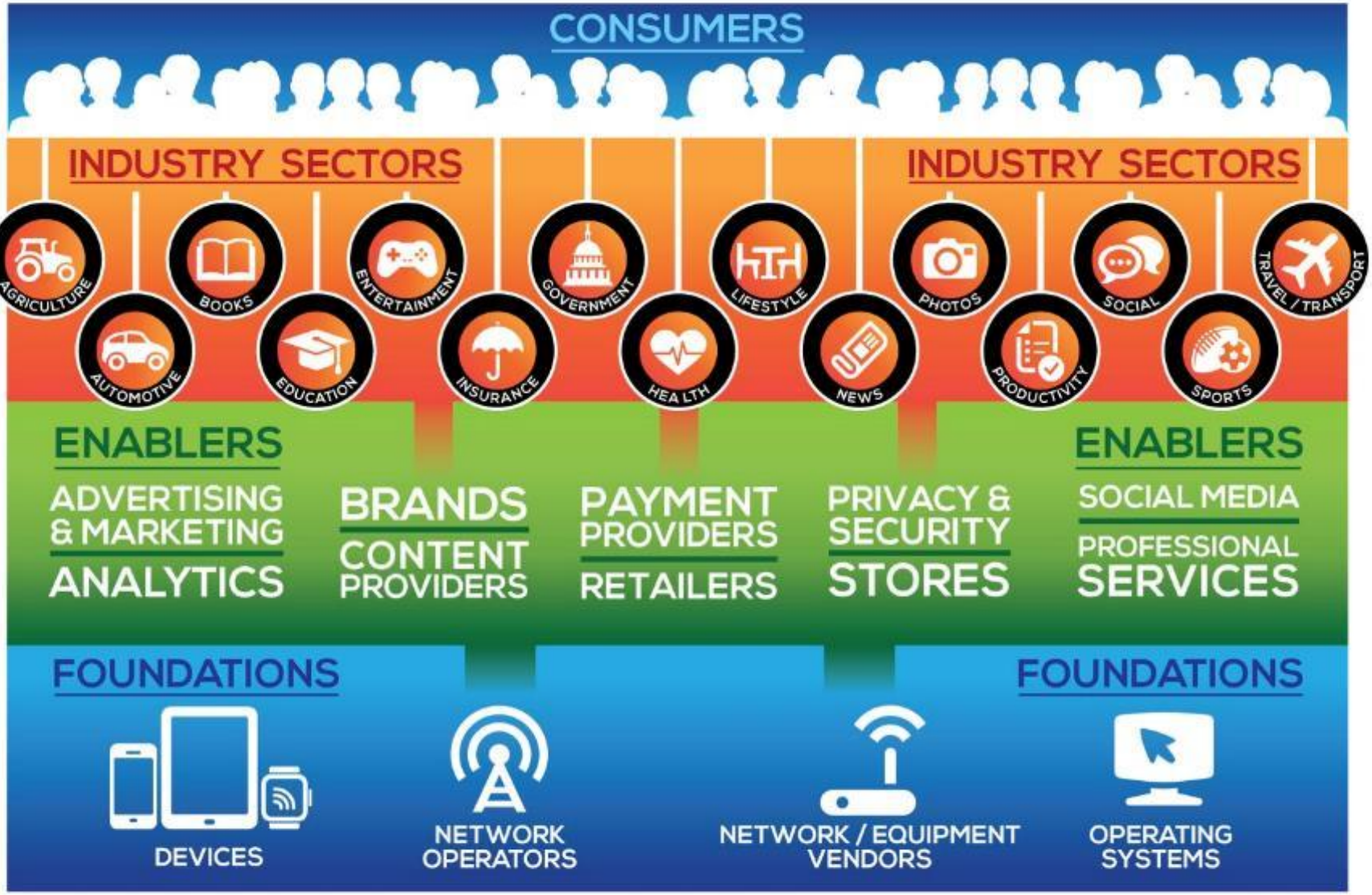
Building for Trust.

