

# **Building and Maintaining Public Trust In a Suddenly Changing Environment**

**Gerald W. Gates  
Chief Privacy Officer  
U.S. Census Bureau**

# Integrating Data to Meet Statistical Data Needs When Disasters Strike

- Integrated data
  - Surveys
  - Censuses
  - Administrative records
- Enhanced integrated data
  - Updated administrative data
  - Sources for current addresses
- Sources
  - Piggyback on existing arrangements
  - Establish new arrangements

# Issues Affecting Data Availability, Access, and Use

- Legal - compatible with law and regulation?
- Policy - sensitive to privacy concerns and other agency mission?
- Program – addresses quality limitations, documentation gaps, competing needs?
- Ethical – compatible with consent (supplier)/transparency (receiver) requirements?

# Privacy, Confidentiality Challenges

## ➤ Privacy

- Data sharing – perceived incompatible uses of data (e.g. government use of commercial data)
- Data linkage with SSN (ID theft)
- Mixing non-statistical and statistical uses
- Government tracking/profiling of small groups

## ➤ Confidentiality

- Disclosure risk in data products
- Data breaches

# Risk Mitigation

## ➤ Privacy

- Awareness training
- ID replacement
- Functional separation
- Transparency
- Breach notification

## ➤ Confidentiality

- Training
- Awareness training
- Access controls and audits
- Disclosure avoidance
- Archiving

# Building and Maintaining Trust Through Data Stewardship

## ➤ Commitment

- Senior level buy-in
- Continuous monitoring and adjustment
- Contingency planning and rapid response
- Openness

## ➤ Tools

- Principles and policies
- Awareness training
- Privacy Impact Assessments
- Certification & Accreditation
- Access controls and audits

# Towards a Research Agenda

- Disclosure research
- Alternative access approaches
- Measuring public attitudes and impact on behavior
- FCSM interest group forming