

Trust and Privacy



**Peru Trade and Tech
Online Conference
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About us

Privcore's team with 40 years' combined experience helps business and government **make privacy core business** so they can deliver services with the trust and confidence of customers and citizens.

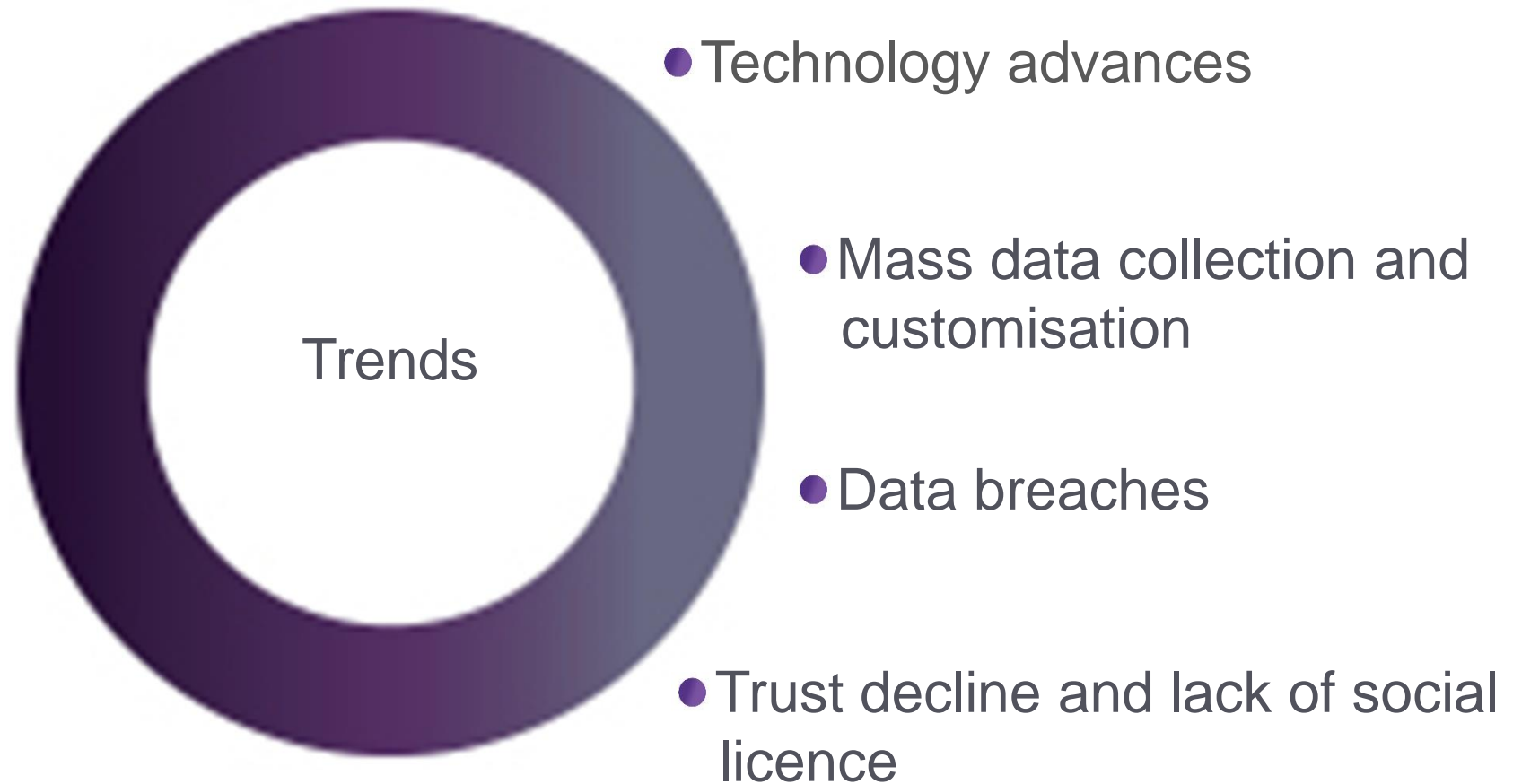
Services:

