

Trust & Transparency in a Mobile First, Cloud First World

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Key Technology Trends



Cloud

\$180B

By 2015



Social

\$38B

In 2015



Mobility

\$716B

Will Be Spent On
Devices In 2017



Big Data

\$24B

In 2015

Digital Disruption



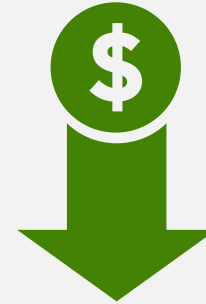
Global attacks are increasing and costs are rising

Risk of cyber attacks can cost business up to

\$3 trillion a year¹



Cybercrime extracts between
15-20%
of the value created by the Internet.²



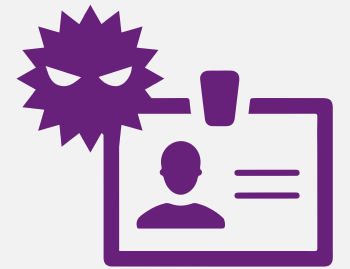
91%
agree consumers have **lost control** over how personal information is collected and used by companies⁵



More than 800M
individual records were breached in 2013.⁴



The number of recorded data breaches **increased**
78% in 2014.³



TRUST



Opportunity

Trustworthy Computing

“People will not use technology they do not trust. And they will not use technology they do not understand. Our ability to innovate therefore depends on maintaining a greater level of transparency.”

Brad Smith
General Counsel & Executive Vice President
Microsoft Corporation



Public Safety

Personal Privacy
and Free Expression



Respect for National
Sovereignty

Open Markets and a
Global Network



Microsoft Core Investments



Compliance 

Commitment to industry standards and organizational compliance



Privacy 

Privacy by design with a commitment to use commercial customers' information only to deliver services and not for ads



