

International Acknowledgment

The Privacy Development Lab's undertakings have been very positively welcomed, in Italy and abroad.

The **European Data Protection Supervisor** has acknowledged "*the originality and interest of such an initiative*", underlining that "*for our Authorities, Citizens' awareness and their awakening to privacy issues are the fundamental keys of success, as it has been recently confirmed in London declaration*".

Many Privacy Commissioners, worldwide, have already sought to partake in the project.

Cooperating parties include:

Iceland, Thailand, Israel, New Zealand, Ireland, Czech Republic, Poland, Spain, Catalonia, Latvia, Croatia, Malta and Cyprus.

The contributions we wish to promote - namely ideas and concepts - are those focusing on the issues of "Individual Development through Privacy". We believe that the debate surrounding this issue is everybody's concern, and that the project can highly benefit from an international "voice"; supported by the involvement of other countries and their respective Authorities.

Participation is open to all and, of course, expense-free.

Protecting privacy also in its dynamic components by having regard to every single personal data, means protecting everyone's life and the full gamut of its potentialities.

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Privacy Development Laboratory Charter



- Privacy
- Awareness
- Personal Fulfilment

- Human Growth
- Education
- Happiness

Vision

Fulfilled privacy is not one seeking the “*right to be left alone*” and neither is it based on averting interference with respect to it; nor does it merely seek solutions to essentially widespread violations. Privacy should embrace personal needs in their entirety, by supporting individuals and their own unique identity and by fostering the right to pursue dreams as a full, genuine expressions of the human self.

Our Guiding Principles

Safeguarding privacy implies promoting its full fruition, not just tackling violations thereof (in much the same way as one would refer to safeguarding the young as a means to breed mature, happy children, rather than merely implying protection against abuse or violations). In other words, privacy’s main, broader tasks are to allow individuals to achieve fulfilment through unadulterated personal expression in keeping with private, individual inclinations



and desires. That mission is paramount and should be fostered by Authorities and Institutions alike.

The Privacy Development Lab, at the Italian Data Protection Authority, strives to understand the **conditions and settings which engender accomplishment through privacy**, hence the pursuit of personal fulfilment through growth. Concerning the specifics of such research, the Privacy Development Lab will not focus on either violations, pathologies or interferences relating to privacy issues. The Privacy Development Lab is committed to promoting

“*the complete development of the human being*” (Art. 3 of the Italian Constitution), helping individuals to move from their current predicament to their desired goals, overcoming inner and outer resistances.

Such additional, complementary endeavours help to avert the kind of “short-sightedness” to which the concept of privacy lends itself. The Privacy Development Lab pursues its commitments through all such people, Institutions and Associations as are willing to take an interest in the field, and who share the understanding that citizens are empowered by way of further self-knowledge and self-determination skills, that are crucial to progress as individuals. The ultimate goal is to establish happiness and personal fulfilment as facts which are true to life.



Action Plan

The Privacy Development Lab’s action plan is implemented by a permanent and circular process:

- Message expression
- Discussion
- Contributions (presentations, evaluations)
- New and updated message formulation.

According to this plan, our open community of participants is engaged in every step of the debate, in keeping with designated agenda topics.

Goals

To perform research and practical analysis of dialectic intercourse between the sphere of inner privacy (which is uncontrollable and irrepressible) and what lies external to it (which encompasses reality and fulfilment).

Beliefs

- The Privacy Development Lab believes in privacy as “freedom from” and “freedom to” (two sides of the same coin).
- The Privacy Development Lab believes that self-determination and self-sovereignty through privacy imply harmony and respect for the freedom of others.
- The Privacy Development Lab believes in privacy as the foremost expression of subsidiarity and its underlying principles (in order to find human accomplishment in proximity of one’s needs).
- The Privacy Development Lab believes that freedom is the key to anyone achieving individual dreams and goals.
- The Privacy Development Lab believes that the right to express one’s privacy and identity, the right to differ and to refuse any kind of standardisation, the right to be and feel unique, authentic, happy, will stimulate the happiness of others.
- The Privacy Development Lab believes that a society in which ever more people are able to fulfil their understanding of privacy and self-determination will breed a happier, healthier and more peaceful community.