



# Nederlandse **PRIVACY AWARDS**

## **2020 Dutch Privacy Awards**

### *Expert panel report*

**During the National Privacy Conference on January 28, 2020, which was organized by Privacy First and ECP|Platform for the Information Society, the [Dutch Privacy Awards](#) were handed out.**

The Dutch Privacy Awards offer a podium to organizations that consider privacy as an opportunity to distinguish themselves positively and want privacy-friendly entrepreneurship and innovation to become a benchmark. The event is organized annually on European Data Protection Day.

### **Categories**

Submissions were nominated in one of the following four categories:

1. the category of Consumer solutions (business-to-consumer)
2. the category of Business solutions (within a company or business-to-business)
3. the category of Public services (public authority-to-citizen)
4. The incentive prize for a ground breaking technology or person.

### **Nominees**

This year there has once again been a large number of first-rate entries at the Dutch Privacy Awards. Following an initial selection and a number of company visits, the independent expert panel has picked the following five nominees, in arbitrary order:

**Skotty**

**Candle**

**NUTS**

**Rabobank/Deloitte**

**Publicroam**

During the National Privacy Conference, all nominees presented their projects to the expert panel and the audience in Award pitches. Thereafter, the expert panel handed out the Dutch Privacy Awards.

*The winners of the 2020 Dutch Privacy Awards are:*

- **Publicroam** (*category Consumer solutions*)
- **NUTS** (*category Business solutions*)
- **Candle** (*Incentive prize*).

The expert panel comments on all nominees and winners as follows:

**Publicroam**                      **WINNER**

*Safe and easy access to WiFi everywhere for guest users*

Most people in libraries, hotels, coffee bars and other public places log onto the local WiFi network in order to save on mobile data and to not rely on mobile networks which indoors may not be available everywhere. Often, WiFi networks operate on the basis of a single, local password, indicated on tables and screens. This makes the digital activities of users vulnerable in more ways than one, with all the ensuing nasty consequences. On top of that, users may not be informed about what the internet provider does with their personal data. It is said that the trade in personal data is by now more profitable than the trade in oil.

These risks were first identified by educational institutions and later by public authorities. This led to the creation of international roaming services like Eduroam and Govroam. But why aren't such services available everywhere and to everyone? Publicroam set out to change just that and is being welcomed in more and more places. And rightfully so, according to the Privacy Awards expert panel. Several large municipalities and organizations (all libraries in the Netherlands among them) are already connected to Publicroam, or will be soon. In and of itself this facility is not a completely new solution, but the expert panel is particularly impressed by the fact that it can offer great advantages to literally everyone in the country – and possibly beyond – and can therefore have a huge impact on what we're used to: one account which allows all users to go online automatically and securely, with serious respect for privacy ensured.

It's possible after all: sound business initiatives that respect privacy; Publicroam is proof of this.

**NUTS**                                      **WINNER**

*Decentral infrastructure for privacy-friendly communication in healthcare*

The NUTS Foundation is an initiative which aims to offer a privacy-friendly solution to identity management and sharing personal data in healthcare environments. It entails that individuals keep control over which healthcare data may be shared between healthcare providers. The NUTS Foundation has laid down its principles in a manifesto which all participants should ascribe to and which states that all software that's being developed should meet the demands of open source. The result that the NUTS Foundation is striving for is a decentral system which keeps control over personal health information in the hands of the people involved.

The services offered by the decentral network are based on the principles of privacy by design. Identity management solutions contribute to irrefutably establishing the identity of individuals concerned. The decentral approach is in line with the digital healthcare architecture which is currently in the making and is also partly being introduced already. In this way, healthcare information components can use the decentral facilities that are being realized through NUTS.

In the eyes of the expert panel, the NUTS Foundation is a strong example of an initiative which not only looks at privacy issues in a comprehensive way but creates concrete solutions to these issues as well. The open source community that the NUTS Foundation is bringing to fruition, prevents vendor-lock-in in crucial areas of the digital healthcare infrastructure. Emerging digital Personal Healthcare Areas can equally make use of the decentral administrative provisions which NUTS is working towards. The rationale behind NUTS – creating a utility for a crucial part of the digital healthcare architecture – particularly appeals to the expert panel. Expanding the foundation, which currently by and large relies on a single company, will further increase the support for this initiative.

In order to give the NUTS Foundation the opportunity to further realize its ideals and to propagate these more widely, the expert panel has decided to confer this year's Dutch Privacy Award for business solutions to the NUTS Foundation.

## **Candle** **WINNER**

### *Privacy-friendly smart home solution*

Candle is a reaction to a risk analysis (privacy by design) to Internet of Things products which unnecessarily connect to a cloud server. It's a project which concentrates on developing alternative smart systems in and around the home, based on the principle that connection to the internet is unnecessary. Candle started off as a project organization run by students from universities and colleges of higher education as well as by artists' collectives who aimed at developing practical hardware solutions combined with open source software. Various domestic appliances such as central heating, cameras, CO2 sensors and other applications can easily be connected with one another. A switch is used to make contact with an external network. Users make a deliberate choice when they import and export emails and other data.

