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**World Privacy Forum Report Tackles The Privacy and Confidentiality Issues of
Cloud Computing; First Major Privacy Report on Topic**

San Diego, CA, February 23, 2009 – The World Privacy Forum published a groundbreaking report today on issues related to the privacy and confidentiality of cloud computing. *Privacy in the Clouds: Risks to Privacy and Confidentiality from Cloud Computing* examines core cloud computing issues and provides a thorough framework for understanding the complexity and risks of sharing data with “the cloud.”

This report finds that cloud computing has significant implications for the privacy of personal information as well as for the confidentiality of business and governmental information. The report also finds that a user’s privacy and confidentiality risks vary significantly with the terms of service and privacy policy established by the cloud provider. For some types of information and some categories of cloud computing users, privacy and confidentiality rights, obligations, and status may change when a user discloses information to a cloud provider. Location issues abound for cloud computing users, with some data having differing protections based on location.

“Cloud computing has benefits, but it also has plentiful risks and consequences for consumers and businesses,” said Pam Dixon, executive director of the World Privacy Forum. “People are not paying enough attention to the risk side of the equation, which can be problematic later on when cloud users experience problems they may not have anticipated.”

The report includes a detailed analysis of current law as it intersects with various aspects of cloud computing, detailed findings, and a discussion of responses to the privacy and confidentiality risks of cloud computing. Those responses include better policies and practices by cloud providers, changes to laws, and more vigilance by users.

The full report is located at:

http://www.worldprivacyforum.org/pdf/WPF_Cloud_Privacy_Report.pdf.

Cloud Privacy consumer tips as well as tips for business are available at the World Privacy Forum's Cloud Privacy page:

<http://www.worldprivacyforum.org/cloudprivacy.html>.

About the World Privacy Forum

The World Privacy Forum is a 501(c)(3) non-profit, non-partisan public interest research group. The organization is focused on redefining privacy in a modern digital era by means of conducting in-depth research, analysis, and consumer education. The World Privacy Forum's groundbreaking work has documented and brought national attention to critical new areas, including medical identity theft. Areas of focus for the World Privacy Forum include issues in the health, technology, and financial sectors. The World Privacy Forum was founded in 2003 and works nationally and internationally.

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