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Personal Data & Privacy in a Mobile Context

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Personal data and privacy in a mobile context

Agenda:

- Personal data opportunities for mobile
- Personal data challenges for mobile
- What are the implications for mobile?
- How can guidelines or best practice help the mobile operator in a new role as champion of a trusted privacy ecosystem?

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Personal data opportunities for mobile

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Personal data opportunities for mobile

Operators should exploit the big data gold rush with care, so as not to ruin their potential role, as a trusted privacy champion.

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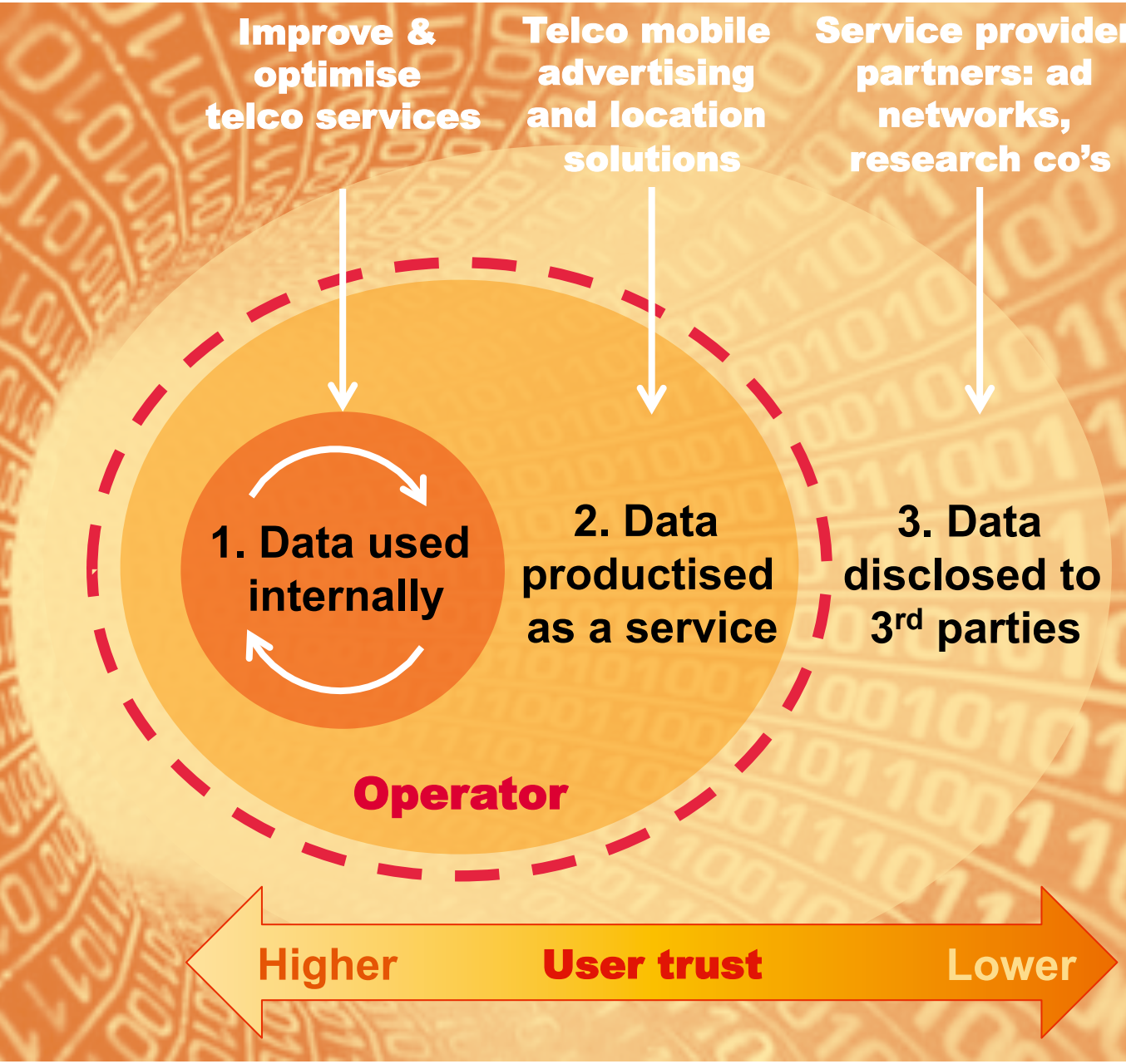

Personal data opportunities for mobile

by contractual model

	Data used internally	Data productised as a service	Data disclosed to 3rd parties
Higher user control & trust	**User opt-in** Optimising user experience for: • Telco applications & add-ons • Selected VAS	**Personal Data services** • Mobile ad solutions • Trusted ID verification • Self analytics • Telco app stores	**User opt-in** • Reward advertising • Location-based advertising • Personal data vaults • Personal data exchanges
Lower user control & trust	**Contract of Adhesion** • Churn prediction & management • Loyalty management • Upselling and cross selling	**Anonymized data** • Location marketing services • Predictive health • Social research	**Contract of Adhesion** • Behavioural advertising • Optimising media services with partners • Understanding trends with research partners
	No disclosure	Less disclosure	More disclosure

