Privacy as a Competitive Parameter

www.dataethics.eu

The dominant business model of today is tracking-by-default

Consumer Trends

FAKE DATA

DIGITAL DISTRUST

DIGITAL SELFDEFENSE

Quality of data suffers as consumers are reluctant to disclose personal information

Ben Lobel | 21 May 2015 | News | Outlook

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Customers are deliberately providing the wrong information when asked for personal details, scuppering organisations' growth plans, research finds.

Customers are giving false information, hampering companies' attempts to achieve valid data

Consumer Trends

FAKE DATA

DIGITAL DISTRUST

DIGITAL SELFDEFENSE

Apologises
Privacy p
Spotify

Consumer Trends

FAKE DATA

DIGITAL DISTRUST

DIGITAL SELFDEFENSE

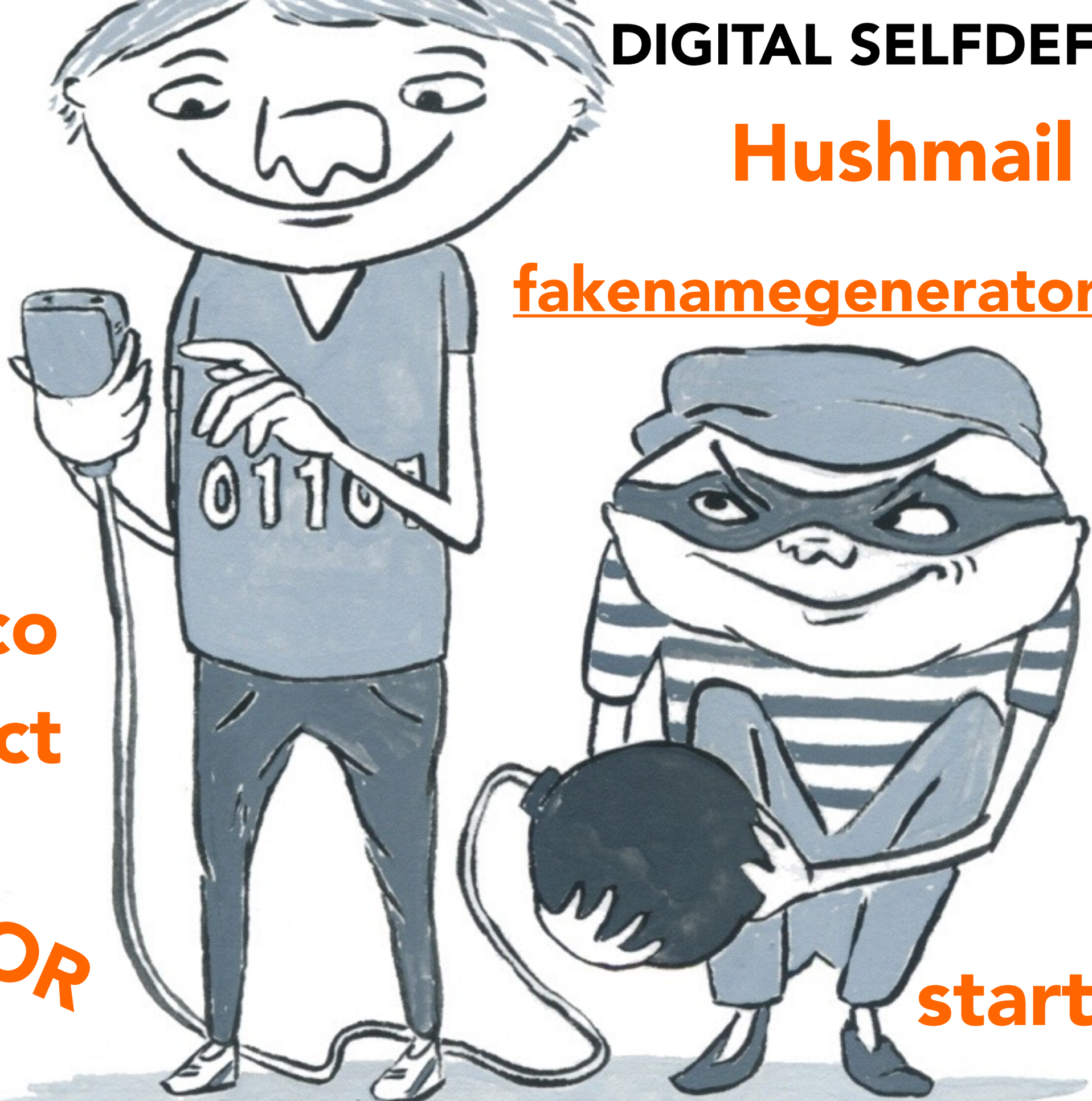
[BLOCKED KICKER]

