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Nota di contenuto	Part 1: Introduction: Trans-Atlantic Privacy Challenges -- Characteristics of the Cloud Environment -- Functions of Technology and Law in the Context of Privacy -- Part 2: Legal and Regulatory Framework: Regulatory Concepts for Data Privacy -- Data Privacy as Policy and Regulatory Topic in the EU -- Principles of Data Protection and Privacy in the US -- EU Data Protection Framework -- US Data Protection Framework -- International Trade Law and Privacy -- Part 3: Practical Implementation of Data Protection Environment: Industry Feedback on Data Protection and Security Challenges -- Business to Business in the Cloud -- Business to Consumer in the Cloud -- Big Data Analytics Challenges -- Discrimination Based on Data -- Compliance and Risk Mitigating Measures -- Ensuring Data Security

Sommario/riassunto

This book offers guidance for US-based IT businesses on both sides of the Atlantic when dealing with big data and government data, since transatlantic data flows are key to the success of these enterprises. It offers practical insights into many of the data-protection challenges US companies in various industries face when seeking to comply with US and EU data-protection laws, and analyses the potential conflicts in the light of their risks and the way in which US-based cloud providers react to the uncertainties of the applicable data-protection rules. The book particularly focuses on the insights derived from a qualitative study conducted in 2016 with various cloud-based IT businesses in the Silicon Valley area, which shows the diversity of views on data protection and the many approaches companies take to this topic. Further, it discusses key data-protection issues in the field of big data and government data.