A Cross-Ecosystem Approach

Joanne Lacey, @MEF

My Data 2016

REPRESENTING THE INTERESTS OF THE BROADENING ECOSYSTEM



Global reach & member diversity

MEF MOBILE ECOSYSTEM FORUM

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Championing Consumer Trust

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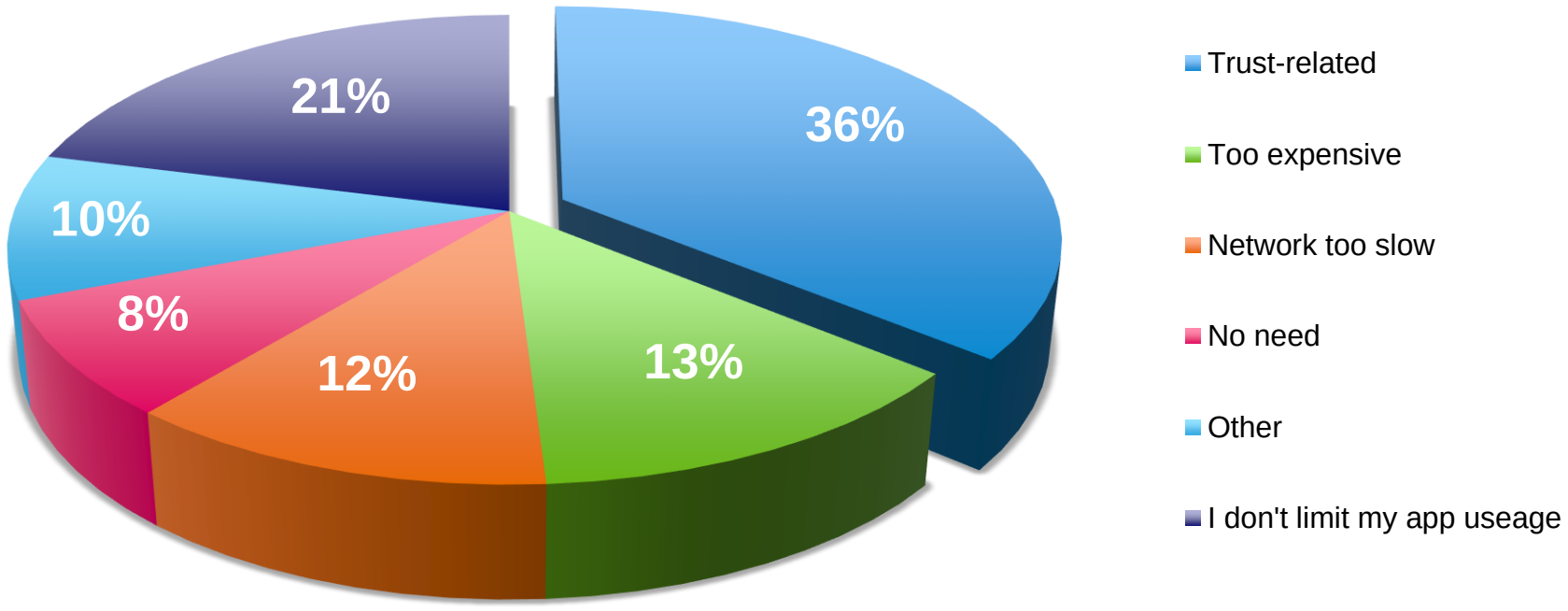
GLOBAL CONSUMER TRUST REPORT 2016

UNDERSTANDING THE IMPACT OF GLOBAL ATTITUDES TOWARDS DATA PRIVACY AND SECURITY IN THE MOBILE ECOSYSTEM

A lack of trust remains the single biggest barrier to growth



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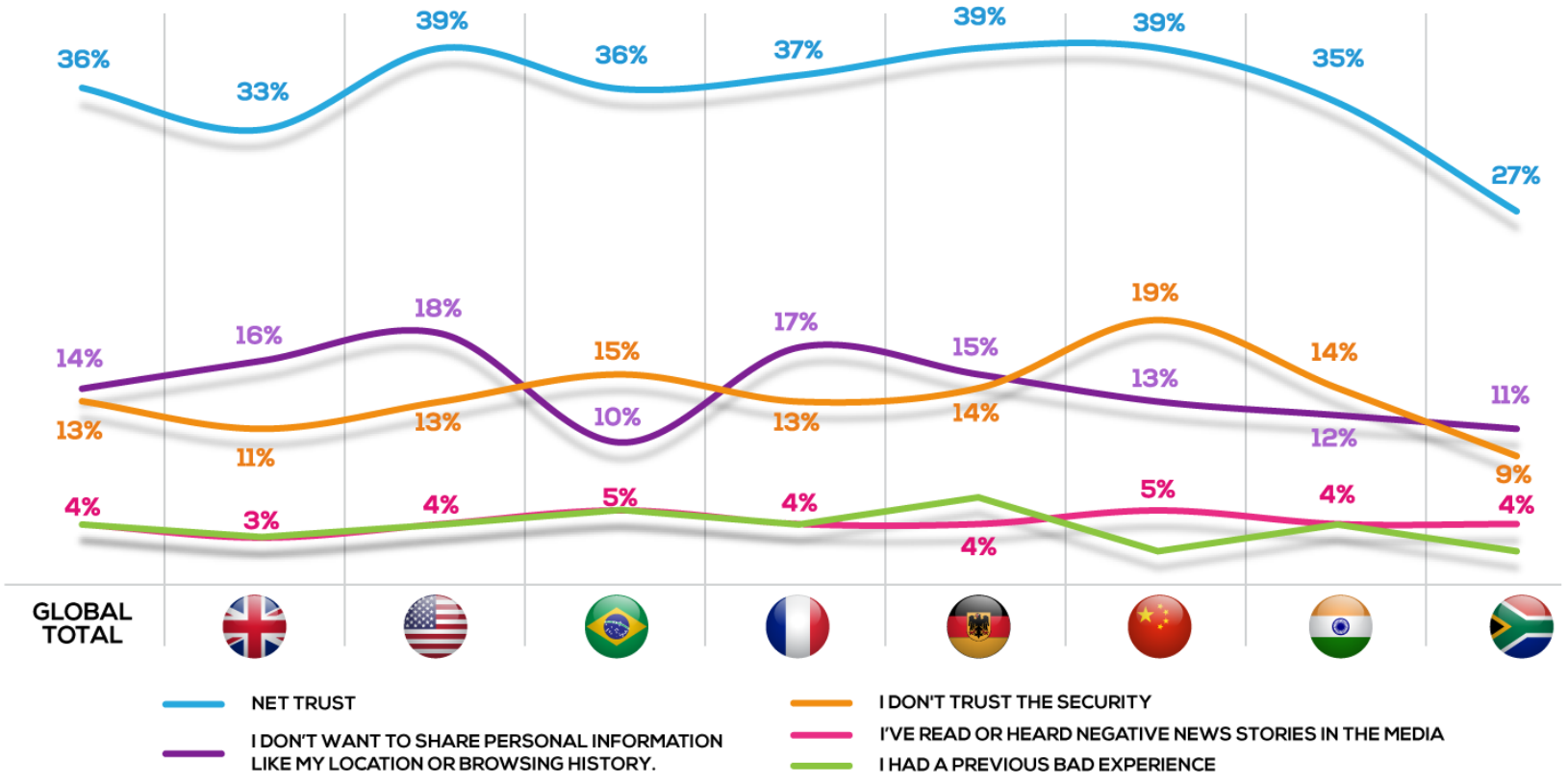
WHAT IS THE MAIN REASON YOU DON'T DOWNLOAD AND/OR USE MORE MOBILE APPS AND SERVICES?