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Personal data challenges for mobile

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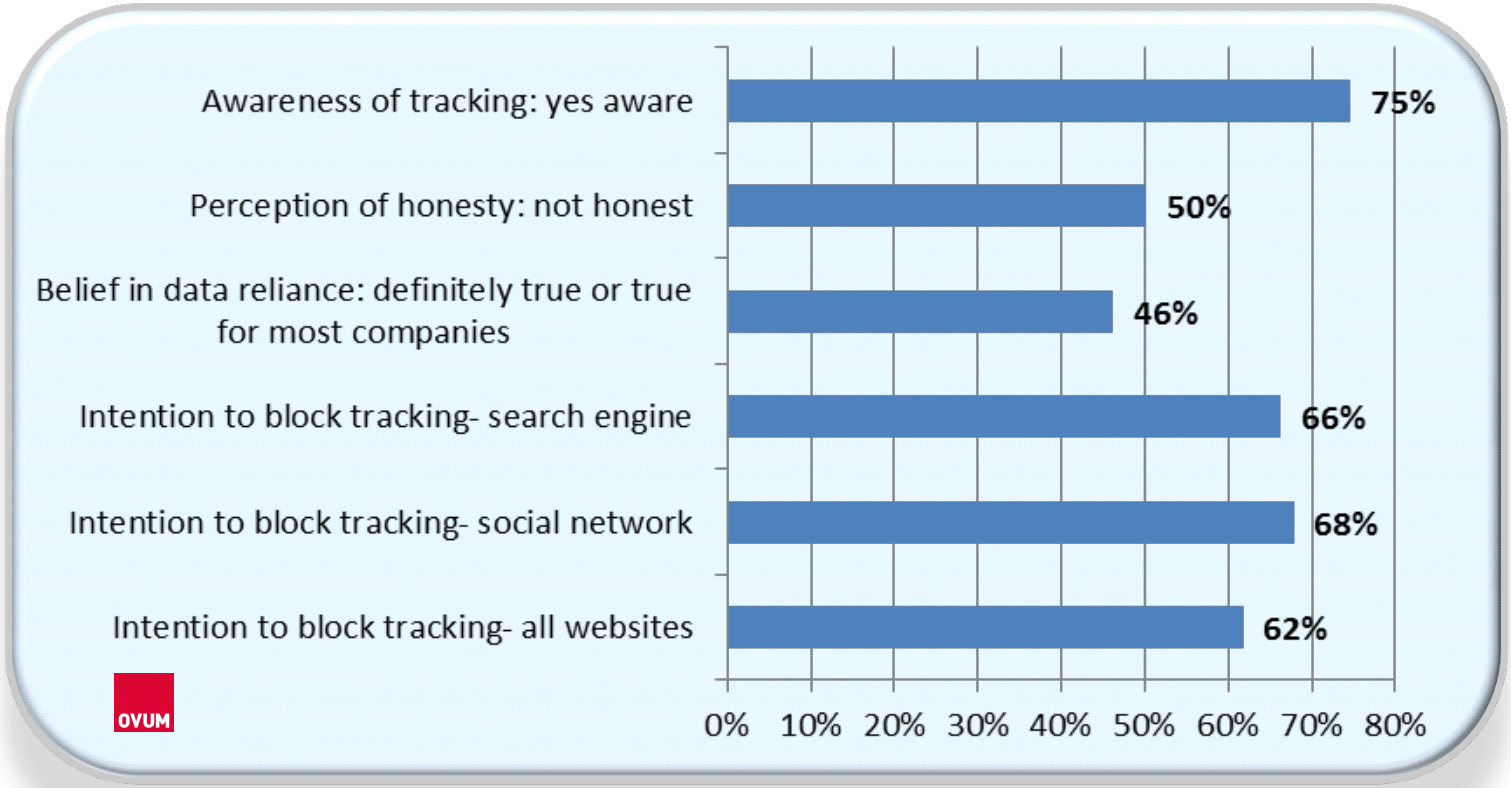
Personal data challenges for mobile: Hardening user attitudes towards data collection



Though nearly half of the online population realise the internet economy depends on their personal data, their distrust of internet companies (only 14% trust them) leads up to 68% to say they will block data collection. (Ovum Consumer Insights, 2012).

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Personal data challenges for mobile: Tightening regulation & standards

1. The World Economic Forum sees personal data as a new asset class.
2. New European privacy proposals
3. The GSMA's "Privacy by Design" initiative
4. Proposed DNT standard for personal data in the US
5. IAB, DAA and Ad Choices
6. UK's Midata initiative

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What are the implications for mobile?

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What are the implications for mobile?

