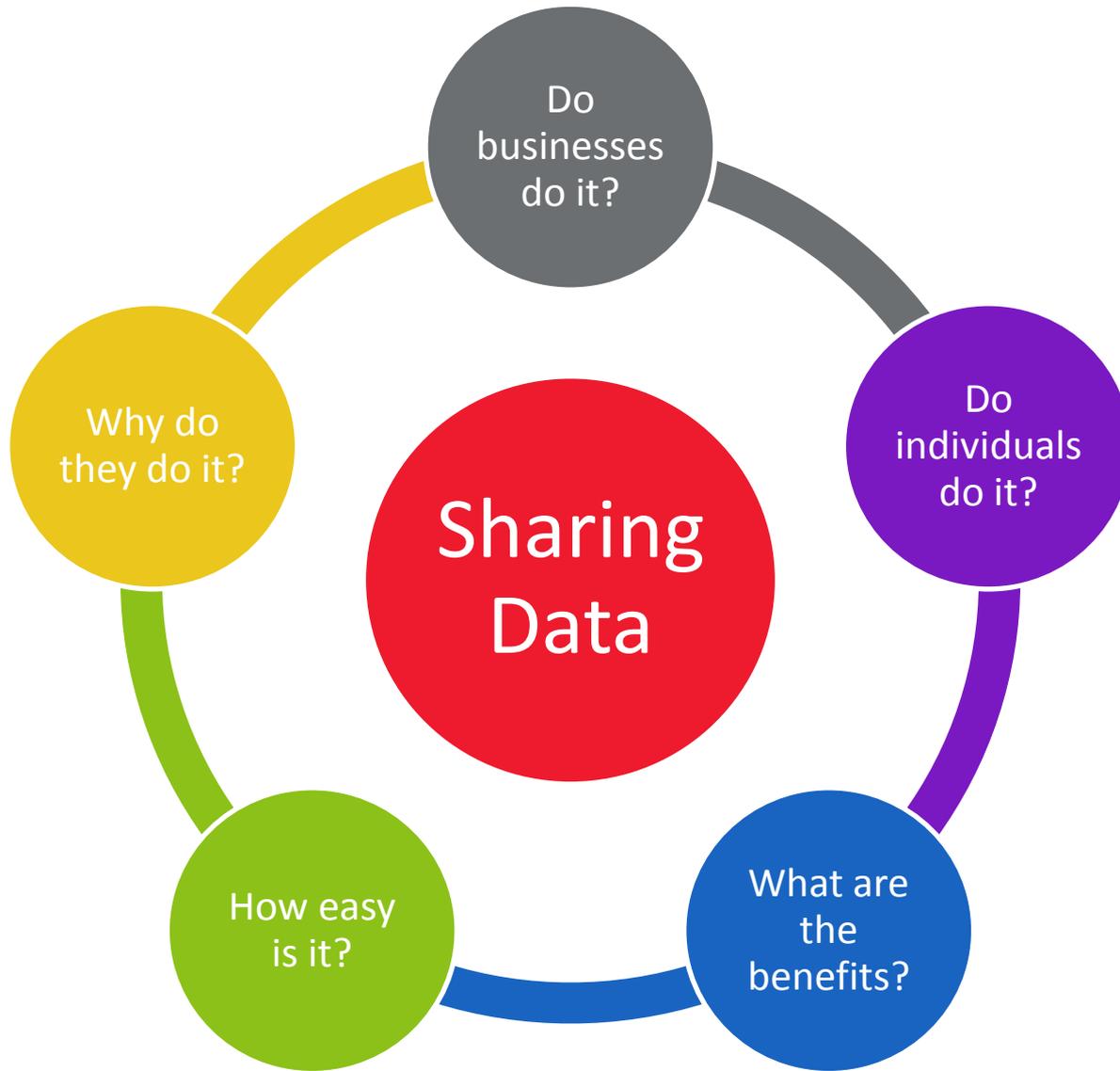




Birds do it, bees do it, even businesses like yours do it....



Businesses sharing data

Businesses pool company level trading data

- IGD (Institute of Grocery Distribution)
 - Weekly sharing of sales figures to allow some assessment of relative performance
 - IGD – top 6 all contribute figures at company level
- BRC (British Retail Consortium)
 - Clothing and home sectors
 - Sharing of sales figures to allow assessment of relative performance
 - Covers about 40% of the market

Why might businesses share data ?