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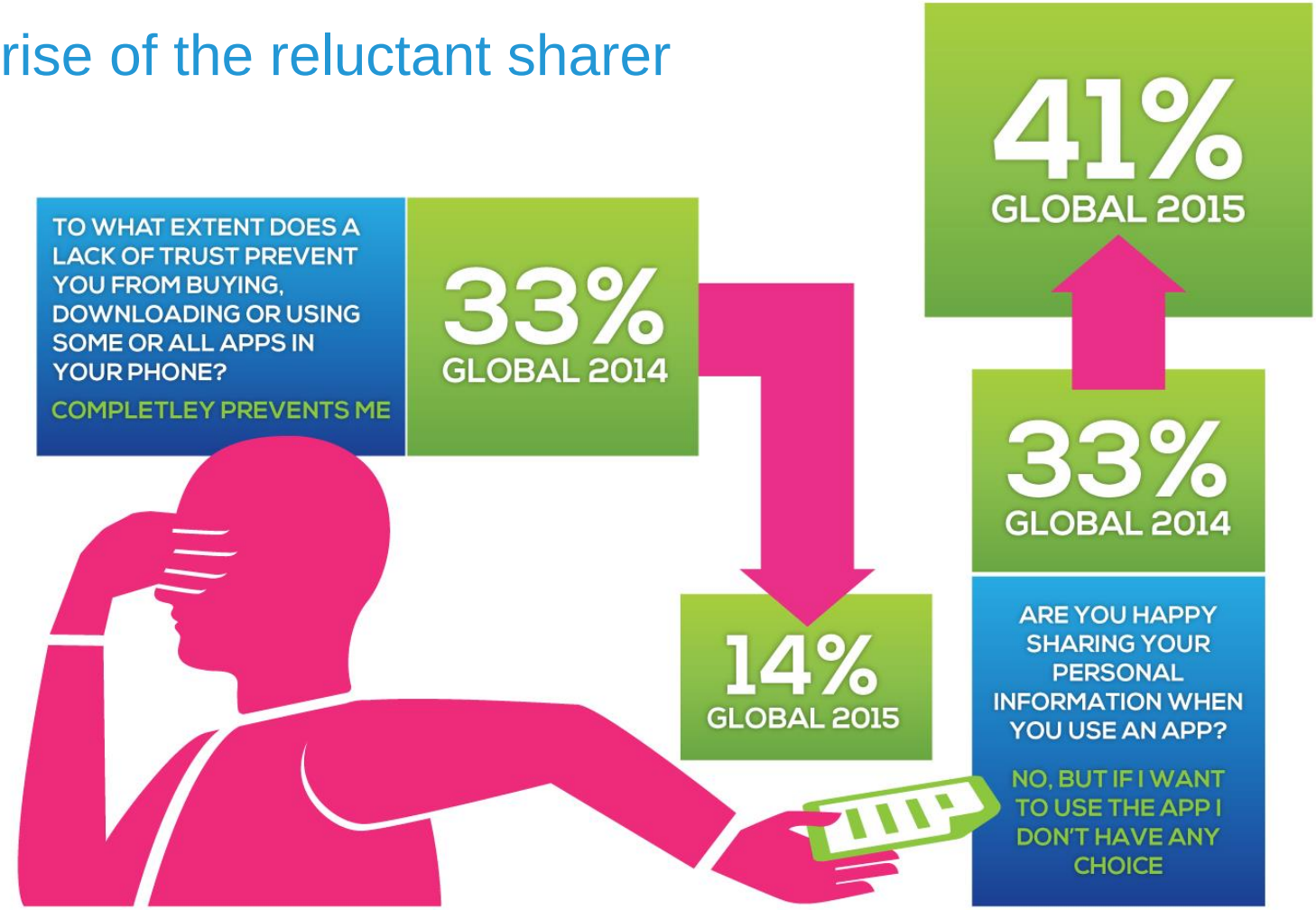
The rise of the reluctant sharer



