

Privacy Minefield

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Abstract

This presentation introduces Privacy Enhancing Technologies (PETs) through the concept of the “Privacy Minefield” discussed by Carlisle Adams Books. It explains why privacy and personal data protection have become critical in the digital era, where personal information is continuously collected, combined, analyzed, and reused. The presentation highlights key privacy threats, the growing battle for control over personal data, and the role of PETs as proactive technical tools to reduce exposure, misuse, and unauthorized disclosure. A practical telemedicine example is used to illustrate how PETs can protect sensitive data while still enabling useful digital services.