Enabling digital opportunities by mastering the privacy challenge

September 2, 2016
Session “Economics of data management"
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Privacy as a Business Enabler

Consumer willingness to share personal data is crucial for the success of future data-driven opportunities.

Whitepaper

Content of Presentation

- Why engaging in privacy in the digital age?
- How can we master the data privacy challenge?
- What privacy assets are needed to enable sustainable digital opportunities?

Engaging in Privacy – A practical case from Amsterdam Airport

Amsterdam Airport Schiphol launched digital transformation program in 2015

The CIO Ambition:

“Making Schiphol the best Digital Airport in the World (within 2.5 years )”

Advanced digital strategies rely heavily on personal data usage

Engaging in Privacy – A practical case from Amsterdam Airport

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How to show leadership in data-driven businesses

Paramount to making an enterprise more data-driven is to show leadership in three key areas:

• improving the business value of data
• fostering data-related cultural change, and
• gauging the ethical implications of data management and its uses.

Source: How Chief Data Officers Show Leadership in Influencing the Data-Driven Culture, Gardner, 2016

The top challenges in operationalizing Big Data that inhibit progress are:

- Budget constraints: 44%
- Data security concerns: 36%
- Integration challenges: 35%

Leading data-driven businesses need to consider Privacy as a Corporate Sustainability issue

There are various ways of framing Privacy as a Corporate Sustainability issue

**Instrumental**
- Maximization of shareholder value
  - Reputation management
- Social investments
  - Offer privacy friendly products
- Cause-related marketing
  - Sponsoring privacy initiatives

**Political**
- Corporate constitutionalism
  - Apply self-regulation
- Social contract
  - Live up to privacy principles
- Corporate citizenship
  - Make responsible use of market power

**Integrative**
- Issue management
  - Treat privacy as high-risk issue
- Stakeholder management
  - Develop customer privacy charter
- Public responsibility
  - Ensure legal compliance

**Ethical**
- Universal rights
  - Privacy a fundamental human right
- Sustainable development
  - Avoid compromising future generations
- Common Good
  - Business shouldn't be harmful to society

How mastering the data privacy challenge to enable sustainable data-driven opportunities

The objectives are to maximize trust, consumer value and band appeal

Collaborative Privacy Approach

The Collaborative Privacy Approach includes the end-user (e.g. consumers) into the privacy decision making process and the realization of the Digital Program.

The Trust Formula

\[
\text{TRUST} = \frac{\text{INTIMACY} + \text{CREDIBILITY}}{\text{RISK}}
\]

- Consumer intimacy
  - Stakeholder Dialogue
  - Transparency & Openness
- Privacy credibility
  - Choice & Options
  - Data Quality
  - Privacy Expertise & Registry
- Risk Management
  - Privacy Compliance
  - Risk Reduction

A collaborative privacy approach is needed to ensure privacy leadership
"Knowing is not enough; we must apply. Willing is not enough; we must do."

(Johann Wolfgang von Goethe)
Privacy leaders need to be compliant, sustainable and decisively in control of personal data.

**Compliance & Risk**
- Governance
- Policies
- IT Security & Technology
- Business Processes
- Awareness

**Corporate Sustainability**
- Maximize Brand Appeal, Trust & Consumer Value
- Personal Data Protection creates Added Value

**Digital Transformation Programs**
- Privacy Compliance Program
- Collaborative Privacy Approach

**Privacy Decision Governance**

**Digital Transformation Programs**
- Identify and Qualify Digital Opportunities
- Involve Customer in Privacy Decision Process
- Generate Customer Trust
- Create Customer Value

**Privacy guidance for Digital Programs**
- Privacy Wizard
- Privacy Policy Check
- Privacy Impact Assessment
- Customer Privacy Charter
- Permission Management
- Business Requirements
Privacy decision governance delivered privacy requirements to digital airport program

Client case - Amsterdam Schiphol Airport

Process Steps for Impacted Initiatives

1. Select business use cases / initiative.
2. Determine privacy impact in Privacy wizard.
3. Perform legal compliance check against privacy policy.
4. Check initiative against the privacy commitments.
5. Determine customer consent requirements (e.g. opt-in).
6. Provide Privacy guidance to program initiative.
7. Derive Privacy requirements for program initiative.
8. Deliver privacy requirements to program initiative.
Finally, we can connect the Privacy Decision Flow to Mydata kind of concepts.
Thank you

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