



Presented by Geoff Smith

Data Protection 2021 Forecast



Introduction

- Geoff Smith is a Data Protection & Ethics Professional with over 32 years experience spanning multiple sectors, industries, geographies and organisational structures. From large multinationals to small tech start-ups and everything in between!
- He set up his own consultancy, Proprivacy Ltd, in 2014. He provides specialist advice and support to organisations helping them build the right frameworks to ensure regulatory compliance and strategies which embed cultures that ensure sustainable and trustworthy use of personal data.
- Geoff is a member of the Centre for Information Management in the School of Business & Economics at Loughborough University. Here he provides teaching on Leadership and Transformation as well as research into the evolving subject of Data Ethics. He is currently developing a module to help business leaders understand the subject of Data Ethics.



Regulation & International Data Transfers

- Challenge - global community of different values and perspectives
- Over next 2 years 65% of globe covered by modern privacy regulation. Late 2020 - Brazil, Early 2021 –India, E-Privacy, EU Data Governance Act, China PIPL, US Federal Bill?
- Max Schrems.... Trans-Atlantic data transfers.....Standard Contractual Clauses....
- Brexit- UK/EU Deal on Data and Adequacy
- New UK Information Commissioner
- More fines!

Security Threats

- Work From Home – Insider Threat and “Vermicious Knids”
- Upscaling of effort to secure networks, access controls and automation of threat detection/ analytics
- Investment in culture....distributed workforce means people even more important



Growth in Cautious Users leading to an increase in more privacy focused services because....

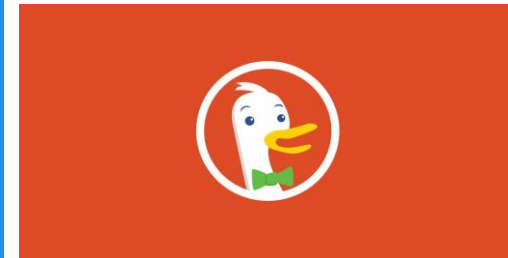
- Surveillance culture
- Digital twin
- Opaque practice
- Consent/ control paradox
- Breach of social/ moral contract
- Erosion of Trust

Dig the New Breed ! >

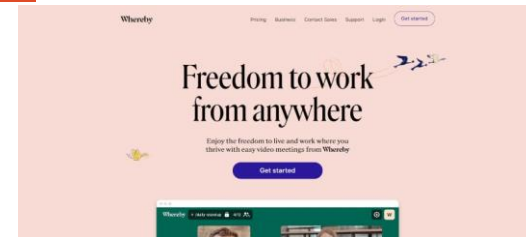


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Trello



Nextcloud



HETZNER
T-Systems

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The Rise of Data Ethics



- Data Protection Laws provide the right to do something, ethics is the practice of doing the right thing
- Codes of practice, Turing Institute, UKFin, WFA, Open Data Institute
- Driven by automation also user experience/brand proposition
- Edelman Trust Barometer indicates 3 fold increase in brand value
- Ethical design principles

Q&A

THANK YOU



geoff@proprivacyltd.com

