Cyber Security Policy and Research Institute

THE GEORGE WASHINGTON UNIVERSITY

Fact Sheet
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President's Council of Advisors on Science and Technology (PCAST)
Big Data and Privacy

- PCAST honed in on what makes data "big data," rather than just data on notably smaller scale.

- They examined the growth and change occurring in big data infrastructure and analytics.

- PCAST concluded that technical measures alone are not sufficient for protecting privacy.[1]

The recommendations:

- Focus in big data needs to shift – with an importance on the use of this data as opposed to the collection and analysis.

- Technological solutions should not be "embedded" by default; instead, solutions should be conceptualized in terms of policy and regulation with respect to desired outcomes.[2]

- The White House Office of Science and Technology Policy (OSTP) should collaborate with the Networking and Information Technology Research and Development program to further U.S. research relating to privacy-centric technologies, as well as "in the relevant areas of social science that inform the successful application of those technologies."[3]

- OSTP should also collaborate with qualified institutions in order to foster greater educational and training opportunities relating to the protection of privacy.[4]

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[1] "Fact Sheet: PCAST Report on Big Data and Privacy: A Technological Perspective," The White House (Office of Science & Technology Policy), May 1, 2014. (Source)
[2] Ibid.
[3] Ibid.
[4] Ibid.