The most popular paid iPhone app right now is an ad blocker

DIGITAL SELFDEFENSE

Hushmail

fakenamegenerator.com

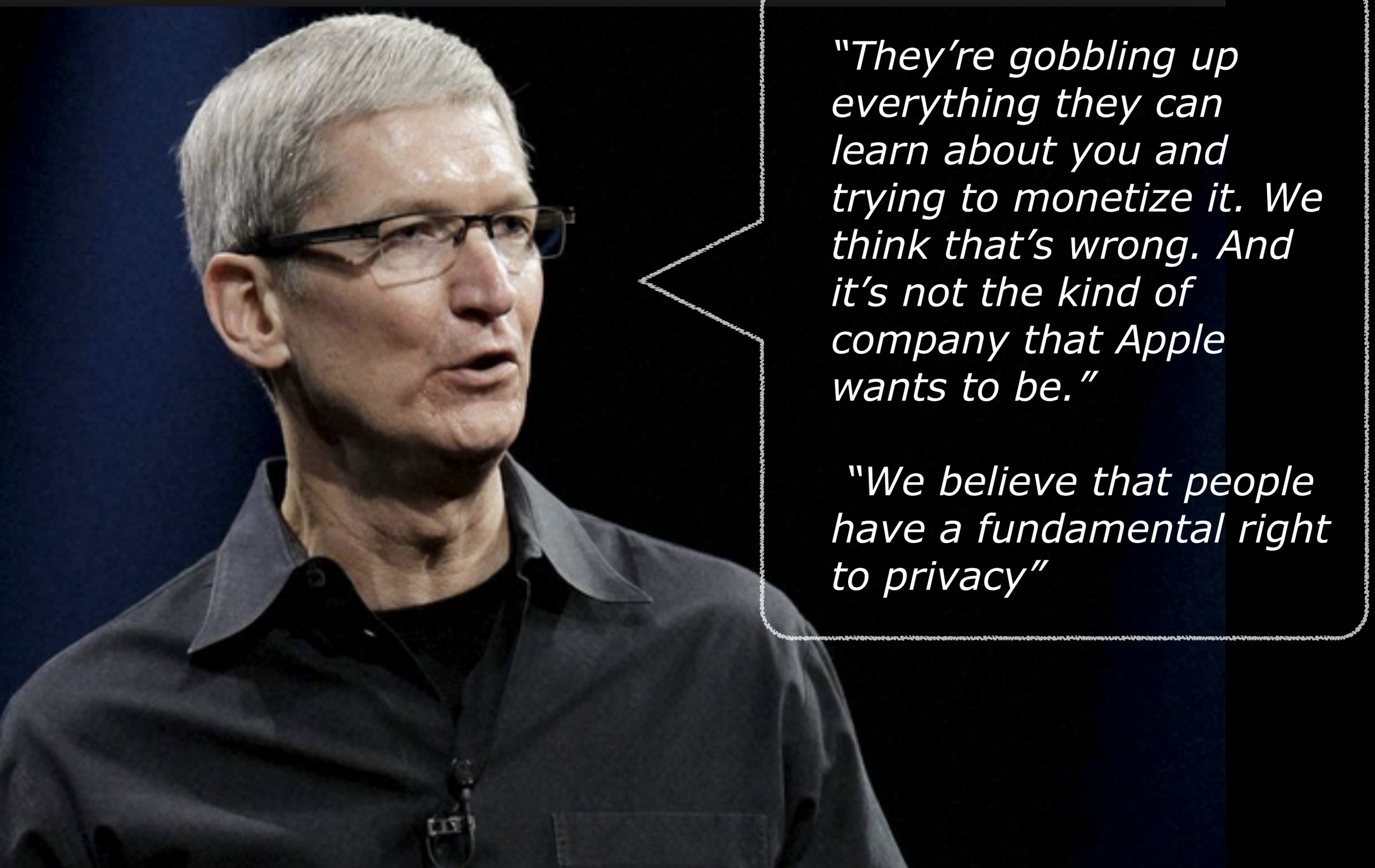


Disco nnect

TOR

startpage

But some are seeing the problem with it!



"They're gobbling up everything they can learn about you and trying to monetize it. We think that's wrong. And it's not the kind of company that Apple wants to be."

"We believe that people have a fundamental right to privacy"