- Sharing can create information that is otherwise impossible to find
- The shared resource can result in better business decisions for all participants
- Sharing can help to eliminate or alleviate problems
- It may generate immediate direct benefits or longer term indirect benefits

Businesses share detailed trading data

- eBenchmarkers
 - Peer groups of competing brands
 - Sharing performance data anonymously
 - SME business banking, personal banking, general insurance
- Javelin - SHOPSCORE
 - Gives participating retailers a mechanism to benchmark stores by location.
 - Data from stores across many venues - covering sales, space and productivity
 - Some outputs used as inputs to commercial products sold to non-participating retailers

Some fears and concerns

Negative

- I'm bigger than they are so I'm giving them more information than they're giving me.
- We're already leaders using the information that exists already.
- I mustn't be seen to be doing anything my customers may dislike, or that will allow the press to attack me.

Positive

- I'm more able to make good decisions using this data than they are.
- We'll be more effective with better information.
- I can confidently demonstrate excellent protection of my customers and I have a solid reputation.

Businesses pool anonymous customer data

- Mortgage Market Database (MMDB)
 - Operating since 1991
 - Weekly and monthly feeds of anonymous data from mortgage providers
 - Emphasis on data privacy and perceived privacy
 - Outputs limited to 'total market' and participating member's own data
 - Regular meetings of participating members
 - Current regulations and perceptions might make it difficult to set up similar today

Some of the operating principles

- Different participants may have different objectives, but the shared data must work equally for everybody.
- Common data specification and definitions are agreed amongst participants
- Data specifications are regularly audited and reviewed
- Ownership and control lies with the members, not the organisation processing the pooled information.
- Unless the participants give permission outputs are not distributed outside the members.

Setting it up is not simple

- The MMDB took over two years to set up
- It needed sufficient 'sharers' to create the business benefit
- It needed to address the needs of different organisations in a fair way.
- Participants had different ideas of what they are willing to do, what information they were willing to share, and what they wanted to gain from the process.
 - Deciding what to share required detailed work
 - Agreeing a specification meant balancing very different expectations
 - Practicalities limited what was possible

Businesses share data for the prevention of crime

- CIFAS
 - UK's Fraud Prevention Service
 - 265 members who share information about fraud to prevent further fraud.
- Retail Loss Prevention Fashion Forum
 - 25 High Street fashion stores share knowledge and crime data on their stores
- Retailers Against Crime (RAC)
 - Founded in 1997 in Scotland. Information sharing scheme includes 2,000 retailers
 - Receives information from members in a wide variety of formats –secure emails, recorded delivery, spreadsheets, video footage, digital CCTV (and still images)
 - If relevant RAC will pass information onto the Police but typically it will be added to the members-only area of its website

Legal, decent, ethical?

- During 2008/09 the ICO seized information from a company called The Consulting Association. Some information was a 'blacklist' of individuals considered to pose a risk to their employers if employed within the construction industry.
- Construction companies **sharing data** with The Consulting Association?
 - Employment agencies also appear to have shared information with TCA.
 - The constructing companies provided funding to set up TCA
 - There are claims this data sharing has gone on for at least 50 years
- “TCA was intended to protect construction companies against deliberately disruptive and unlawful behaviour on construction sites”

Data sharing by individuals

We all share lots of information..

Vienna Hotels

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#1 of 341 hotels in Vienna

Ranked #3 for business in Vienna

149 reviews

“ An excellent hotel! ” Oct 4, 2010

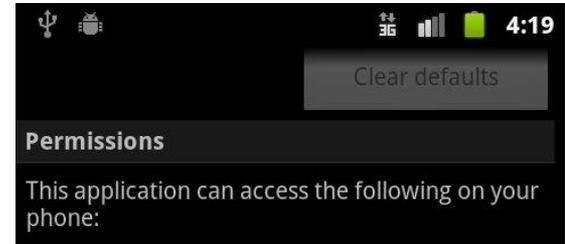
“ Chic! ” Oct 2, 2010



[Hotel Am Stephansplatz](#) ★★★★★



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Because we trust them....

“

64% of Britons are happy to share their name and email address with a retail brand.

