



Intel Drafts Model Legislation to Spur Data Privacy Discussion

SANTA CLARA, Calif.--(BUSINESS WIRE)-- **What's New:** Intel Corporation released model legislation designed to inform policymakers and spur discussion on personal data privacy. Prompted by the rapid rise of new technologies like artificial intelligence (AI), Intel's model bill is open for review and comment from privacy experts and the public on an [interactive website](#). The bill's language and comments received should provide useful insight for those interested in meaningful data privacy legislation.

"The collection of personal information is a growing concern. The US needs a privacy law that both protects consumer privacy and creates a framework in which important new industries can prosper. Our model bill is designed to spur discussion that helps inspire meaningful privacy legislation."

-- David Hoffman, Intel associate general counsel and global privacy officer

Why Privacy is Important: Data are the lifeblood for many critical new industries, including precision medicine, automated driving, workplace safety, smart cities and others. But the growing amount of personal data collected, sometimes without consumers' awareness, raises serious privacy concerns.

People need assurances that information that is shared – both knowingly and unknowingly – will be used in beneficial, responsible ways, and that they will be appropriately protected. The U.S. needs a comprehensive federal law to create the framework in which companies can demonstrate responsible behavior.

How It Works: Intel's model data privacy bill aims to bring together policymakers and others in a transparent and open process that helps drive the development of actual data privacy legislation. Intel has launched a website where interested parties can review and comment on the model bill. Company leaders believe input will help to promote the development of constructive data privacy legislation in Congress.

More Context: Privacy is an important and ongoing issue in our data-centric world. In a white paper published last month, Intel's Global Privacy team [laid out six policy principles](#) for safety and privacy in the age of AI, one of the technical domains that has significant privacy implications. These principles summarized here were among the factors that influenced Intel's draft legislation:

- New legislative and regulatory initiatives should be comprehensive, technology neutral and support the free flow of data.
- Organizations should embrace risk-based accountability approaches, putting in place technical or organizational measures to minimize privacy risks in AI.
- Automated decision-making should be fostered while augmenting it with safeguards to

protect individuals.

- Governments should promote access to data, supporting the creation of reliable datasets available to all, fostering incentives for data sharing, and promoting cultural diversity in data sets.
- Funding research in security is essential to protect privacy.
- It takes data to protect data: Algorithms can help detect unintended discrimination and bias, identity theft and cyber threats.

How You Can Help: Let your voice be heard. Weigh in on [Intel's draft privacy legislation](#).

About Intel

Intel (NASDAQ: INTC), a leader in the semiconductor industry, is shaping the data-centric future with computing and communications technology that is the foundation of the world's innovations. The company's engineering expertise is helping address the world's greatest challenges as well as helping secure, power and connect billions of devices and the infrastructure of the smart, connected world – from the cloud to the network to the edge and everything in between. Find more information about Intel at newsroom.intel.com and intel.com.

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Intel Corporation
William Moss, 650-521-1754
william.moss@intel.com

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