

JFV GROTIUS LEIDEN | 1 DECEMBER 2016  
TECHNOLAWGY

# Enkele gedachten over de Privacywet en Big Data

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verkeersborden op de daken van  
huizen en gashouders



**FOKKE & SUKKE**  
ZITTEN AL VEERTIG JAAR IN HET VAK

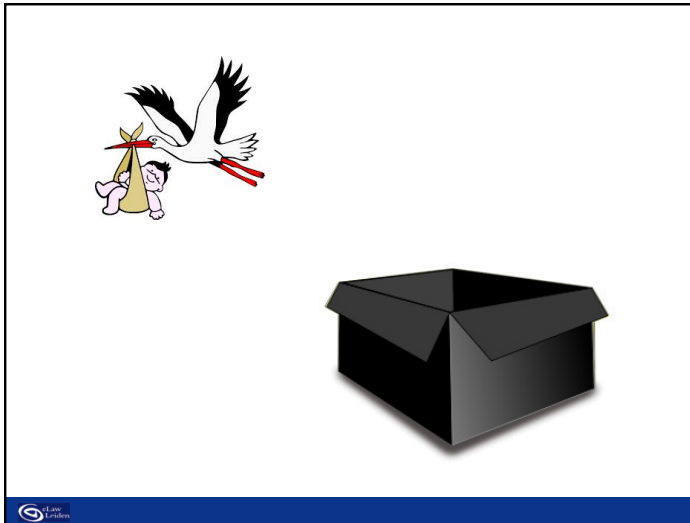
DIE BOEK-  
DRUKKUNST...  
DA'S GEEN  
BLIJVERTJE!

MENSEN WILLEN  
TOCH ALTUD HAND-  
GESCHREVEN BOEKEN  
BLIJVEN LEZEN!



RGVT

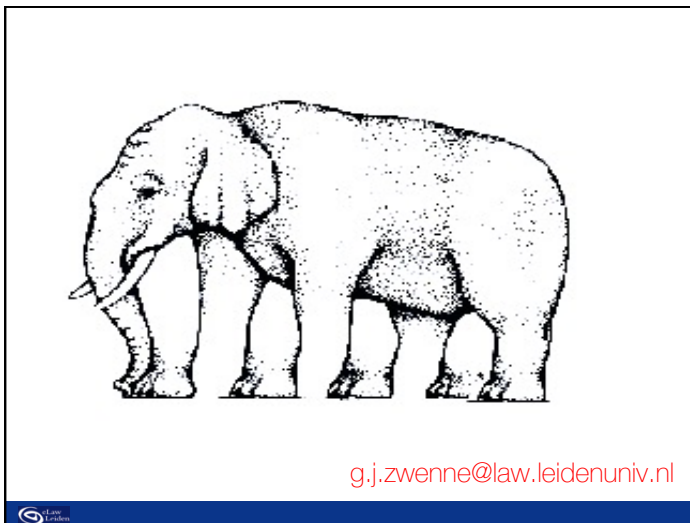




in a big-data age most **innovative secondary** uses [of data] haven't been imagined when the data is first collected. How can companies provide **notice** for a purpose that has yet to exist? How can individuals give informed **consent** to an unknown...?

free, specific, informed and unambiguous 'opt-in' consent **would almost always be required**, otherwise further use cannot be considered compatible

[Mayer-Schönberger & Cukier (2013)] [Working Party 29 (2013)]



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