



## Privacy Challenges ...

Alessandra Sala

Bell Labs, Alcatel – Lucent Ireland  
alessandra.sala@alcatel-lucent.com

# Data in the Wild

- Heterogeneous sources of data for good services



- Where are our data stored?
  - Data are often stored in cloud infrastructures
- Modern data are BIG
  - Distributed approaches to enforce privacy
- Data change at high velocity
  - Need for anonymizing dynamic data
- Open debate
  - Data structure or on query types