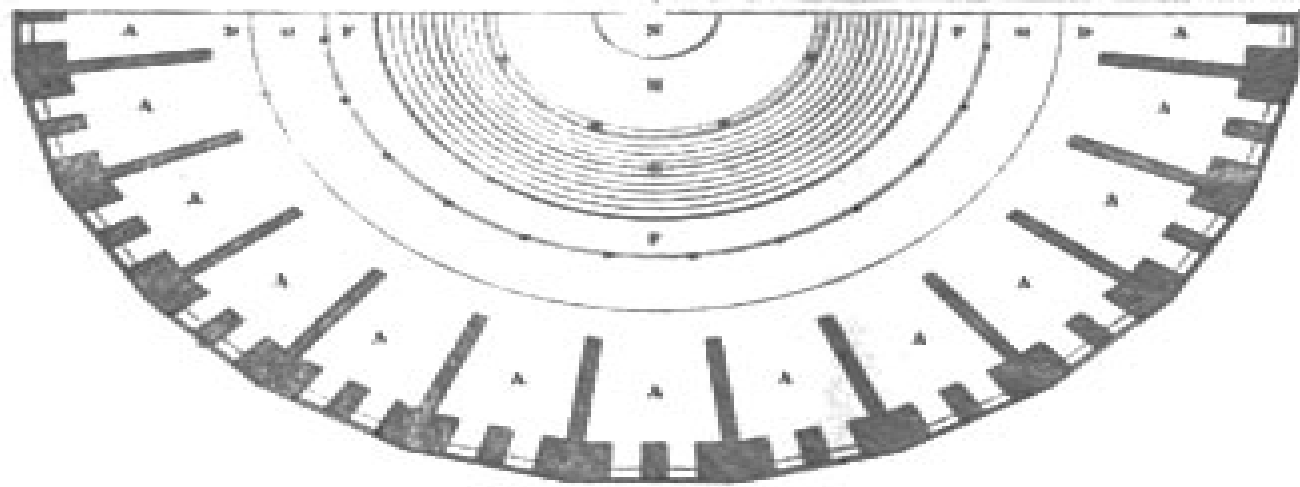
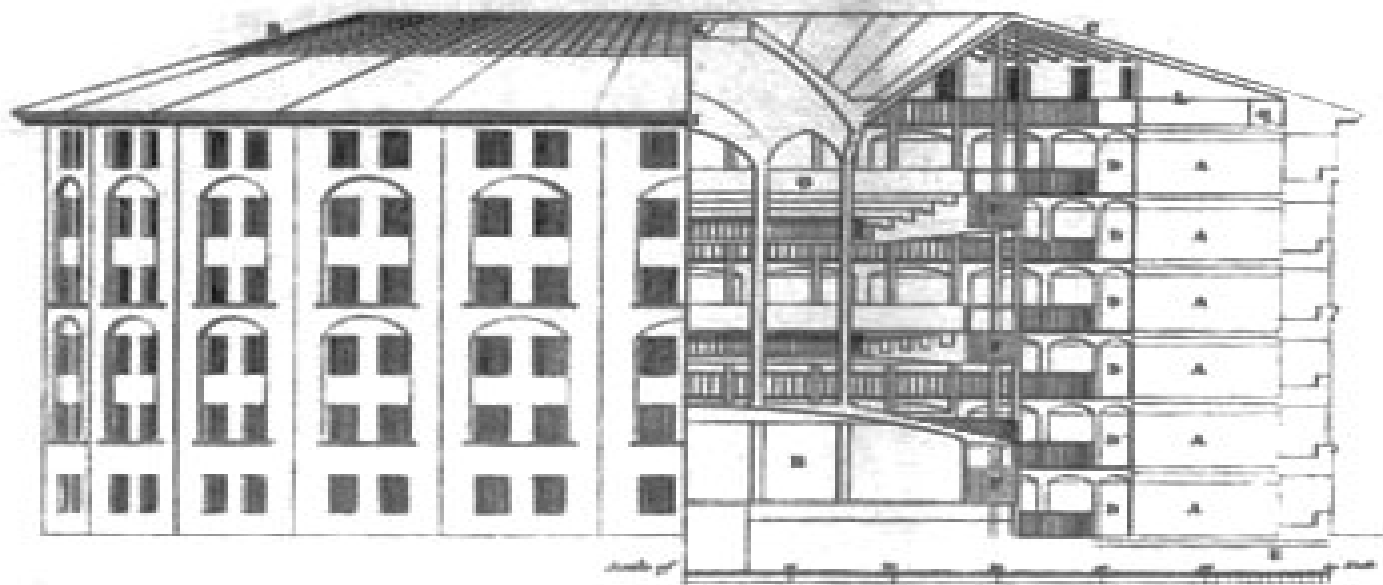


