



Privacy and Ethical Use of Data

Market Differentiator

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90% of the worldwide data has been created the last 2 years

Data-Driven Marketing Economy Surged in Last Two years: 966,000 Job Contributed, \$202 Billion to U.S. Economy, 35% Revenue Growth in Two Years

We create the data ourselves through living digital lives: internet, smart phone, smart car, smart bed.....

Data Tsunami



Accelerating into Data Driven Everything

Data and Privacy

- Top of Mind for Decades
- Active collection/Consent based uses
- PII and Aggregate/Batch enabled
- Innovation ahead of regulation

Axiom best-in-class earning the *only* 5 out of 5 perfect score across all competitors in Privacy and Security of data*

Big Data = Big Changes

- Volume, Velocity, Variety & Analytics
- PII, DII, Pseudo anonymous, De-identified
- Passive Collection and Use of Observed Data
- New Harms
- Definition of “sensitive data” evolving

*Forrester Wave: 2015 Customer Insights Services Providers

Accelerating into IoT

Accelerating into IoT Driven Consumer Journey

- **Journey Signals Everywhere**

- Digital Identity Resolution: cookieID, mobileID, globalpatientID, tvID, audio beacons, behavior, other...
- Place in Time Data: Points of Interest, Points of Relevance, Placefulness
- Sensor Data: embedded meds, shirts, shoes, consumables, home products, cars, locations
- Passive Signal Send/Receive
- Unanticipated Uses

- **Dangers of Misuse**

- Social Damage, Reputational Harms
- Physical Harms, Health Outcomes, Financial Harms
- Enforcement = Deception or Unfairness
- Supersede, Disrupt, Ignore, Bypass Human Values/Social Norms
- Algorithmic Discrimination, Digital Determinism
- Broken Trust = Brand, Service, EcoSystem

***Big Data provides **unprecedented opportunities** to drive innovation in economies, healthcare, public safety, education, transportation, and almost every human endeavor.*

Trust is **the** most valuable business commodity” – *David K. Williams*

Trust is hard to come by” –*Eminem*

"It takes 20 years to **build a reputation** and five minutes to ruin it." --*Warren Buffett*

Operationalizing Ethics - Values

Beneficial

- Sense of purpose
- Define the benefits
- Parties who gain benefit
- Risk-Benefit balance

Progressive

- Materially better
- Measures
- Support innovation
- Consider risks

Sustainable

- Legal basis/permissions
- Influence of model(s)
- Longevity of insights
- Ability to refine/correct

Respectful

- Data origination/restrictions
- Context/Purpose
- Interests of all parties
- Expectations/Rights

Fair

- Insights/Applications
- Inferences/Discrimination
- Labeling/Predestination
- Compatibility/Legal Basis

Ethical Use of Internet of Things Data Unlocking the Possible

1. Confidence that Allows Use of Massive New Streams of Data and Analytics
2. Deliberate Method Results in Outcomes that are Good for Brand and Consumer: Legal, Just and Fair
3. More Mature Organizational Information Governance System
4. Addresses Complexity, Nuance and Uncovers Data/Analytic Quality Issues
5. Pathway to Compliant Big Data Enablement in Other Markets
6. Data Governance Increasingly Competitive Differentiator goes to Brand Trust and Loyalty
7. In a World with Less Legal Certainty, More Data Breaches, Privacy Incidents and Greater Penalties...Identify and Document Facts and Deliberation to Prepare for External Oversight and Defend when Questions Arise