



Introducing Privacy Modeling

The Office of Privacy and Data Protection is pleased to announce "Privacy Modeling," a new web application that identifies the privacy laws relevant to the product or service you wish to create.

Privacy Modeling Is Used To:

- Design privacy into products and services
- Find laws applicable to using personal information and data
- Guide users through complex privacy laws

Simple Step-By-Step Privacy Modeling:

1. Go to URL-- privacy.wa.gov/privacymodeling
2. Select the Government Category you work in-- Finance, Health, etc.
3. Select the type of Personal Information ("PII") you wish to use
4. Indicate how you want to use the PII in your product or service
5. Click Results
6. Privacy Modeling will display a custom dashboard indicating
 - Allowed Uses (Green)
 - Restricted Uses (Yellow)
 - Prohibited Uses (Red)
7. Each result for Allowed and Restricted links to the relevant federal or state law
8. Proceed to the "User Guide" for an in-depth discussion of how to design products and services to protect data and privacy

While created for state and local governments, anyone can use this free application, created by Washington State and funded by a grant from the William and Flora Hewlett Foundation.



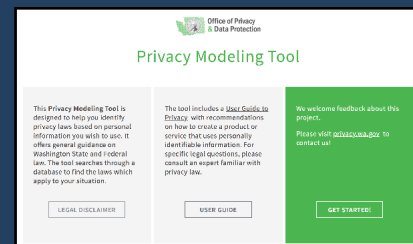
About the Office of Privacy and Data Protection

The Office of Privacy and Data Protection was chartered as the focal point for privacy efforts in Washington state government since 2016. In addition to the Privacy Modeling App, the Office published a Privacy Guide for Washington State Citizens.

The office also supports the State's efforts relating to Open Data, and advises the governor's office and the legislature on the privacy impact of new technologies.

Visit privacy.wa.gov to learn more and sign-up to receive updates.

"The Privacy Modeling tool deploys easily accessible technology to help people navigate the maze of complex privacy law,"
Alex Alben, Washington's Chief Privacy Officer



"We constantly try to innovate at the intersection of public policy and technology," says
Michael Cockrill, Washington State's CIO.

"Privacy Modeling is a big leap forward in building a web app to help government entities and programs find the privacy laws that apply to diverse situations."