Candle shows that it's very well feasible to create a Smart solution without Big Tech companies and their data driven models. Meanwhile, there are various concept solutions which companies can actually put into practice. In its core, Candle is privacy by design and it opens people's eyes to alternative smart systems.

"The market for ethical technology will grow in much the same way as the market for biological food has grown enormously. But how do we boost this market? That's the challenge. The GDPR has ploughed the earth. Now it's time to sow and entrust this concept to consumers", comments Candle.

## **Skotty**

### *Zero knowledge provider for the exchange of data*

Skotty maintains a high level of ambition: becoming the best in secure digital communication. Skotty provides a secure alternative for sending emails with attachments. Privacy by design was central to Skotty's development. A fundamental precept of its architecture is not to want to have access to the data of its users. By means of the browser, data files are encrypted when transmitted and saved. Skotty has no access to the data in the files, only to the user profile, for which it can rightly be called a zero knowledge provider.

Skotty has shown that privacy is not an obstacle for the development of a digital service. *'That's not in accordance with the new Privacy Act'* will never be an impediment to Skotty, but rather a challenge to figure out how it actually can be done. The expert panel is impressed by the young entrepreneurs whose main focus is on privacy, demonstrating that technology can perfectly well be harnessed for privacy-friendly solutions. The expert panel hopes that Skotty's nomination will be an incentive for customers and investors to take the next step in the development. It's a little too early for an Award, but we'll certainly be hearing a lot more from Skotty!

## **Rabobank/Deloitte**

### *Applying for social housing with zero knowledge proof and blockchain*

In order to be eligible for social housing, personal data needs to be processed. Rabobank has developed a Wallet (app) which securely allows users to do an income assessment through DigiD (a form of online ID that allows access to many services and government websites in the Netherlands) at the right moment in the process of looking for a new home. Deloitte, in turn, has developed a Zero Knowledge Proof algorithm which enables data minimization. Rabobank and Deloitte have actively sought new cooperations while obstacles have merely been an impetus for them to explore different solutions. In doing so, they have both showed that working more efficiently can actually do justice to the principles of data minimization and keeping control of the data of tenants and customers. By showing the ambition to structure processes in a privacy-friendly way and by combining current and new technologies, Rabobank and Deloitte have definitely deserved this nomination.

**All entries were first of all assessed on the basis of the following aspects:**

- a) Having someone who is in charge of privacy matters (Privacy Officer, Data Protection Officer) as part of the organization;
- b) Applying a privacy policy;
- c) Applying risk analyses;
- d) Privacy-awareness within the organization;
- e) A comprehensible privacy policy and clear communications thereof.

**All nominees were then appraised on the basis of the following criteria:**

- f) *Innovative capability*: the product, process or service brings a new development onto the market that is yet to prove its worth technically and/or commercially;
- g) *Social impact*: the new development contributes to privacy and the protection of data and is to the benefit of individual consumers;
- h) *Focus*: the product, process or service to a large extent offers added value to consumers and the market as a whole;
- i) *Autonomy*: the product, process or service is economically feasible within a fair period of time (around three years) and is backed up by a business model.

Moreover, the expert panel has paid an announced visit to the offices of every nominee.

In order to make sure that the award process was run objectively, the panel members could not judge on any entry of their own organization.

**Expert panel of the Dutch Privacy Awards**

The independent expert award panel consisted of privacy experts from different fields:

- Bas Filippini, founder and chairman of Privacy First
- Paul Korremans, partner at Comfort Information Architects and Privacy First board member
- Marie-José Bonthuis, owner of IT's Privacy
- Esther Janssen, attorney at Brandeis Attorneys specialized in information law and fundamental rights
- Marc van Lieshout, managing director at iHub, Radboud University Nijmegen
- Melanie Rieback, CEO and co-founder of Radically Open Security
- Nico Mookhoek, privacy lawyer and owner of NMLA
- Wilmar Hendriks, founder of Control Privacy and member of the Privacy First advisory board
- Alex Commandeur, senior advisor at BMC Advies.

Privacy First organizes the [Dutch Privacy Awards](#) with the support of the Democracy & Media Foundation and in collaboration with ECP|Platform for the Information Society.

### **About Privacy First**

Privacy First is an independent foundation with the aim to preserve and promote the right to privacy, including:

- Respect for private life
- Protection of personal data
- Confidential communications
- Physical integrity.

Privacy First aims to have these rights enshrined in law in a proper way. To this end, Privacy First is actively involved in political lobbying, legal action and litigation, knowledge transfer as well as organizing campaigns and events for the general public.

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Amsterdam, January 28, 2020.