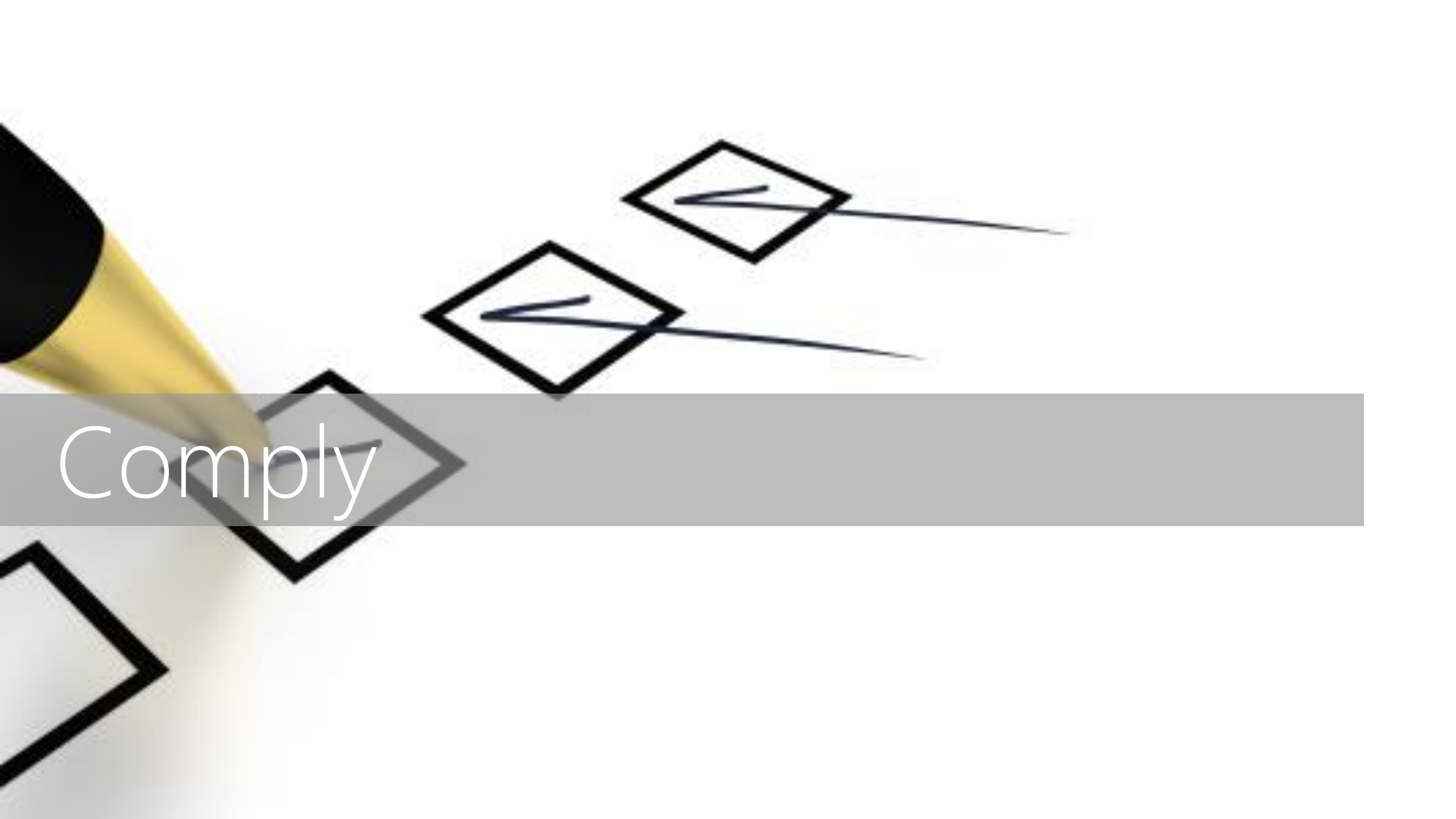
Cybersecurity 

Best-in-class security with decades of experience building enterprise software and online services



Transparency 

Microsoft provides an appropriate level of transparency into its security, privacy and compliance practices and actions to help protect customer information.



Comply

Customers

- Partnering with customers to develop compliance solutions
