

Herman Maes

10 years experience as IT consultant

For 7 years now a Freelance
Marketing Strategist at Intracto

Data Protection Officer (*in between
marketing and legal teams*)

Techblogger dailybits.be
@DAILYBITS

herman@Dailybits.be





Privacy By Design in real
life?

PbyD is something we experience everyday in IT

DHCP protocol

Devices on a network get an ip address without giving more context or information about the device.

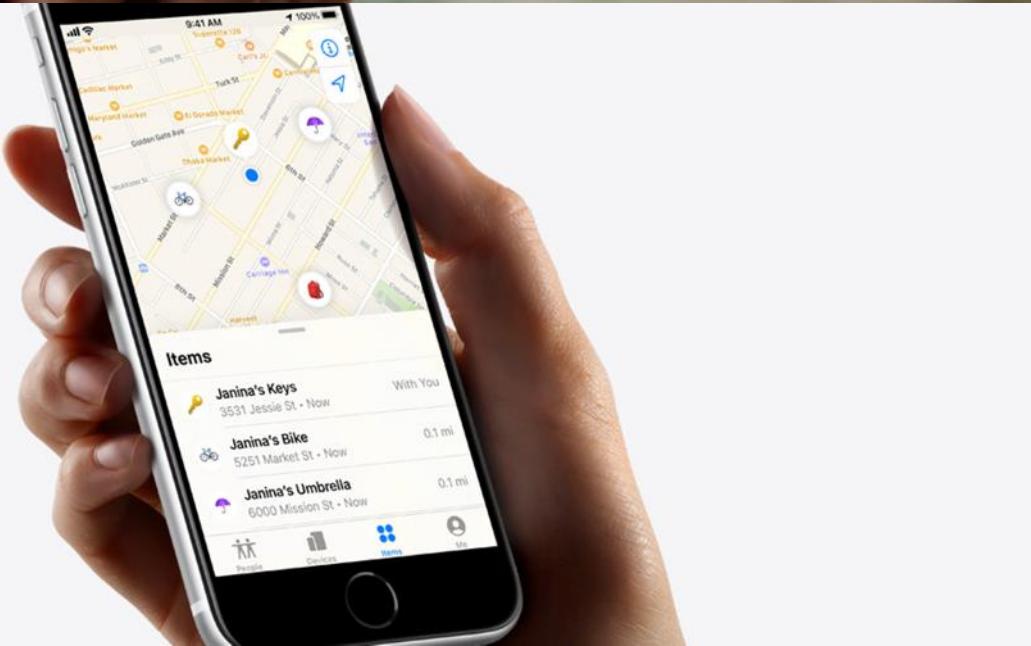
GPS system

As a user of GPS location we get the benefit of GPS location services without the need to give information back to the GPS system.



Some practical
examples

Apple Is using Privacy as an USP



Apple Airtags

Small device to track your keys or other items who could get lost.

Potential dangerous use case as a stalkerdevice.

Whenever an iPhone notices that an Airtag is following the iPhone it will give a notification.

(Android users are not protected against this use case...)

DNS.BE – Protect personal details for domainname holders

The screenshot shows a web browser displaying the WHOIS information for the domain dailybits.be. The URL in the address bar is dnsbelgium.be/nl/whois/info/dailybits.be/details. The page is titled "Domeinnaam". It lists the following information:

Domeinnaam	dailybits.be
Status	Registered (Wat is een domeinnaamstatus?)
Registratie	22 december 2005 18:20 CET
Laatste wijziging	17 december 2020 9:49 CET

Below this section, there is a heading "Domeinnaamhouder" followed by a note: "Om de privacy van de houder te garanderen, tonen we niet alle gegevens." and a link "[Lees meer over ons privacybeleid.](#)". A message "Klik hier om de houder te contacteren:" is displayed, along with a blue button labeled "Contacteer de houder".

Since the introduction of the GDPR all contactdetails of domainname holders are protected by default.

You can send a mail to the domainname holder using the dns.be system.

Greenhouse – ATS (Applicant Tracking System)

Apply for this Job

Your full LinkedIn profile
will be shared. [Learn More](#)

[Apply with LinkedIn](#)

First Name *

Last Name *

Email *

Phone *

Resume/CV

Attach [Dropbox](#)

Your personal data will be processed in the context of the recruitment process.

[REDACTED] has my consent to collect, store, and process my data for the purpose of considering me for employment, and for up to 1095 days *
thereafter.

[Submit Application](#)

All details of an applicant will be deleted after
the specified timeframe.

What is the feature?

This feature allows you to specify a timeframe to keep personal data and bulk-erase it when that time expires. Additionally, configure which data is deleted when a candidate asks to be deleted or withdraws consent.

Bumble dating app where women make the first move



After a match a chat will only start after the first move is being made by the girl.

This gives them a more safe environment where they have the power to go to the next phase.

Vaccination strategy for the risk group



During the vaccination of the risk group, also non-risk citizens were invited in order to mix both populations.

This improved the privacy of citizens within the risk group during their visit in the vaccination centers.

Herman Maes

10 years experience as IT consultant

For 7 years now a Freelance
Marketing Strategist at Intracto

Data Protection Officer (*in between
marketing and legal teams*)

Techblogger dailybits.be
@DAILYBITS

herman@Dailybits.be