MENU

Harvard Business Review

BRANDING

Privacy Is a Business Opportunity

by David Hoffman

APRIL 18, 2014

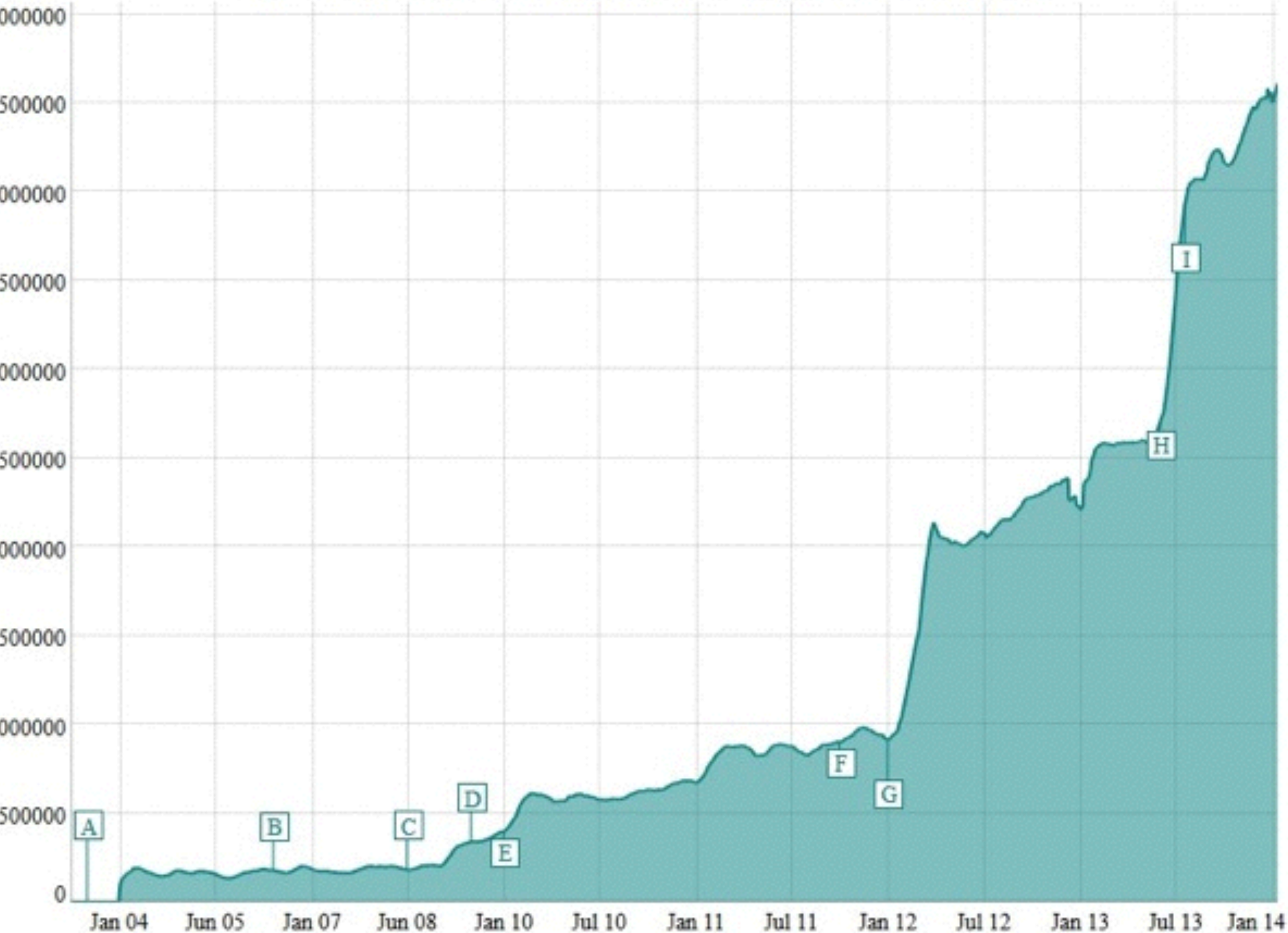
"privacy protection should be a practice as fundamental to the business as customer service"

Competing With Privacy, Harvard University

Differentiate With Privacy-Let Marketing Practises, Forrester

The Value of Our Digital Identity, Boston Consulting Group

Ixquick/StartPage Direct queries per day (28 Day Average)



KIRCHENWEB

LÖSUNG KURSE ÜBER UNS RESSOURCEN SUPPORT

Mehr Gemeinde. Weniger Administration.

Das KirchenWeb ist die einzige Kommunikationsplattform, die speziell für Kirchengemeinden entwickelt wird.

MEHR ERFAHREN TESTEN

Eine Lösung für alles

Jedes Symbol erzählt seine eigene Geschichte. Bewegen Sie den Mauszeiger über eines der Symbole, um mehr zu erfahren.

Connect

LEGO
ID

LEGO

http://www.privacykompasset.dk

Indtast søgeord

ERHVERVSSTYRELSEN

PrivacyKompasset

Cookies

Værktøjet Viden Inspiration Om PrivacyKompasset

Kom i gang med en privatlivspolitik

Hvordan behandler din virksomhed kundernes data? Tag vores test og find ud af, om din virksomhed lever op til gældende lovkrav. Generér en privatlivspolitik direkte til jeres hjemmeside.

Formål med PrivacyKompasset

PrivacyKompasset er en hjælp til danske virksomheder. Det tilbyder en vejledning til reglerne om persondatabeskyttelse og muligheden for at generere en skræddersyet privatlivspolitik. Privatlivspolitikken kan let formidles til kunder og samarbejdspartnere og bidrager til den digitale tillid.

> Mere om PrivacyKompasset

Inspiration til privacy

Her finder du inspiration til den gode privatlivspolitik. Se, hvordan du enkelt og klart kan formidle din privatlivspolitik.

> Få inspiration til privacy

17 questions and you get a basic or an extended
PRIVACY POLICY

Another 15 questions, and you understand what is needed for the coming EU personal data regulation

Use for own staff and partners

www.privacykompasset.dk

But it is more than compliance:

1. **Understand your customers expectations**
2. **Communicate and demonstrate intentions**
3. **Demonstrate value**

THANKS

Pernille Tranberg
mail@digital-identitet.dk
2266 9932
digital-identitet.dk
dataethics.eu