

Microsoft contribution to the 2020 BPF on Data and New Technologies in an Internet Context

Microsoft appreciates the opportunity to respond to the call for contributions of the IGF's 2020 Best Practices Forum on Data and New Technologies in an Internet Context.

Using the BPF's call for case studies format, please find below three examples of how Microsoft approaches the collection, use and sharing of data.

1) Microsoft's privacy framework

- *What best characterizes the case study you are submitting?*

Is it an example of an application of data and new technologies or rather a framework or policy?

- Data and technologies APPLICATION
- FRAMEWORK or POLICY
- other

- *Case study description*

Please provide a brief description of the case study, and the overall purpose.

Microsoft's approach to privacy is grounded in the belief that, for technology to succeed, people need to be in control of their data, and be empowered with information that explains how their data will be collected and used. Furthermore, companies need to be accountable and responsible for this data.

Our privacy framework is focused on six key privacy principles:

- **Control:** We will put our customers in control of their privacy with easy-to-use tools and clear choices.
- **Transparency:** We will be transparent about data collection and use so our customers can make informed decisions.
- **Security:** We will protect the data entrusted to us through strong security and encryption.
- **Strong legal protections:** We will respect local privacy laws and fight for legal protection of our customer's privacy as a fundamental human right.
- **No content-based targeting:** We will not use a customer's email, chat, files or other personal content to target ads to them.
- **Benefits to the user:** When we do collect data, we will use it to benefit our customer and to make their experiences better.

- *Background information / URLs*

Please provide links to background information, reference documents, etc.

More information, including an explanation of the different types of data that Microsoft collects, can be found at <https://privacy.microsoft.com/en-us/privacy>.

2) Microsoft's privacy principles related to the collection of data to tackle COVID-19

- *What best characterizes the case study you are submitting?*

Is it an example of an application of data and new technologies or rather a framework or policy?

- Data and technologies APPLICATION
- FRAMEWORK or POLICY
- other

- *Case study description*

Please provide a brief description of the case study, and the overall purpose.

In relation specifically to COVID-19, Microsoft shared seven privacy principles to consider as governments, public health authorities and companies develop and implement technical solutions to address the COVID-19 pandemic. These principles are designed to apply to any COVID-19 technological solutions that involve the collection and use of personal data such as health data, precise geolocation data, proximity or adjacency data, and identifiable contacts.

The principles are:

1. Obtain meaningful consent by being transparent about the reason for collecting data, what data is collected and how long it is kept.
2. Collect data only for public health purposes.
3. Collect the minimal amount of data.
4. Provide choices to individuals about where their data is stored.
5. Provide appropriate safeguards to secure the data.
6. Do not share data or health status without consent, and minimize the data shared.
7. Delete data as soon as it is no longer needed for the emergency.

- *Background information / URLs*

Please provide links to background information, reference documents, etc.

More detail about these principles and Microsoft's approach to privacy in the context of COVID-19 can be found in an April 2020 blog from Microsoft's Chief Privacy Officer at <https://blogs.microsoft.com/on-the-issues/2020/04/20/privacy-covid-19-data-collection/>.

3) Setting out principles and launching initiatives to harness the power of open data

- *2.4 Data sharing*

Please provide a brief description of how one of more challenges related to data sharing are being addressed.

We refer to the BPF's Data and New Technologies Issues Card, but you can also discuss additional challenges that are not yet included on the Issues Card.

In April 2020, Microsoft [announced the launch](#) of the [Open Data Campaign](#) to close the "data divide" and ensure that organizations of all sizes have access to the data they need to innovate with artificial intelligence (AI). To demonstrate the importance of being more open with data and the need to share data to address pressing issues, we committed to the development of 20 data collaborations by 2022. Through these collaborations, we will work with partners to address issues that are "top of mind" and require urgent action.



When armed with the right data, organizations are empowered to make decisions that positively impact their employees, customers and the communities they serve. In many ways, data is taking center stage in the response from governments and companies to fuel promising solutions and ideas. The central information point for all of Microsoft's work on open data is news.microsoft.com/opendata.

Microsoft is collaborating in three open data trials with various partners in the areas of climate change, COVID-19, and digital access and education.

- **Climate change:** On September 1, Microsoft joined with Allianz, Amazon and S&P Global to [announce plans to launch](#) the **Climate Finance Foundation**, led by the Linux Foundation. The ability to leverage high-quality, open, corporate sustainability data will be critical for enabling the investment community to make informed decisions based on accurate and reliable economic models around corporate climate-related risk and opportunity. Microsoft is investing heavily in sustainability, and we have made a commitment to share relevant sustainability data to the open Data Commons supported by this effort.
- **COVID-19:** The Alan Turing Institute partnered with the Greater London Authority, supported by Microsoft and the London Data Commission, to demonstrate the value of data sharing to help [support London's response and recovery to COVID-19](#). This pilot looks at London's "busyness" – or movement around the city – through multiple data sources as COVID-19 restrictions are relaxed to monitor how people are responding to the changes. Microsoft provided Azure AI and cloud infrastructure and services to support the COVID-19 pilot. Transport for London is already operationalizing the outputs from this pilot.
- **Digital access and education:** An initial priority of Microsoft's Open Data Campaign was to work with the Open Data Institute and BroadbandNow to help address the issue of broadband availability. With COVID-19 taking a significant toll on students' ability to access face-to-face education, this need is more urgent than ever. As governments, policymakers, nonprofits, and organizations around the world are looking at ways to target resources that serve students more effectively, Microsoft will be launching an Open Data Challenge in October 2020 to look at the impact of digital access and COVID-19 on young students' education.

Ben Wallis, bewallis@microsoft.com
Regulatory Policy Analyst
Microsoft