- Assuming responsibility to help customers meet their compliance obligations

Regulators

Engaging with regulators to understand requirements and create solutions to enable cloud adoption in highly-regulated industries

Standards

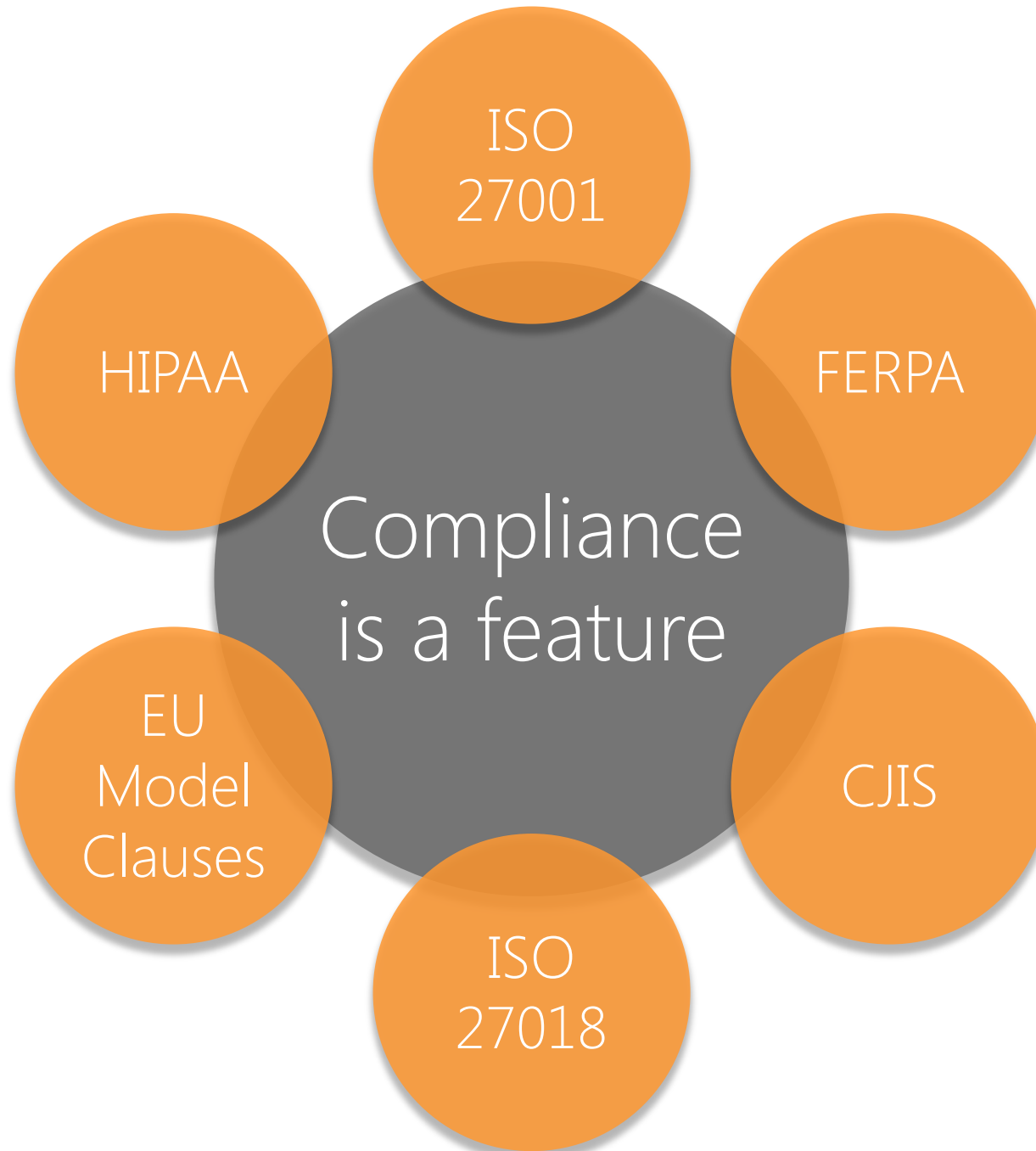
Working with standards bodies to develop standards that rationalize regulations around the globe

