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# The proposal of Management model designed for Balancing between Utilizing big-data and Privacy Protection

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It is expected that with the rapid progress of the IT technique, the new innovation creation that utilized big data contribute to industrial development of our country. The profit inflection of personal data should protect it, and a range and a rule of the information become vague. Besides, the problem to affect personal invasion of privacy occurs. So the company side hesitates about for the use produces it. In this study, I focus on profit utilization and the risk management consciousness in the organization in particular and suggest a practical model to manage a privacy risk. I perform utilization example analysis of KDB system supporting efficiency of the Medicare business as subjects of survey. KDB system was built for the purpose of supporting enforcement of the effective and effective health business of the insurer.

For the local government, I carried out a questionnaire at a point of view of profit utilization and the privacy protection, then I did the correlation analysis of the statistics data of the local government.

Through the analysis results, focusing on the changes in the awareness of big data utilization and privacy protection in the organization, we tried to model for the practical approach.

Based on information and the knowledge obtained from the analysis of the findings, I build an active privacy management model. I build a new risk management model as a new risk management model. As a characteristic of this model, I adopted the following concepts.

- When I contribute to public interest, I give priority to profit utilization assuming explaining a purpose and an effect.
- Re-active approach for risk.
- Value conversion chain to promote the utilization and privacy risk management approach.

In addition, framework of the value conversion chain to promote this model, shared with sympathy issues awareness in the organization gave birth the organization value, personnel by giving approval to the authority, and ultimately to provide a use value and peace of mind worth to the customer.

This model, widely applied to the government and private companies, would like to hope that will lead to enhance the value business innovation the creation of social capital services.