This reduces to just 17% when it comes to more detailed information, such as their home address or income level ”

“

68% of 18-24 year olds ‘not bothered’ about how much data they share ”

“

One in three could be persuaded to give up their personal data for a discount or free delivery ”

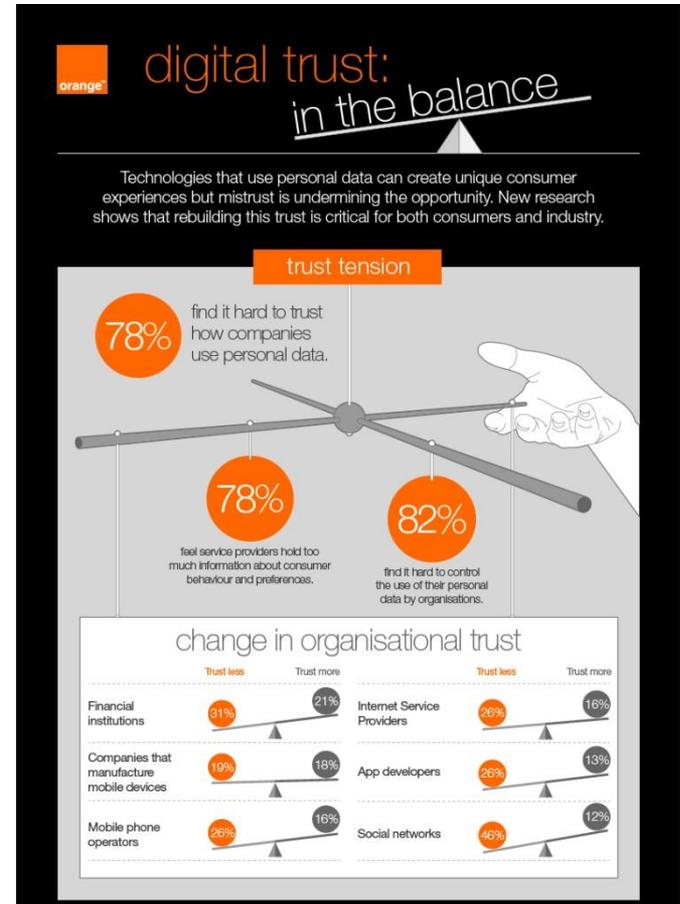
webtrends®

Well, sometimes we trust them...

78% of consumers say it is hard to trust the way companies use consumer personal data,

78% feel that service providers hold too much information about consumer behaviour and preferences.

82% feel they have little power to control the way their personal data is used by organisations.



Public Attitudes

- Three-quarters of the public do not object to data being shared *with ONS*
- Three-quarters of the public have concerns about data being shared in general
 - The public have only a general understanding of ‘data’
 - The public have only a limited understanding of ‘dataset’
 - The public have no understanding of ‘data sharing’
- *Currently* people are more likely to support providing information to the private and financial sectors than to retailers and market researchers



Mind you, that was last year.....

The Telegraph

“ The Ministry of Justice has been fined £180,000 by the Information Commissioner’s Office after a prison lost sensitive information about 3,000 victims of crime. ”

“ Can we trust Whitehall with all our personal details? ”

The relationship between state and citizen would be changed for the worse if a White Paper containing proposals to 'mine' our personal data becomes law ”

The Telegraph

“ An influential group of MPs is investigating whether the financial system is at serious risk of cybersecurity breaches, amid growing concerns that customers and businesses are inadequately protected. ”

It follows one of the biggest security breaches in banking history last week, when the US’s biggest bank JP Morgan Chase **admitted that 76m households and 7m businesses had their private information compromised in a cyber attack.** ”

Discussion

Discussion points (1)

- How much data sharing occurs informally, below the corporate radar, and should this be a concern?
- Who are more willing to allow the benefit of a data pool to be used beyond the existing members – banks or retailers?
- What are the different issues in sharing anonymous (non-sensitive?) customer data, and sharing commercially sensitive trading data ?
- How does the public's perception of privacy and data security depend on the most recent media story?

Discussion points (2)

- Why do consumers want to share their data, or do they feel its ‘take it or leave it’?
- Why do Apps actually need all the data rights they request?
- Is the internet seen as public information? (How often are people ‘stealing’ data, copyright, IPR, image rights, sound, music, video,.....?)

CACI