- Mobile operators are losing traditional revenues and are also behind in the big data gold rush.
- But mobile still has a very large variety and volume of user data.
- Mobile operators are comparatively untouched by ‘privacy infringement and error’ baggage unlike some of the major OTT players.
- At the same time, OTT players are coming under greater regulatory pressure.
- Users are growing tired of being the product and are starting to use privacy tools to become invisible in data terms-
- This is putting a squeeze on the personal data pipeline
- Mobile networks need to recognise the game-changing potential of combining data volume & variety with a comparatively trusted status.
- There is a game-changing opportunity for mobile operators to help create, coordinate and take control of a new user-controlled personal data ecosystem .

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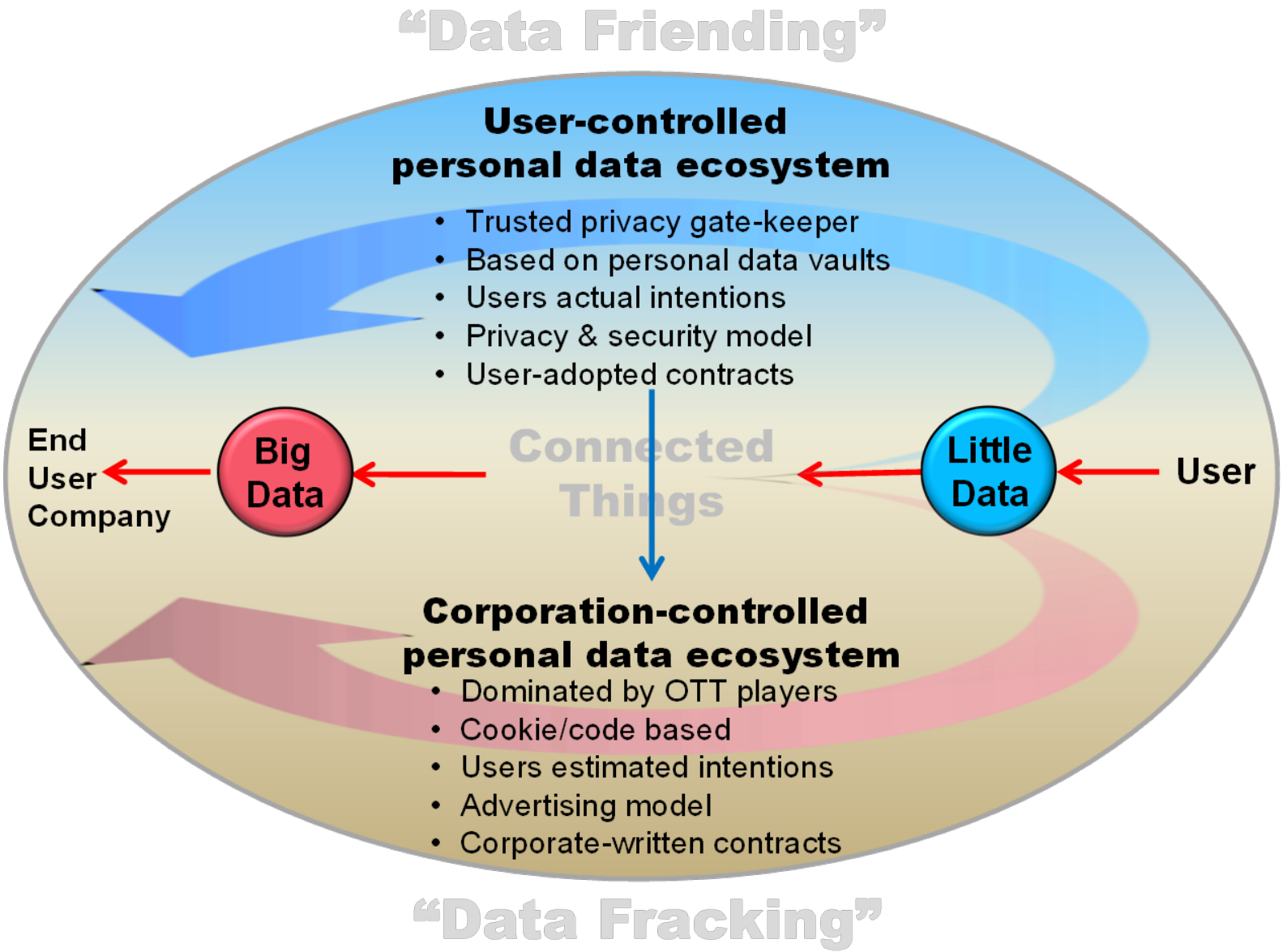
User-controlled personal data ecosystem



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How can OMA guidelines help mobile operators help create a user-controlled personal data ecosystem?

Service enabler specifications or guidelines for the user-controlled personal data ecosystem and its elements. Examples:

- De-identification standards and specifications
- ID management and verification systems
- Personal data vaults
- Personal Data Exchanges
- Service procurement engines

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Finally, a word of warning:

"Thick skin will be a necessity for technology companies in the coming years of the digital age, because they will find themselves beset by public concerns over privacy, security and user protections".

Eric Schmidt, Google Executive Chairman, and co-author of 'The New Digital Age', 2013.

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Thank you

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