70% of organisations say they received significant business benefits from privacy beyond compliance—up from 40% in 2019 (Cisco 2020 Data Privacy Benchmark Study)

Getting Data Protection Right

THE PRINCIPLES

PERSONAL DATA SHOULD BE...

+ **(a)** processed lawfully, fairly and in a transparent manner

+ **(b)** collected for specified, explicit and legitimate purposes

+ **(c)** adequate, relevant and limited to what is necessary

+ **(d)** accurate and, where necessary, kept up to date

+ **(e)** kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed

+ **(f)** processed in a manner that ensures appropriate security of the personal data

Accountability is central to GDPR. Data controllers are responsible for the compliance with the principles and must be able to demonstrate this to data subjects and the regulator
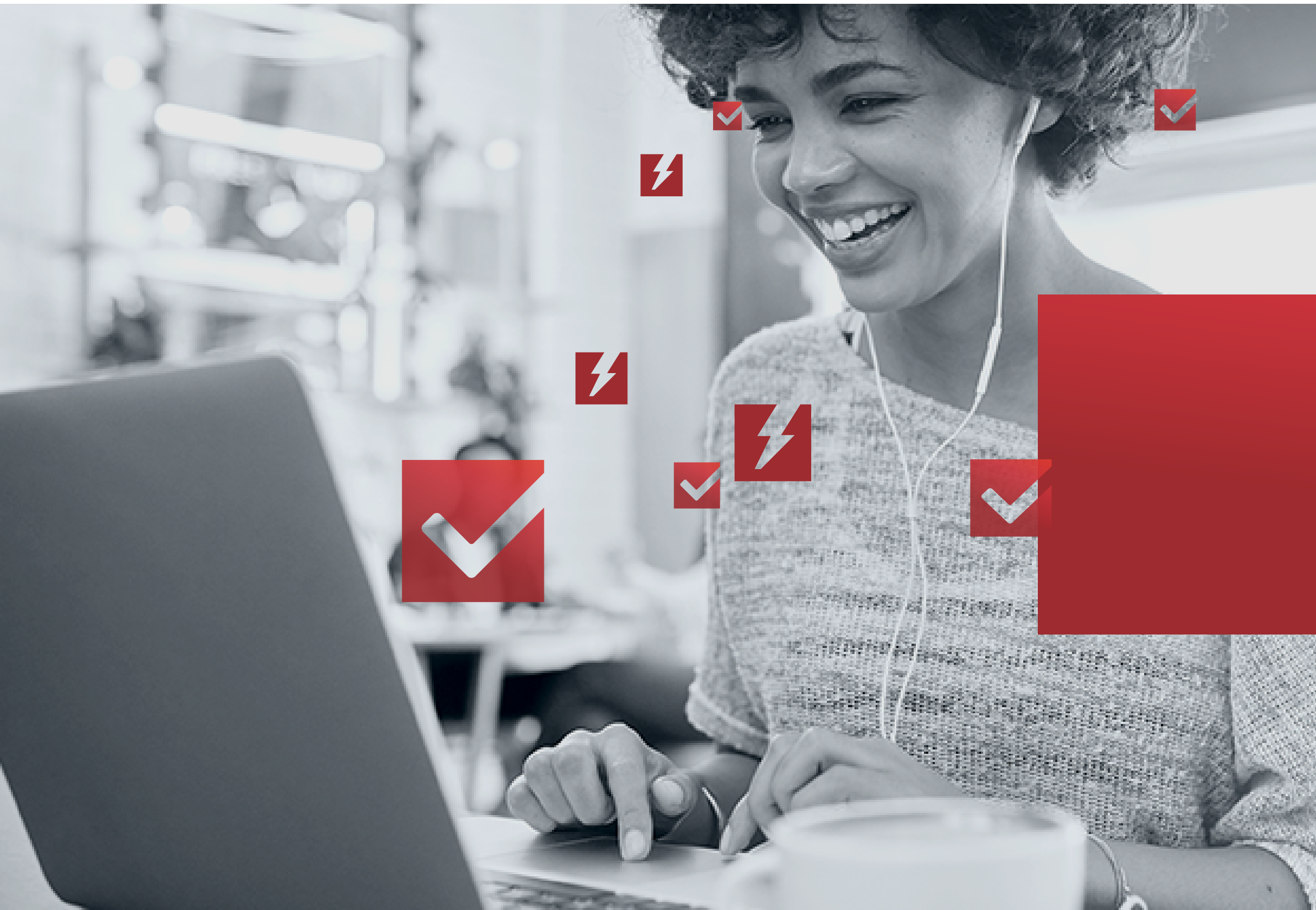
ARTICLE 6(1)(A) – CONSENT OF THE DATA SUBJECT

"any freely given, specific, informed **and unambiguous** indication of the data subject's wishes by which he or she, **by a statement or by a clear affirmative action**, signifies agreement to the processing of personal data relating to him or her"

THE 2 SIDES OF THE MODERN CUSTOMER

80% of shoppers are more likely to buy from a company that offers **personalised experiences** [1]

THE PRIVACY PARADOX

79% of consumers **don´t trust** organisations to do the right thing with their data [2]

1 The power of me: The impact of personalisation on marketing performance, Epsilon
2 Bridging the trust gap in personal data, the Boston Consulting Group

AI FOR GOOD, IS OFTEN BAD

- Some AI results can be as good as guesswork
- Allow people to inform the AI with preferences
- Leading to better personalised experiences

The perfect storm
Privacy is the new fair trade for consumers
New privacy regulations pushed globally