Legislators

Helping to shape laws around the world to make future compliance easier and

Collaborative Approach to Compliance





Control



ISO 27018 – Born in the Cloud



Key Principles - Cloud providers must:

Not use data for advertising or marketing unless express **consent** is obtained

Be **accountable** to determine if customer data was impacted by a breach of information security

Be **transparent** about data location and how data is handled

Communicate to customers and regulators in the event of a breach

Provide customers with **control** over how their data is used

Have services **independently audited** for compliance with this standard

Microsoft's Principles: Government Demands for Customer Data

You own all the content you create.



Even when you put it in the cloud, you still own it.



That content should have the same legal protections as content you put on paper.



Microsoft supports evolving the law to reflect these principles.



Or without probable cause.



Law enforcement should not be able to access it without proper legal process...

Microsoft has challenged the enforceability of a U.S.-issued search warrant seeking content stored exclusively in the E.U.

Microsoft fights warrant for customer emails stored overseas

By James O'Toole [@jtotoole](#) June 11, 2014: 2:41 PM ET



PHOTO: MIKE FUENTES/BLOOMBERG VIA GETTY

Allowing the warrant to move forward, Microsoft argues, "would violate international law and treaties, and reduce the privacy protection of everyone on the planet."

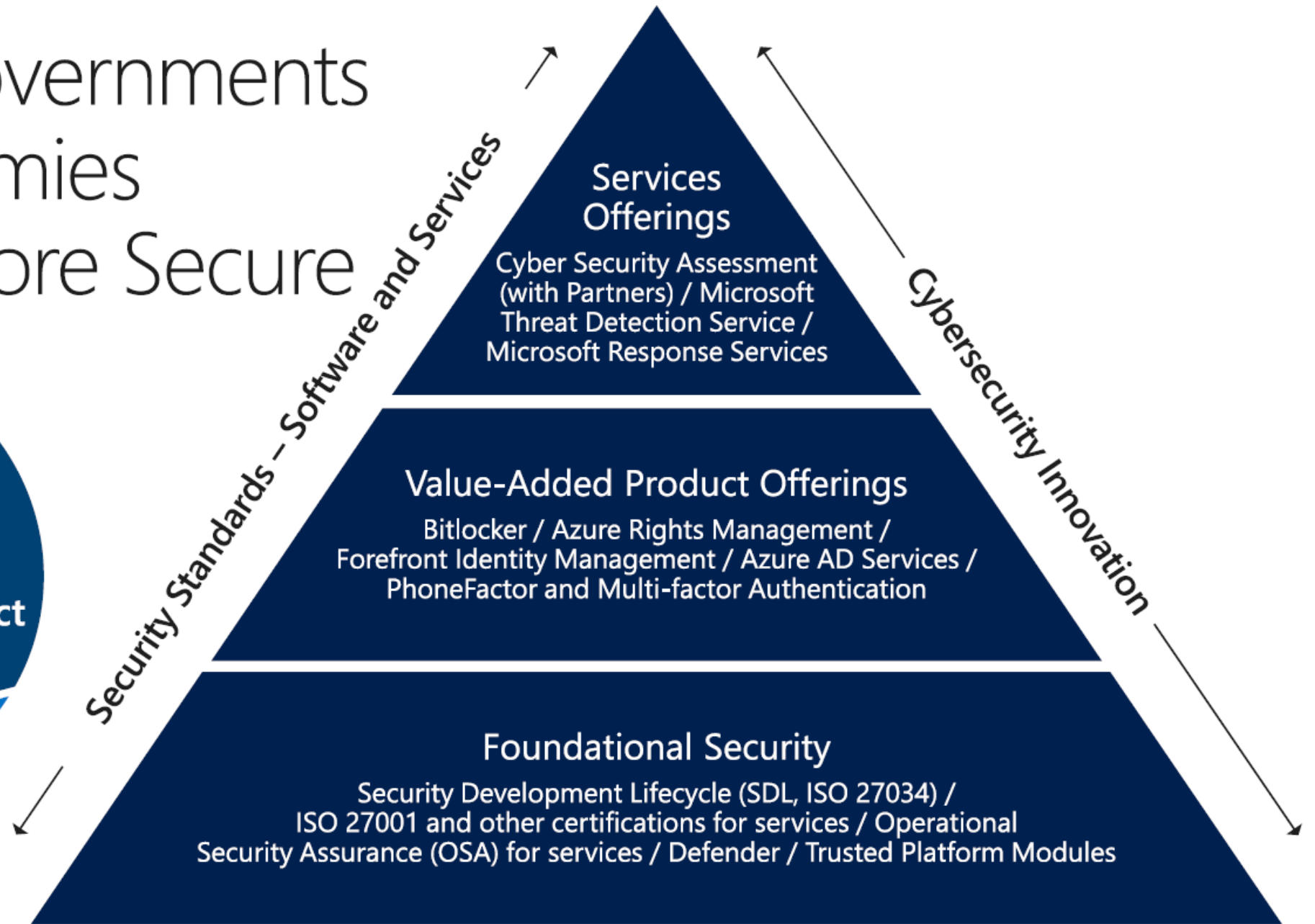
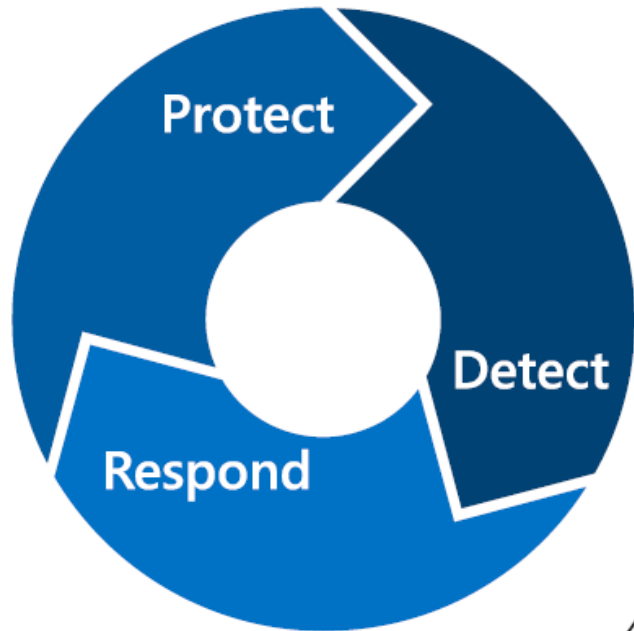
NEW YORK (CNNMoney)

Microsoft is fighting a government search warrant seeking customer emails stored abroad in a case that could have far-reaching implications for how tech companies deal with law

A golden shield with a keyhole is centered in the image. The background is a dark blue and green gradient filled with various hexadecimal characters (A, B, C, D, E, F, 0-9) in different colors and sizes, creating a digital or data-like atmosphere. The shield is a bright yellow-gold color, and the keyhole is a dark, irregular shape in the center.

