

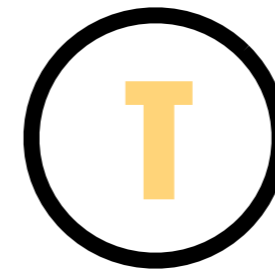
engineering privacy by design

seda gürses
cosic/esat
k.u. leuven
belgium

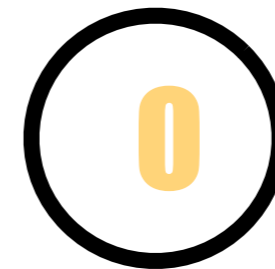
compliance

data
minimization

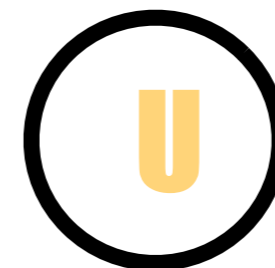
user
expectation



techno-centric



organization-centric



user-centric

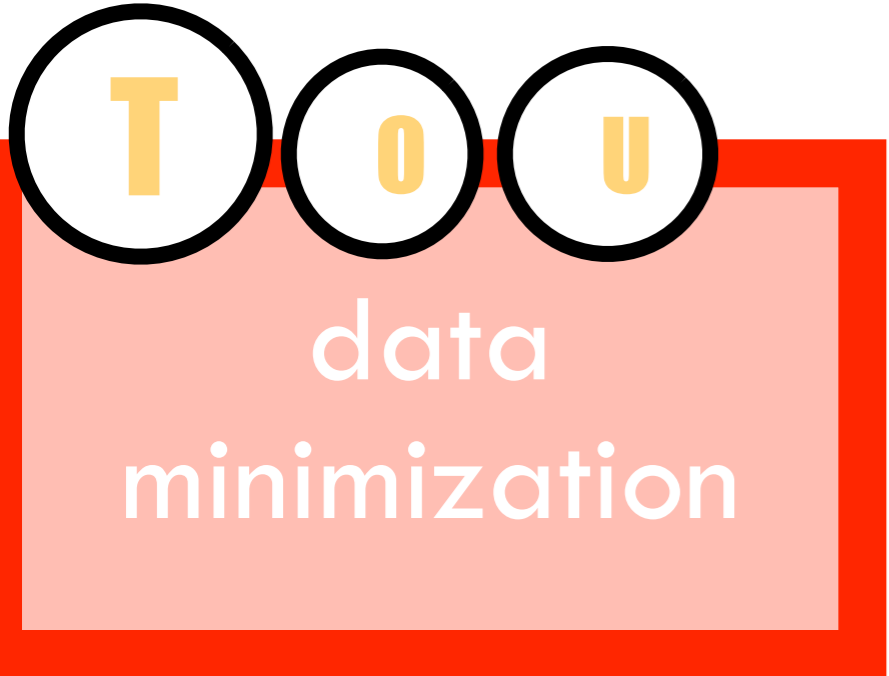
X-centric: fine tuned towards the
needs and requirements of X

T

O

U

data
minimization



TOU
data
minimization

A red rectangular box with a thick red border. At the top, three yellow letters 'T', 'O', and 'U' are each enclosed in a black circle. Below the circles, the text 'data minimization' is written in white, lowercase letters.



OTU
compliance

A blue rectangular box with a thick blue border. At the top, three yellow letters 'O', 'T', and 'U' are each enclosed in a black circle. Below the circles, the text 'compliance' is written in white, lowercase letters.

T O U
data
minimization

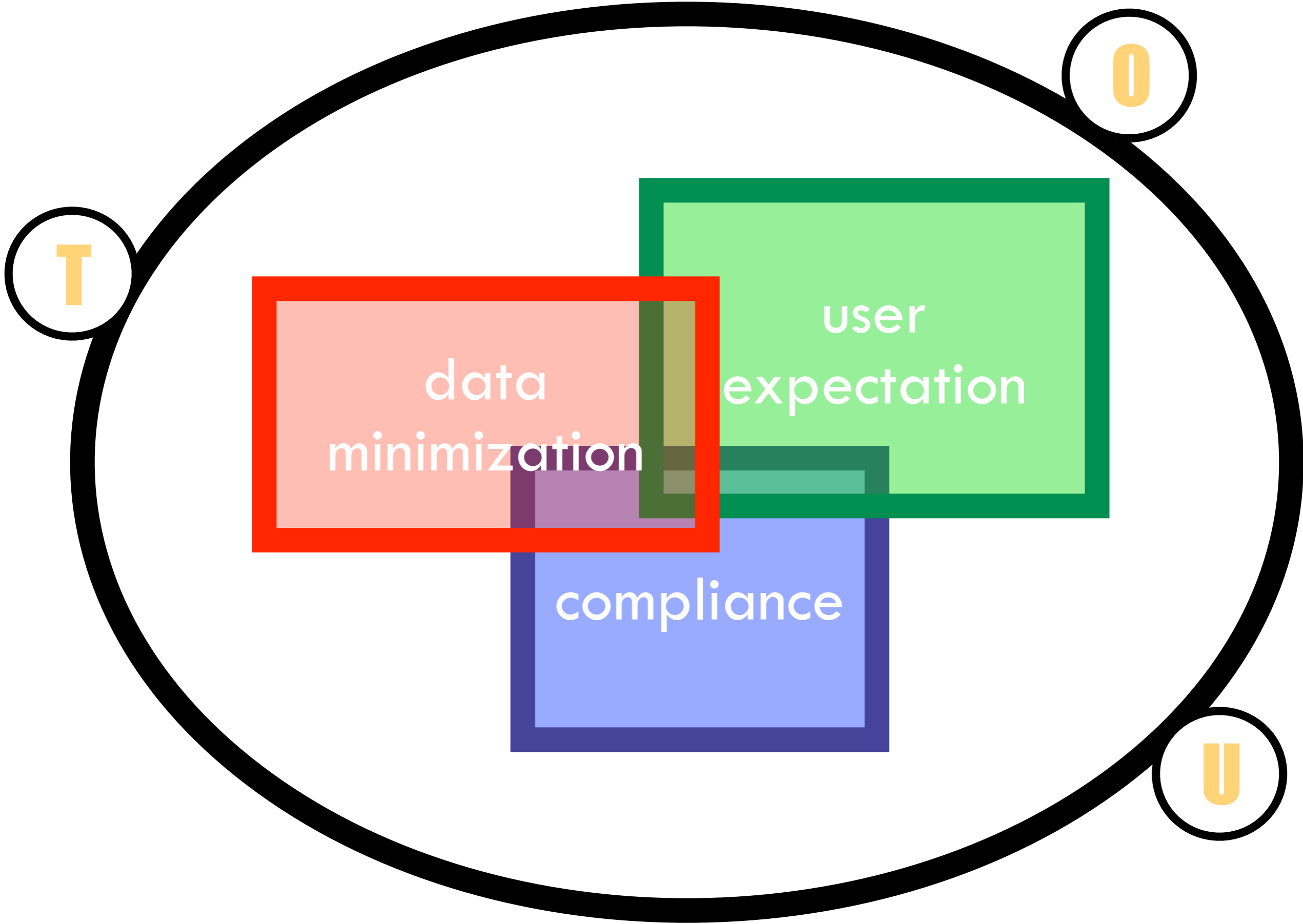
user
expectation
U T O

O T U
compliance

data
minimization

compliance

user
expectation



T

I

U

data
minimization

user
expectation

compliance