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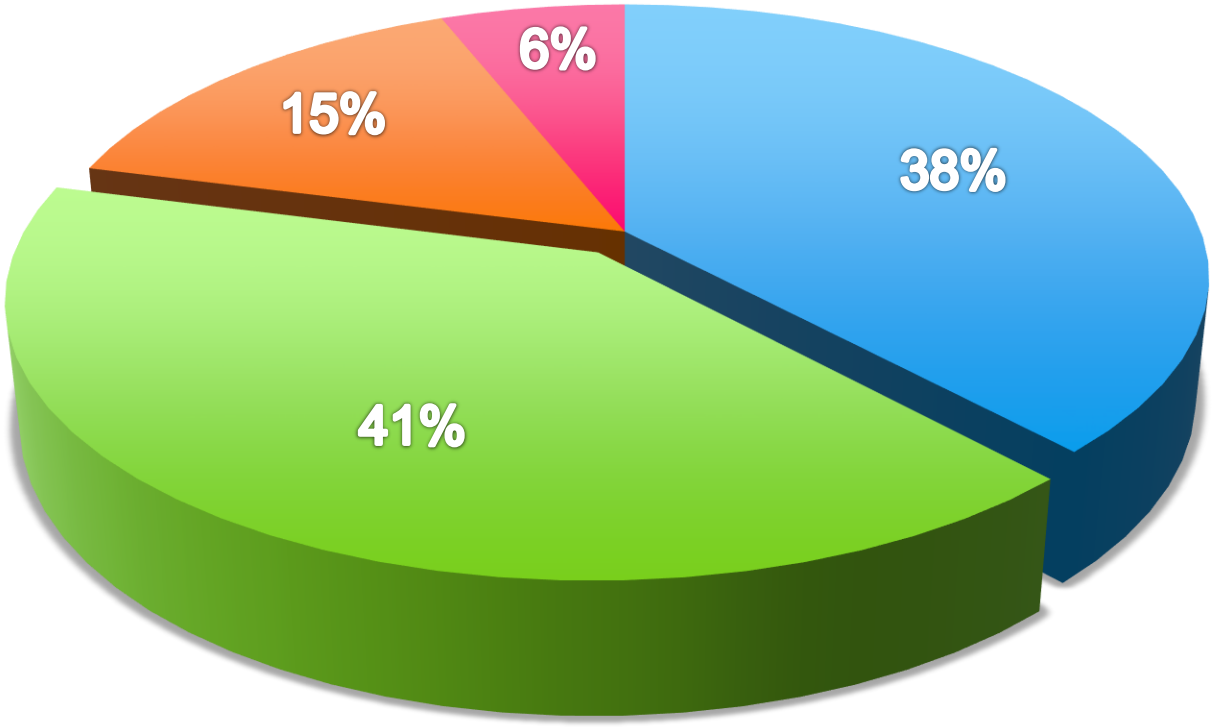
Only one in sixteen consumers are happy to share data



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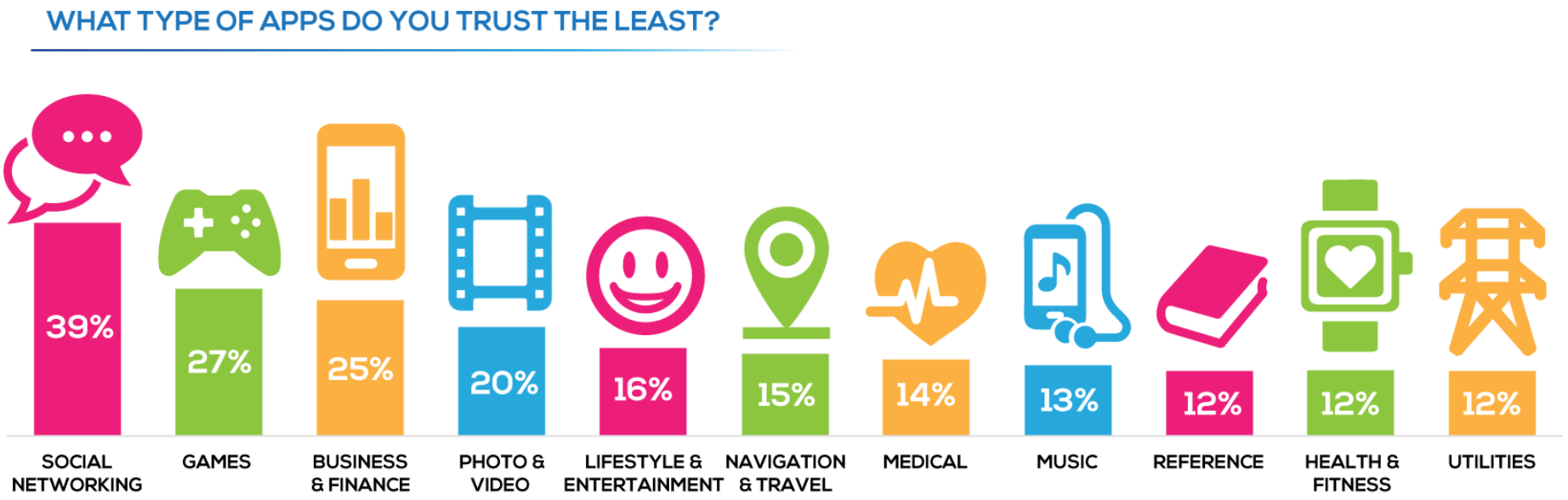
Social networks the least trusted