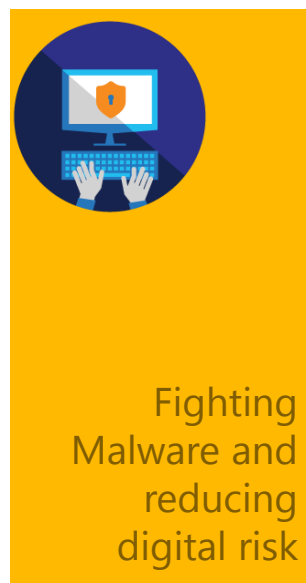
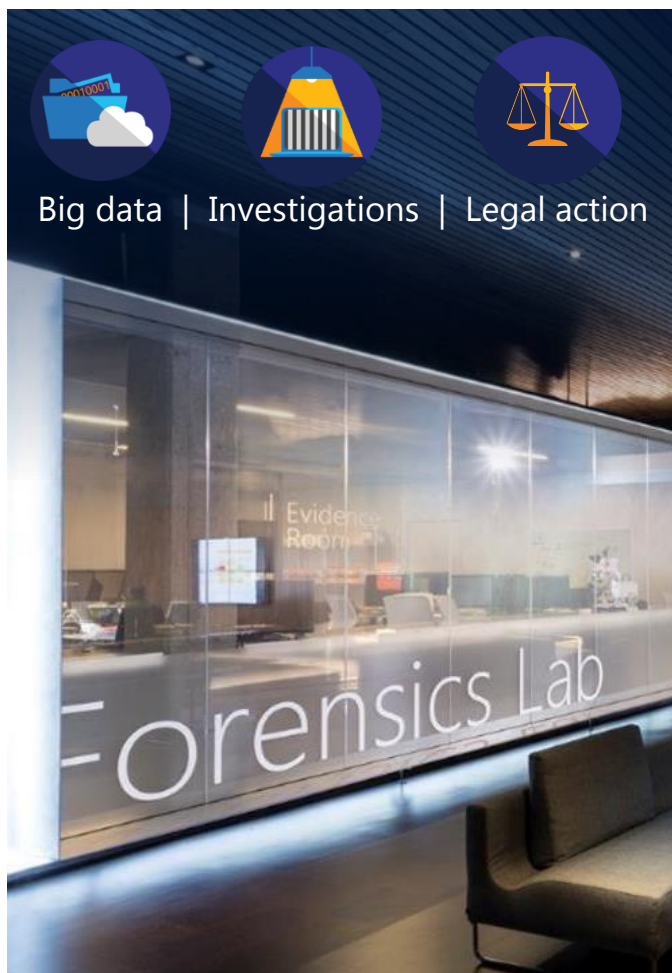
Protect

Helping Governments and Economies Become More Secure



Taking the fight directly to cybercriminals: Microsoft Digital Crimes Unit

We proactively fight **cybercrime** and advocate extensively for enhancing **cybersecurity**



Fighting
Malware and
reducing
digital risk



Protection of
vulnerable
populations

Making an impact

- ✓ **Disrupting malware and stopping botnets**, in partnership with industry and law enforcement, to notify victims, protect, and clean devices
- ✓ **Improving products and services** by embedding intelligence data from our operations into our platform and services
- ✓ **Disrupting and dismantling cybercriminal operations** that promote a range of illegal goods and services
- ✓ **Developed PhotoDNA and PhotoDNA Cloud Service** to protect children from online exploitation

Transparency



Our Commitments

A person in a white lab coat is seen from the back, looking out a large window at a cityscape. The image is slightly blurred, giving it a professional and focused feel. The window frame is visible, and the city below is a mix of greenery and buildings.

- You control your data
- Your data is private
- We'll keep your data secure
- You know what we're doing with your data

Invitation to dialogue



Courage in the face of opportunity

Nietzsche



