

PERSONAL DATA PROTECTION: THE CONTEXT

CONSUMERS

do not act consistently

Consumers are concerned **how** their personal data is used



Paradoxically **most agree to share** their data

CONSUMERS

More than **80%**

of consumers are afraid their data will be stolen or misused

Source: GfK



1/3 of internet users

in the United States have had their personal data misused in the past year

Source: GfK

92% of internet users

in France think that service providers can use their data

Source: IPSOS for Elia



62% of consumers

agree to share more personal information so that they can access new digital services

Source: Microsoft Research

Consumers are afraid of...

87% being inundated with ads
85% being unable to erase their digital footprint
77% being a victim of bank information or identity theft

Source: IPSOS for Elia

In their mind, the most sensitive data is...

82% location
70% browsing history
81% health
68% communications with friends

Source: Pew Research Center

BUSINESSES

struggle to manage the data they collect

All organizations **collect data** (visits, profiles, payments)



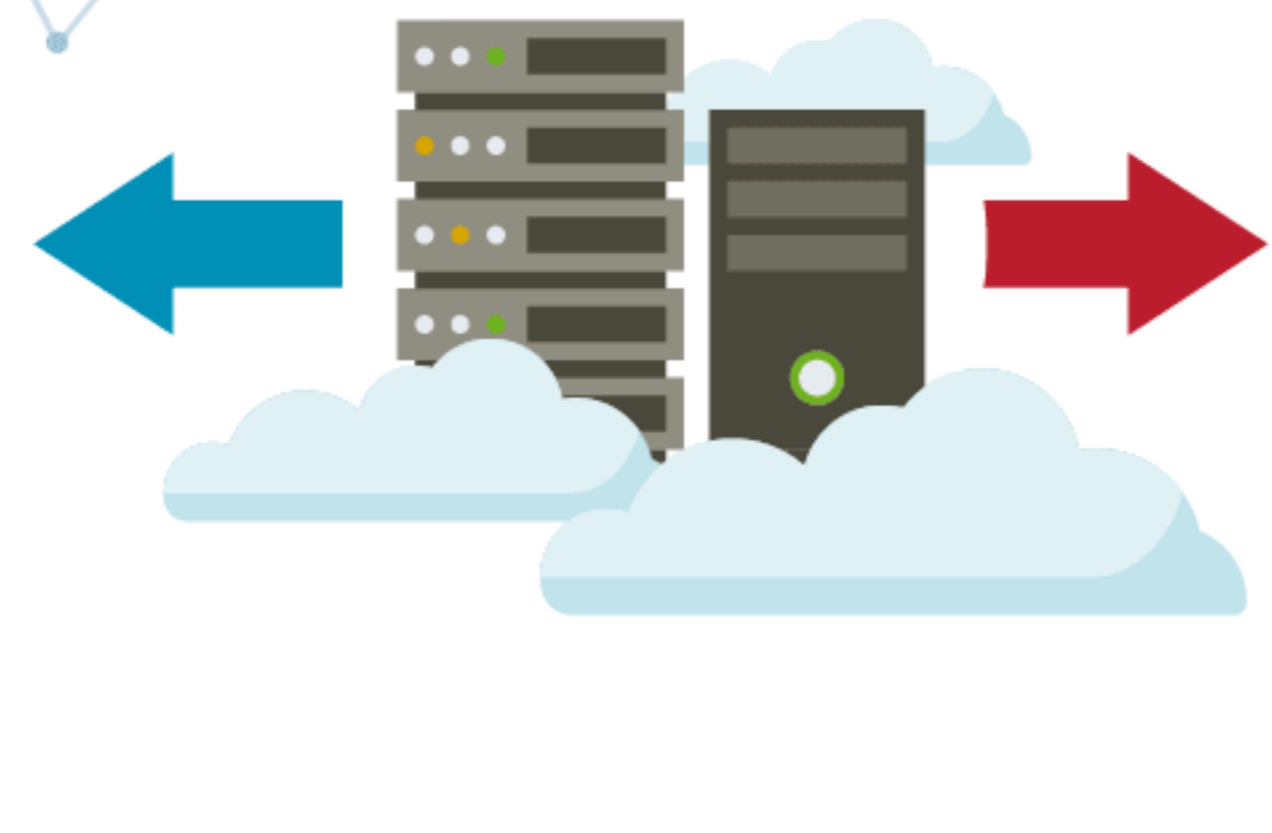
But few have a real **data governance system**

BUSINESSES

They spent **\$130 bn.**

in 2016 on data and business analytics

Source: IDC



Only **16,000**

e-commerce, government and other organizations have appointed an official data protection advocate in France

Source: AFDCP, Fevad

Tough regulations are **A DRIVER FOR CHANGE**

BUSINESSES themselves try to put a positive spin on things



REGULATIONS are forcing them to get organized



Most organizations post a "soft" privacy policy online, which only 10% of Internet users who sign up with them read in full

(Source: CNIL)

A few big companies publish ethics charters and guidelines



In the United States

The draft Consumer Privacy Bill of Rights has been introduced twice already

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In the European Union

The GDPR* was adopted in 2016 and enshrines stronger obligations by 2018:

right to be forgotten, data portability, mandatory notification of personal data breach, including for data transferred outside Europe (fines of up to 4% of worldwide annual revenues)

*General Data Protection Regulation

INDEPENDENT CERTIFICATION

is the only way to maintain and increase trust in your brand



Certification of good management shows you take data protection seriously

- Understandable to the public
- Made credible by the market
- Adaptable and open-ended

- **Data controllers**
Reassure end users their personal data is secure
- **Data processors**
Demonstrate credibility to data controllers



Certification is best obtained from an independent body with:

- Credibility
- Impartiality
- Transparent analytics tools
- The ability to support the certification mark



Move Forward with Confidence