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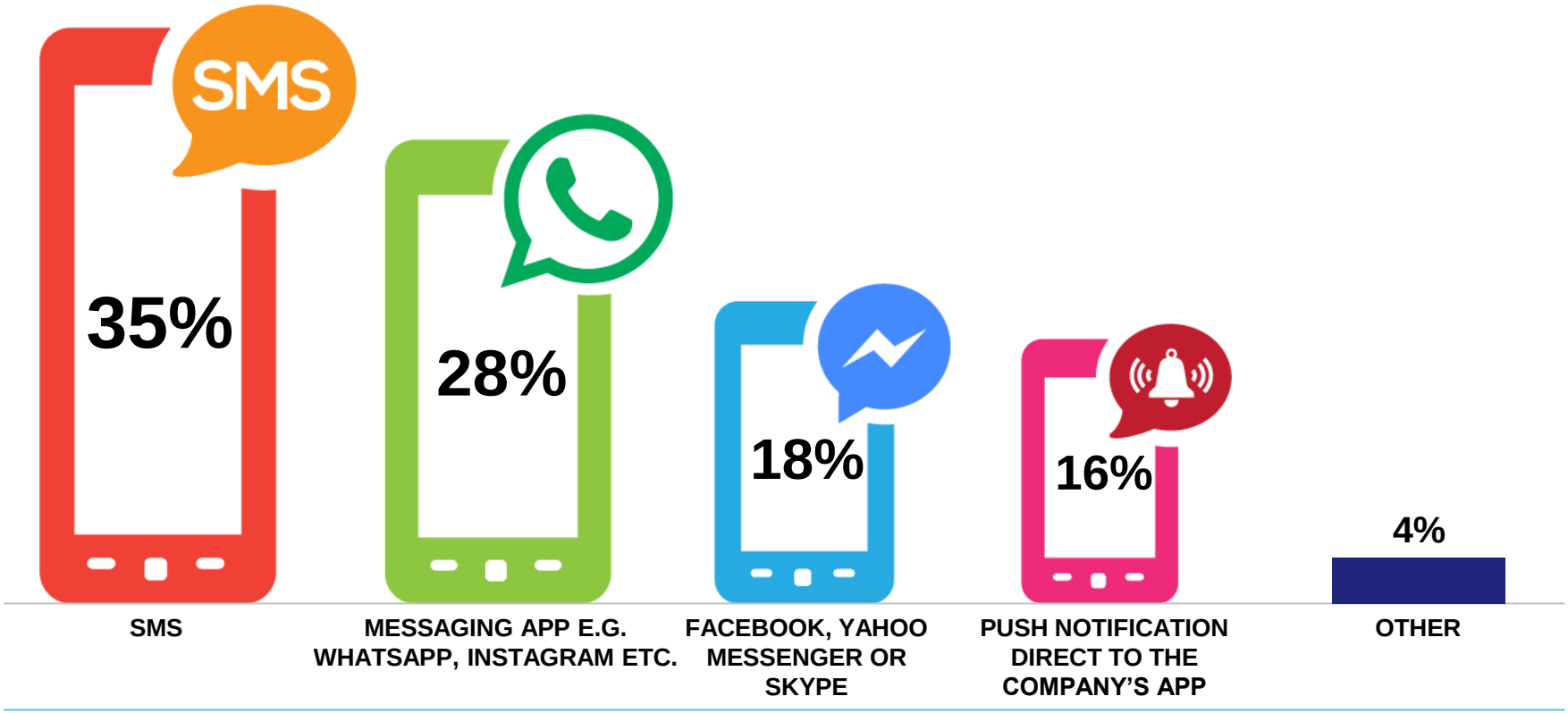
SMS the most trusted messaging platform



