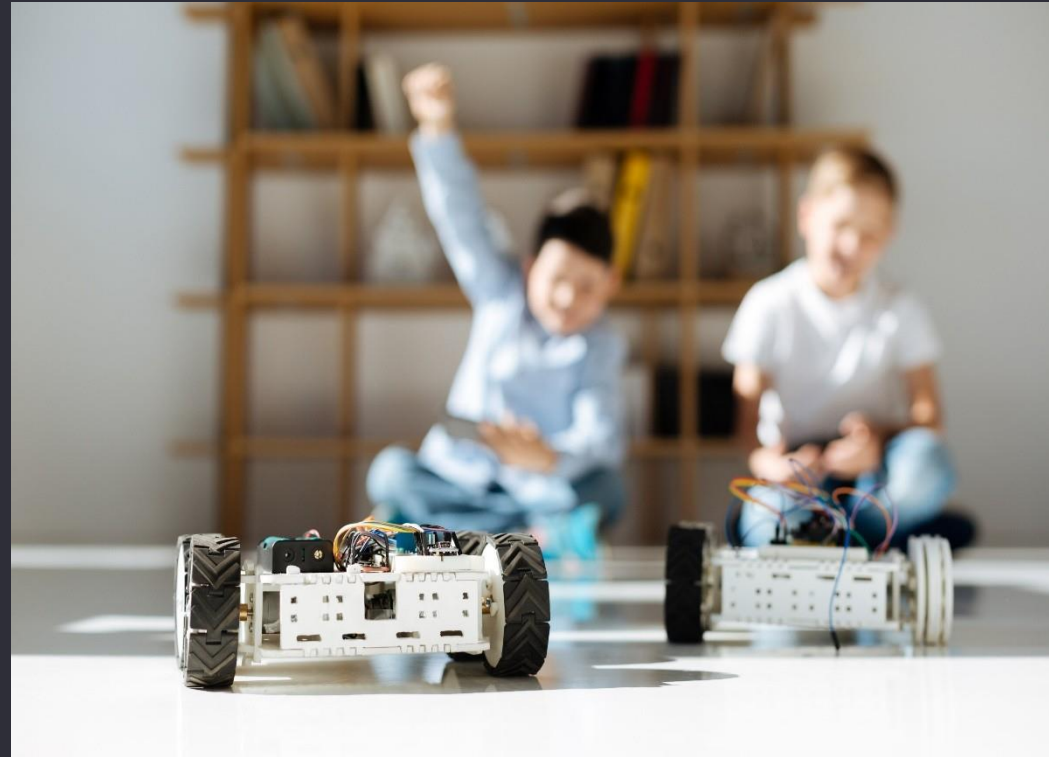


Module 1

How the lawful processing of personal data can be a competitive advantage. Practical examples



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The logo for SME Data, featuring the letters 'SME' in a stylized font with three stars above them, followed by the word 'Data' in a large, bold, blue font.

It's not just about the fines

Data is the new gold!



2014 Facebook's 19 billion \$ acquisition of Whatsapp

2021 Whatsapp's Terms and conditions update – the ultimatum

What does GDPR imply?

1. Understanding

- The business and governance models
- Data protection and privacy framework
- Legal and regulatory framework
- Data transfers with vendors and partners

2. Assessing

- Strategic alignment and risk appetite
- Data flow mapping
- GDPR maturity assessment
- Road map

3. Defining

- Privacy and data protection strategy
- Governance, policy, standards and guidelines
- Data usage and flow mapping
- Data subject rights
- Data protection impact assessment and privacy by design
- Vendor and partner management
- Monitoring and incident handling

Improving data quality ...

- Completing the data
- Purifying the data gold
- Keeping it accurate and up-to-date



... means improving service quality

More efficient operations

- Data mapping streamlines operations
- Most site operators have third party marketing technologies running on their website that they are unaware of:
 - Getting your site to run more efficiently;
 - Incurring less downtime; and
 - Faster and cheaper resolving of third party issues.



... means improving service quality

Adding value

- Using data to better communicate with customers, improve services, customer experience and save money

E.g.: a tourist agency telling its clients to bring necessities to a certain country based on last experiences => improved customer experience

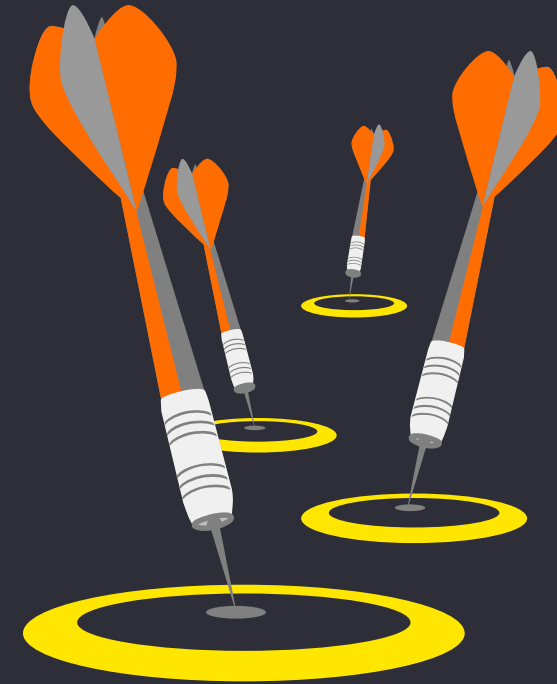
E.g.: an airline informing its customers in advance of delayed flight => potentially saving from compensation to be paid + improved customer experience

E.g.: an online shop which invites customers to fill in a client experience survey giving them the possibility to win a price => improving quality service, product information management and customer experience

- Behavioral analytics and feedback use for offering of target-oriented business models

E.g. providing customer service in different languages to win over certain target groups

- Personalized ads and content, using online data to adjust regional on-site promotions



... means improving innovation capacity

Services based on processing of personal data

E.g. Foursquare

E.g. Alan and Assicurazioni Generali health insurance apps

N.B.! Polar app scandal

Personal data analytics may be the key to giving people what they want

E.g. House of cards series by Netflix



... helps marketing your products

Digital economy is largely based on trust

- More transparent and compliant customer relationships
- Improved customer loyalty
- Deeper customer engagement



Data protection as a selling point

- Developing products allowing you to lawfully and securely use your customers' data to their benefit puts you ahead of competitors

e.g. Siemens Mindshere IoT platform

- Getting certified (e.g. for privacy by design and by default) may open doors (e.g. public tenders)
- Building your brand
 - Protecting yourself from losing face
 - Improved brand perception
- Greater investor appeal