



Asia-Pacific  
Economic Cooperation

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Agenda Item: 2

## **General Issues for Information Privacy in E-Commerce**

Purpose: Information  
Submitted by: Warner Bros. Online



**APEC Symposium on Information  
Privacy Protection in E-Government  
and E-Commerce  
Ha Noi, Viet Nam  
20-22 February 2006**

A tall, cylindrical tower with a blue and white color scheme, featuring the Warner Bros. logo and the text "WARNER BROS. STUDIO" on its side. The tower is set against a background of a blue sky with white clouds. A yellow wavy line runs across the bottom of the slide.

# *General Issues for Information Privacy in E-Commerce*

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# Guiding Principle

Respecting the privacy rights of individuals while encouraging economic growth and development



# The Global Marketplace

- Methods and touch-points for data collection are evolving
- Distribution territories do not match political borders
- Customers are best served by easy but safe cross-border data flow



# Lessons Learned

- Good privacy is good business
- Policy + Technology = Good Privacy
- Consumers respond to transparency, simplicity and control



# Benefits of Principles

- Flexible and proportionate requirements lead to better products and services
- Principles can be applied to changing technologies
- Privacy becomes integral to the business



# That's All, Folks!



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# Thank You



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