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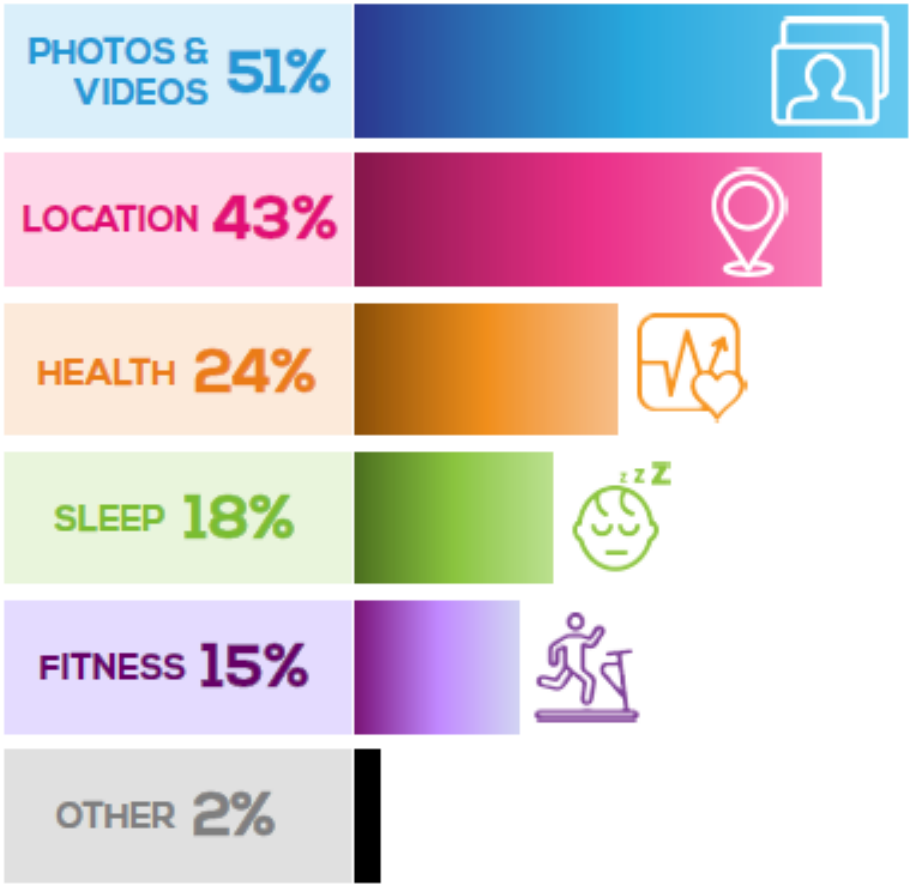
OF THE TYPES OF DATA COLLECTED BY A WEARABLE DEVICE, WHICH ARE OF MOST CONCERN TO YOU?



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HOW DO WE BUILD TRUST IN THE PLATFORM ECONOMY?

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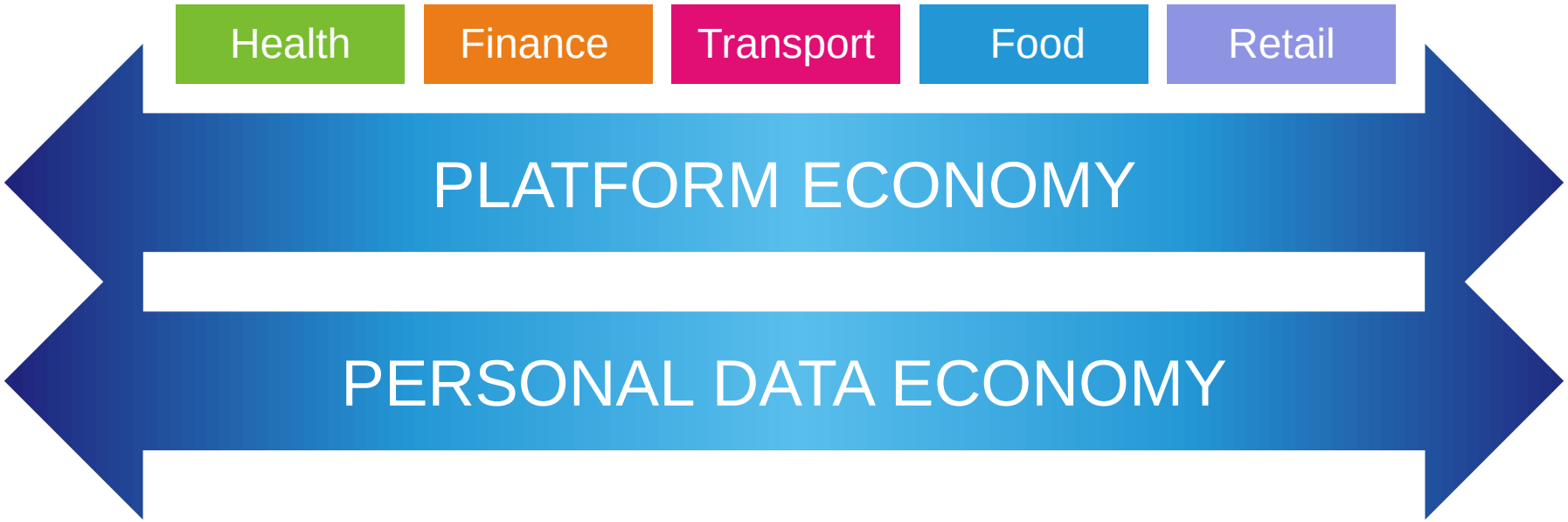
New economies driven by data