Privacy impact assessments	Data breach prevention and recovery
Audit and privacy health checks	Privacy by design
Building privacy programs	Algorithmic impact assessments
Cookie consent management	Training and presentations
Privacy and related research	APEC Cross Border Privacy Rules

Making privacy core business



- The privacy backdrop – key themes elevating the importance of privacy and data protection
- APEC and privacy laws
- APEC privacy framework and cross border privacy rules
- Privacy programs for startups to scale



Making privacy core business



Technology Advances

- Increasing ability to capture and store massive amounts of data – cloud
- Increase in networked computing processing power
- Better algorithms



Mass data collection and customisation

Misleading collection and use of location information for unrelated purposes

Inappropriate disclosure and use of personal information for political purposes

Collection of viewers' TV habits to sell to advertisers



Privacy incidents and data breaches

HealthEngine cops \$2.9m penalty over data misuse



Admits to sharing patient
information without their knowledge.

HealthEngine has been slapped with \$2.9 million in penalties for sharing the non-clinical personal information of over 135,000 patients with third-party private health insurance brokers without their knowledge.

BA faces £183m fine over passenger data breach

ICO says personal data of 500,000 customers was stolen from website and mobile app

Clearview AI told it broke Australia's privacy law, ordered to delete data

Natasha Lomas @riptari / 3 weeks

PART OF A ZDNET SPECIAL FEATURE: **CORONAVIRUS: BUSINESS AND TECHNOLOGY IN A PANDEMIC**

Dutch COVID-19 patient data sold on the criminal underground

Two individuals have been arrested in the Netherlands last week for selling data from Dutch COVID-19 systems on Telegram, Snapchat and Wickr.



By Catalin Cimpanu for Zero Day | January 26, 2021 | Topic:
Coronavirus: Business and technology in a pandemic

RELATED



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Low trust and lack of social licence

Global Report



Edelman Trust Barometer 2021

A TRUST RECKONING FOR CHINA AND THE U.S.

Trust Index



**Greatest decline in China (-10);
greatest increase in Australia (+12)**

**16 countries gained trust,
9 countries lost trust**

2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

Low trust

2020 General population

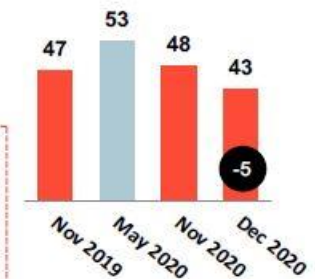
Rank	Country	Trust Index
54	Global 27	
82	China	
79	India	
73	Indonesia	
66	Thailand	
65	UAE	
62	Mexico	
62	Singapore	
61	Saudi Arabia	
60	Malaysia	
57	Kenya	
57	The Netherlands	
53	Canada	
53	Colombia	
51	Brazil	
50	S. Korea	
49	Argentina	
49	Italy	
47	Australia	
47	U.S.	
46	Germany	
45	France	
45	Ireland	
45	Spain	
44	S. Africa	
42	Japan	
42	UK	
30	Russia	

2021 General population | YtY Change

Rank	Country	Trust Index	YtY Change
56	Global 27		+2
77	India		-2
72	China		-10
72	Indonesia		-1
69	Saudi Arabia		+8
68	Singapore		+6
67	UAE		+2
66	Malaysia		+6
63	The Netherlands		+6
61	Thailand		-5
59	Australia		+12
59	Kenya		+2
59	Mexico		-3
56	Canada		+3
53	Germany		+7
52	Italy		+3
51	Brazil		0
50	Ireland		+5
48	Colombia		-5
48	France		+3
48	S. Africa		+4
48	U.S.		+1
47	Argentina		-2
47	S. Korea		-3
45	Spain		0
45	UK		+3
40	Japan		-2
31	Russia		+1

