



## UNITED NATIONS GLOBAL PULSE INITIATIVE: DATA PRIVACY & DATA PROTECTION ACTIVITIES OVERVIEW

Global Pulse is an innovation initiative of the United Nations Secretary-General. Its mission is to accelerate discovery, development and adoption of real-time analysis for a revolution in sustainable development and humanitarian action.

### ABOUT GLOBAL PULSE

Global Pulse drives Big Data innovation from within the UN System to create the enabling environment needed to foster innovation, whilst observing individuals' privacy and taking into consideration risks, harms as well as positive impact associated with the use of Big Data for development and humanitarian response.

### DATA PRIVACY & DATA PROTECTION CONTEXT

The need for integrating new data sources and technologies in humanitarian assistance as well as in the process of achieving the SDGs is essential. Such integration cannot be done without proper data privacy and data protection frameworks and mechanisms to ensure responsible data practices are implemented from the start.

While attention to data privacy and data protection is growing globally, there are still many challenges. Some of the challenges are due to fragmented regulatory landscape, lack of privacy enhancing methodologies and tools to ensure that the data can be used safely and freely for humanitarian and development causes, insufficient understanding of risk, harms and positive impacts as well as lack of risk mitigation mechanisms, data literacy, capacity and expertise to address data related challenges specific to humanitarian and development contexts.

Taking this context into account, Global Pulse focuses on several key activities related to Data Privacy and Data Protection:

- **Privacy research & innovation:** developing and exploring new methodologies, tools and frameworks to ensure the responsible use of big data;
- **Responsible Data Advocacy and Adoption:** working to shape the international discourse on responsible data practices and data access by minimizing risks and maximizing benefits of big data for social impact through public events and policy engagements
- **Operational Privacy and Capacity Building:** integrating privacy policies into practice within Global Pulse's own data innovation projects, as well as working closely with the key stakeholders on building capacity on responsible data practices within the international development and humanitarian ecosystem.

### DATA PRIVACY ADVISORY GROUP

Global Pulse has established a Data Privacy Advisory Group, comprised of experts from public and private sector, academia and civil society, as an international forum to engage in a continuous dialogue on critical topics related to responsible data uses, data privacy and data protection with the objective of unearthing precedents, good practices, and strengthen the overall understanding of how privacy protected analysis of big data along with the consideration of risks, harms and positive impacts can contribute to sustainable development and humanitarian action.

The Data Privacy Advisory members serve in their personal capacity as advocate for responsible data uses for humanitarian and development causes.

The Data Privacy Advisory Group aims to:

- Help shape a global dialogue on data privacy and data protection and responsible data practices in development and humanitarian fields;
- Help build awareness in understanding the value of big data for development and humanitarian causes;
- Help identify gaps and challenges and develop best practices for the responsible use of big data for development and humanitarian causes

See: <http://unglobalpulse.org/data-privacy-advisory-group>

### DATA PRIVACY PRINCIPLES

Global Pulse data privacy principles acknowledge standards set out in the revised version of the guidelines for the Regulation of Computerized personal data files adopted by the General Assembly resolution on 15 Dec 1989.

View the Principles online at:

<http://unglobalpulse.org/privacy-and-data-protection-principles>

### FOR MORE INFORMATION:

For more information on Global Pulse Data Privacy & Data Protection Practices, please visit:

<http://unglobalpulse.org/privacy> or email [dataprivacy@unglobalpulse.org](mailto:dataprivacy@unglobalpulse.org)

## GLOBAL PULSE DATA PRIVACY & PROTECTION PRINCIPLES (DRAFT 2016\*):

Global Pulse respects and values individuals' privacy, and protecting it forms the cornerstone of our work. Our principles acknowledge standards set out in the Guidelines for the Regulation of Computerized Personal Data Files, adopted by General Assembly resolution 45/95.

Our principles are intended to help ensure that individuals whose data is used are not adversely affected by our research.

The principles are not based on any specific national or regional laws, but draw inspiration from a number of global legal instruments concerning privacy and data protection.

- *We access, analyse or otherwise use data for the purposes of research consistent with the United Nations mandate and in furtherance of the Sustainable Development Goals*
- *We do not collect data from data subjects for the purposes of our research projects. We access, analyse, or otherwise use information or data that has been collected, analysed or shared with us lawfully by our partners*
- *We ensure, to the extent possible, that all of the data used is adequate, relevant and not excessive in relation to the purposes of the project or the purposes for which the data was obtained*
- *We do not access, analyse or otherwise use data containing personal information on any individual, without the knowledge or proper consent of the data subject*
- *We never access, analyse or otherwise use the content of private communications, without the knowledge or proper consent of the data subject*
- *We will not knowingly or purposefully access, analyse, or otherwise use data, which was shared by a data subject with a reasonable expectation of privacy*
- *We never attempt to knowingly and purposely re-identify de-identified data, without the knowledge or proper consent of the data subject and we make all reasonable efforts to prevent any unlawful and unjustified re-identification*
- *We design, carry out, report and document our activities with accuracy and adequate openness*
- *We access, analyse or otherwise use data in accordance with the principles of proportionality and ensure such use is limited to the minimum necessary*
- *We perform a risk assessment and implement mitigation processes before any substantially new project is undertaken*

- *We ensure that the risk assessment and risk mitigation processes take into account positive impacts and the individual harms that can derive from the use of data.*
- *We take into consideration the impact that using the data can have not only on individuals but also on groups of individuals.*
- *We employ even stricter standards of care while conducting research among vulnerable populations and persons at risk, children and young people, and any other sensitive data;*
- *We ensure reasonable and appropriate technical and organisational safeguards are in place to prevent any unauthorised disclosure or breach of data. We ensure that any data is being stored only for the necessary duration and any retention of it is justified;*
- *We perform due diligence when selecting data or service provider partners and ensure their activities comply with the United Nations' global mandate;*
- *We ensure that our partners are acting in compliance with relevant law, data privacy and data protection standards*

\*Because of the constantly-evolving nature of data protection and privacy law, Global Pulse expects these principles to evolve based on experience, industry developments and the comments of interested parties. We would like to thank all those who provided their valuable commentary during the development of the above principles, and during our ongoing process of reviewing a more detailed set of guidelines.

Feedback and input in helping improve the principles is welcome. For more information or to provide written feedback or comments, please contact [dataprivacy@unglobalpulse.org](mailto:dataprivacy@unglobalpulse.org).