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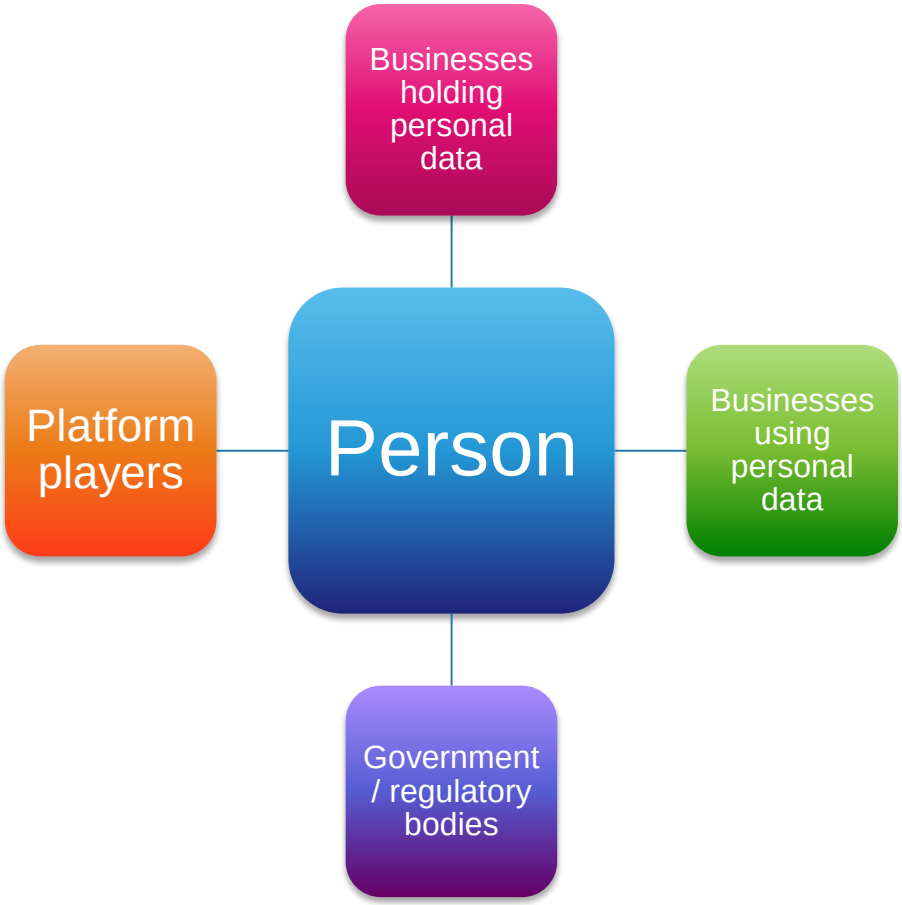
Personal Data Ecosystem



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Challenges Ahead

- Diverse regulation
- Tools & technology
- Identifying the right business models
- Creating mass-consumer demand

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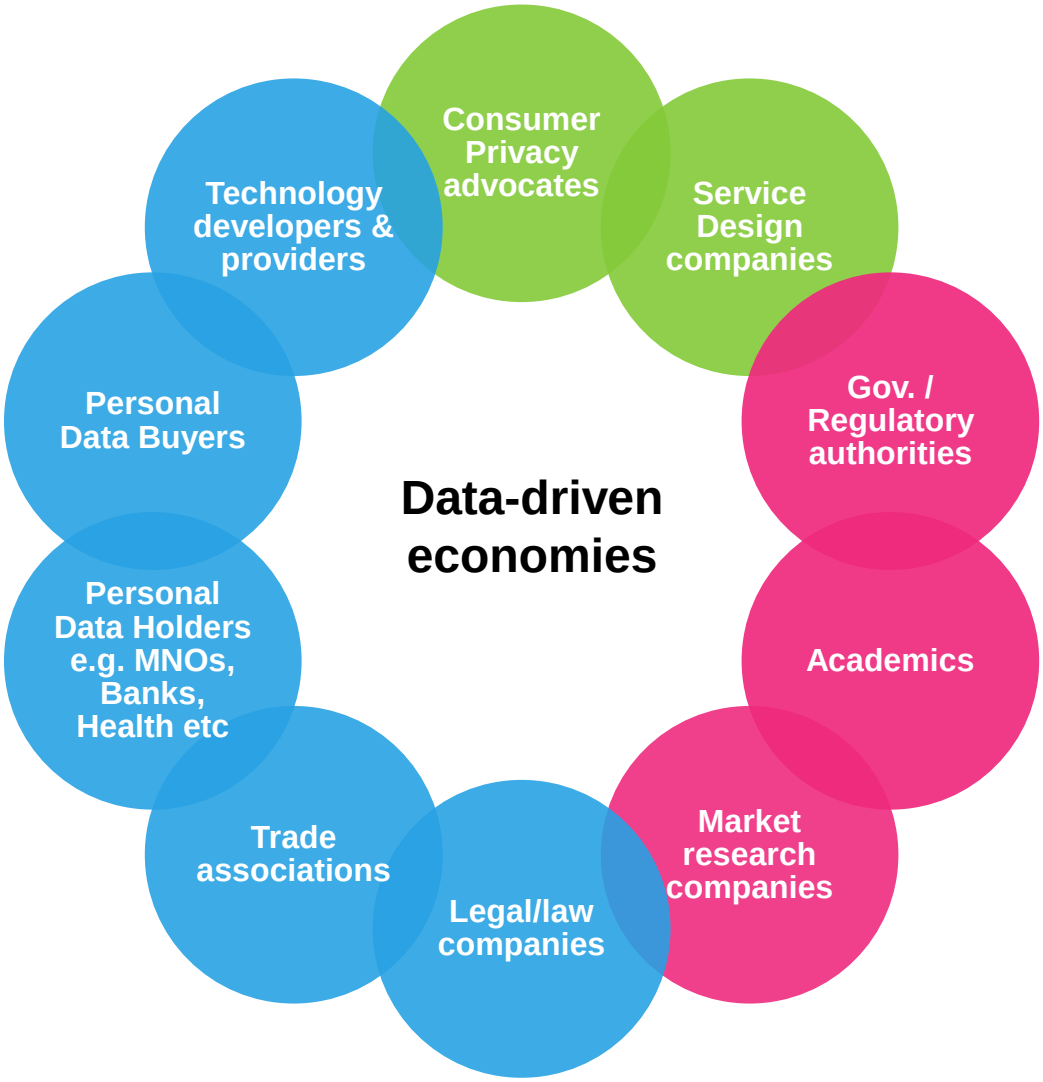
Cross-Ecosystem Approach