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## Observation Changes Behavior













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## Privacy as Invasion





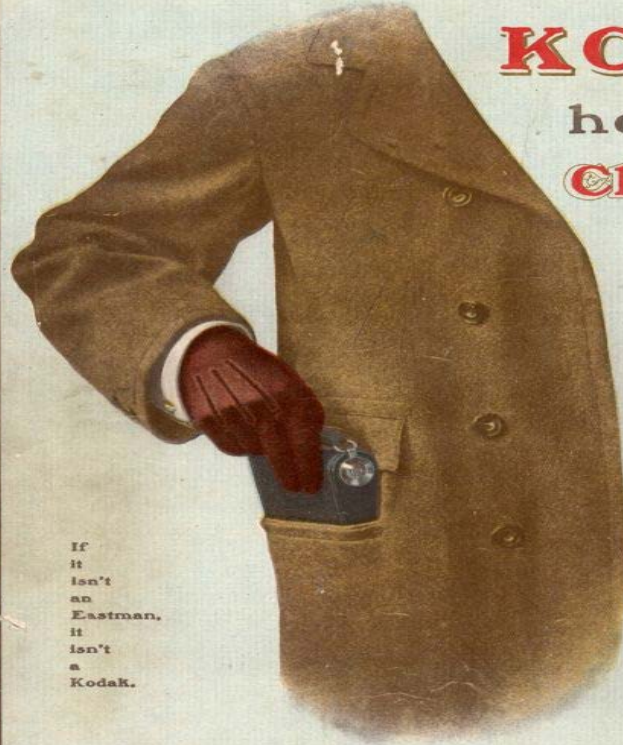
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Take a

# **KODAK** home for **Christmas**



If  
it  
isn't  
an  
Eastman,  
it  
isn't  
a  
Kodak.

The Folding  
Pocket kinds  
are made of  
aluminum,  
covered with  
fine seal grain  
leather and  
fitted with  
superb lenses  
and shutters.  
\$10.00 to \$17.50.

##

New and interesting phases of Kodak-  
ery are the Panoramic Kodaks for land-  
scapes and out-door groups, the Portrait  
attachments for making large head and  
shoulder photographs with the small, fixed  
focus Kodaks, and the two, six and twelve  
exposure cartridges which enable the  
Kodaker to load for a couple of exposures  
at home or for a day's outing.

##

Kodaks, \$5.00 to \$35.00

Brownie Cameras, \$1.00

*Catalogues free at the dealers or by mail.*

**EASTMAN KODAK CO., Rochester, N. Y.**

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# Puck

KEPPLER & SCHWARZMANN, Publishers.

COPYRIGHT, 1891, BY KEPPLER & SCHWARZMANN.

PUCK BUILDING, Cor. Houston & Mulberry Sts.

ENTERED AT THE POST OFFICE AT NEW YORK, AND ADMITTED FOR TRANSMISSION THROUGH THE MAILS AT SECOND-CLASS RATE.



NO PRIVACY IS SACRED FROM HIM.

MR. PENNY-A-LINER.—What do I want here? Don't you know that no private citizen has any rights that the Sensation Press is bound to respect?

16/93



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**Privacy as Control**





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TWENTY CENTS

JANUARY 21, 1939

# TIME

THE WEEKLY NEWSMAGAZINE



MARK III  
Can man build a superman?

\$100 A YEAR

1939-1940 U.S. POST OFFICE

LIFE

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## Privacy as Social Value













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**Towards Better  
Privacy**



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**@jtrevorhughes**  
**@dailydashboard**

**J. Trevor Hughes**