

# Contents

*List of Contributors*

xv

*List of Abbreviations*

xvii

## I. CLOUD COMPUTING ESSENTIALS

<b>Introduction</b>	1
<b>1. Cloud Technologies and Services</b>	3
<i>W Kuan Hon and Christopher Millard</i>	
1. What Is Cloud Computing?	3
2. Cloud Computing Resources and Technologies	6
3. Cloud Supply Chain: Key Concepts	13
4. Concluding Remarks	17
<b>2. Control, Security, and Risk in the Cloud</b>	18
<i>W Kuan Hon and Christopher Millard</i>	
1. Introduction	18
2. Confidentiality	19
3. Integrity	25
4. Availability	25
5. Control and Flexibility in Practice	27
6. Cloud Services and Commercial Arrangements, Contractual Structures, and the IT Channel	32
7. Insurance as a Tool for Managing Cloud Risks	34
8. Concluding Remarks	35

## II. CLOUD COMPUTING TRANSACTIONS

<b>Introduction</b>	37
<b>3. Standard Contracts for Cloud Services</b>	39
<i>Simon Bradshaw, Christopher Millard, and Ian Walden</i>	
1. Introduction	39
2. Classifying Cloud Services and Cloud Provider ToS Documents	40
3. Categorizing and Analysing Terms	44
4. Practical Findings	64
5. Conclusions	71
<b>4. Negotiated Contracts for Cloud Services</b>	73
<i>W Kuan Hon, Christopher Millard, and Ian Walden</i>	
1. Introduction	73
2. Methodology and Scope	74
3. Cloud Providers' Perspectives	75

4. Cloud Users' Perspectives	75
5. Cloud Contract Terms: Detailed Analysis	80
6. Concluding Remarks	104
<b>5. Public Sector Cloud Contracts</b>	<b>108</b>
<i>W Kuan Hon, Christopher Millard, and Ian Walden</i>	
1. Introduction	108
2. Background	110
3. Which Cloud Computing Services?	112
4. Contractual Structure	113
5. G-Cloud Security—A&A	118
6. CloudStore	122
7. Gi Contractual Documents	123
8. After Gi	132
9. Making Contracts Cloud-appropriate?	140
<b>6. Ownership of Information in Clouds</b>	<b>142</b>
<i>Chris Reed and Alan Cunningham</i>	
1. Introduction	142
2. User Content Stored and Processed in the Cloud	142
3. Information Generated in the Cloud by the Provider	150
4. Using the Cloud to Distribute Content	153
5. Open Content	157
6. Problems of Infringing Content	158
7. Collaboration in the Cloud	159
8. IP Rights of Cloud Providers	160
9. Conclusion	163
<b>III. PROTECTION OF PERSONAL DATA IN CLOUDS</b>	
<b>Introduction</b>	<b>165</b>
<b>7. What is Regulated as Personal Data in Clouds?</b>	<b>167</b>
<i>W Kuan Hon, Christopher Millard, and Ian Walden</i>	
1. Introduction	167
2. 'Personal Data'	167
3. Anonymization and Pseudonymization	169
4. Data Fragmentation	178
5. Provider's Ability to Access Data	182
6. The Way Forward?	185
7. Concluding Remarks	189
<b>8. Who is Responsible for Personal Data in Clouds?</b>	<b>193</b>
<i>W Kuan Hon, Christopher Millard, and Ian Walden</i>	
1. Introduction and Scope	193
2. Controllers and Processors—General Concepts	193
3. Cloud Users	195
4. Cloud Providers	206
5. Three Proposals for Reform	215

<b>9. Which Law(s) Apply to Personal Data in Clouds?</b>	220
<i>W Kuan Hon, Julia Hörnle, and Christopher Millard</i>	
1. Introduction	220
2. Jurisdiction, Applicable Law, and Data Protection Law	220
3. Cloud Computing and the Long-arm Reach of EU Data Protection Laws	230
4. Cloud Service Provider as Processor—Local Obligations	243
5. An Alternative Approach: Targeting/Directing	244
6. Conclusion and Recommendations	247
Appendix—Practical Application—Use of EEA Data Centres	249
<b>10. How Do Restrictions on International Data Transfers Work in Clouds?</b>	254
<i>W Kuan Hon and Christopher Millard</i>	
1. Introduction	254
2. Data Export Restriction	254
3. What Is a ‘Transfer’? Who Makes the Transfer?	257
4. Data Export Exceptions/Derogations	260
5. Ways to Meet the Adequacy Requirement	262
6. Possible Solutions for Cloud Computing	270
7. The Way Forward?	275
Appendix—Practical Application of the Data Transfer Rules to Common Cloud Scenarios	279
A. Private Cloud (Self-hosted)	280
B. Using Provider	280
<b>IV. CLOUD REGULATON AND GOVERNANCE</b>	
<b>Introduction</b>	283
<b>11. Law Enforcement Access to Data in Clouds</b>	285
<i>Ian Walden</i>	
1. Introduction	285
2. Forensic Challenges in the Cloud	287
3. Exercising LEA Powers	289
4. Convention Measures	291
5. International Cooperation	297
6. European Criminal Procedure	299
7. LEA–Service Provider Relations	301
8. Law Enforcement and Data Protection	305
9. Cloud-derived Evidence	308
10. Conclusion	309
<b>12. Facilitating Competition in the Clouds</b>	311
<i>Ian Walden and Laise Da Correggio Luciano</i>	
1. Introduction	311
2. Competition in the Cloud Computing Sector	312
3. Mechanisms within Competition Law	314

4. Demand-side Mechanisms	320
5. Contract and Consumer Protection Law	328
6. Conclusions	329
<b>13. Consumer Protection in Cloud Environments</b>	<b>331</b>
<i>Alan Cunningham and Chris Reed</i>	
1. Introduction	331
2. The Consumer and the Cloud	333
3. <i>Ex ante</i> Consumer Protection Law	336
4. <i>Ex post</i> Consumer Protection Law	346
5. Standard Terms of Service: Issues for the Consumer	352
6. Conclusion	360
<b>14. Cloud Governance: The Way Forward</b>	<b>362</b>
<i>Chris Reed</i>	
1. What Is Governance?	362
2. Governance, Legitimacy, and Effectiveness	363
3. The Route to Co-regulation	376
4. Governance Issues	378
5. Conclusion	389
<i>Table of Cases</i>	391
<i>Table of UK Statutes</i>	394
<i>Table of UK Statutory Instruments</i>	395
<i>Table of International and European Legislation</i>	396
<i>Table of National Legislation</i>	401
<i>Index</i>	403