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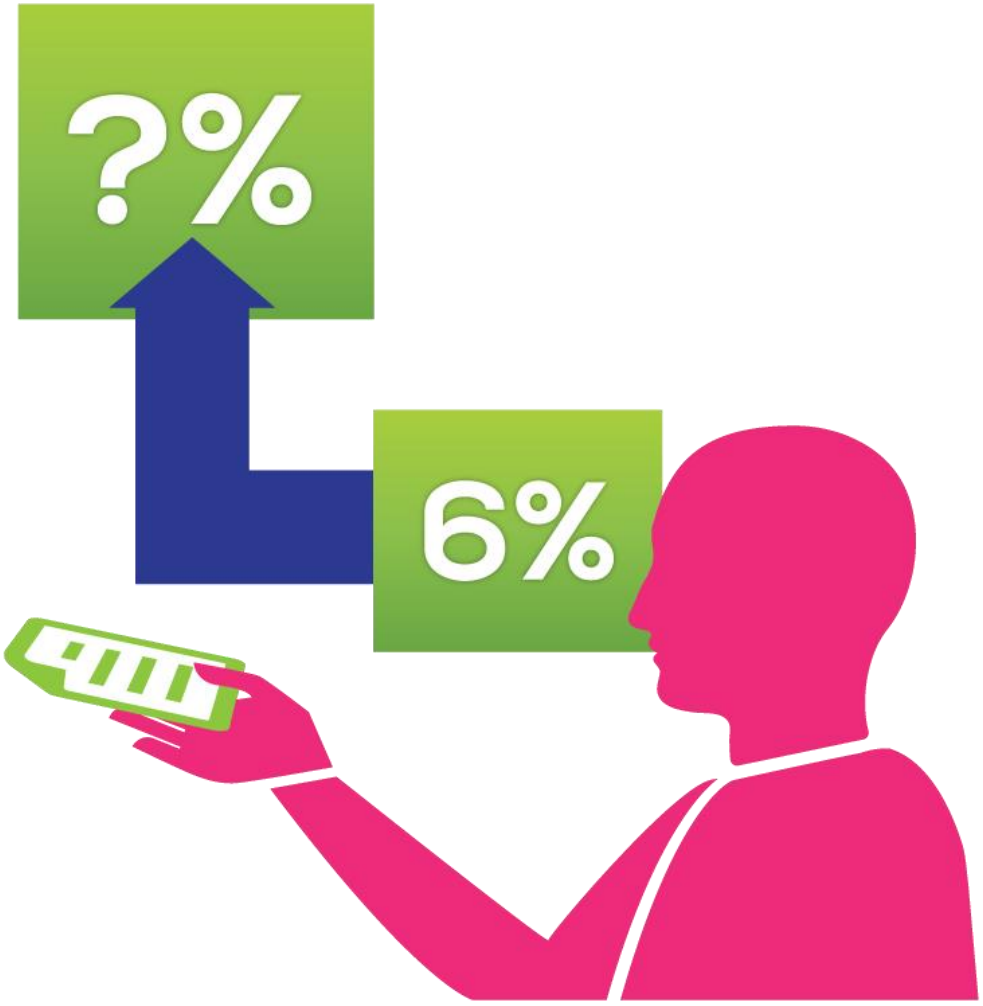
The advent of the ‘Willing Sharer’?



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