Record year-over-year decline in China's Trust Index

U.S. Trust Index





Trust decline in technology sector

INDUSTRY SECTORS OVER TIME

Percent trust in each sector

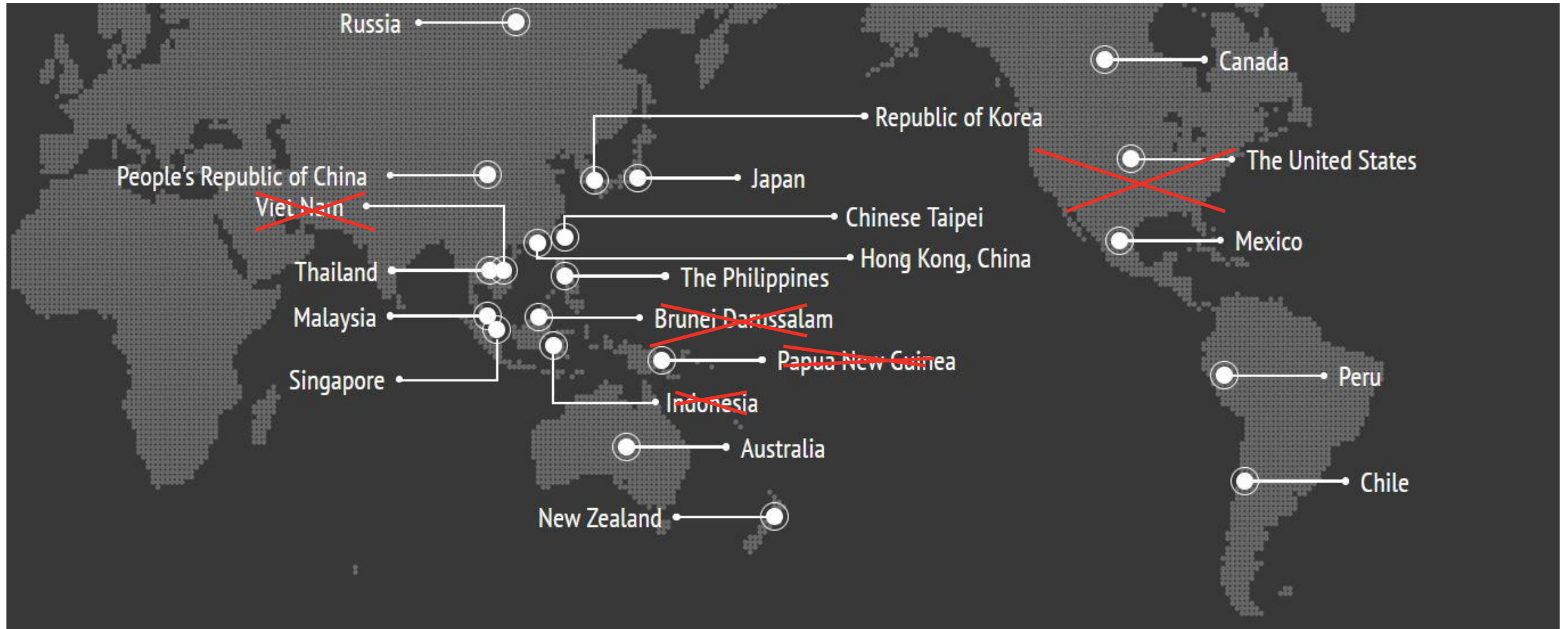


Industry	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	10yr. Trend
Technology	77	74	77	74	76	76	75	78	75	68	-9
Healthcare	-	-	-	-	64	67	65	68	67	66	n/a
Food and beverage	64	64	65	64	65	68	64	69	67	65	+1
Telecommunications	59	61	62	60	61	64	64	67	65	61	+2
Automotive	63	66	70	67	62	66	63	69	67	60	-3
Consumer packaged goods	58	61	62	61	62	64	61	65	62	60	+2
Energy	54	58	57	57	59	62	63	65	63	59	+5
Entertainment	-	63	66	64	66	65	63	68	65	59	n/a
Financial services	44	47	49	48	52	55	55	57	56	52	+8

BUSINESS GAINS THE MOST TRUST BY BEING A GUARDIAN OF INFORMATION QUALITY

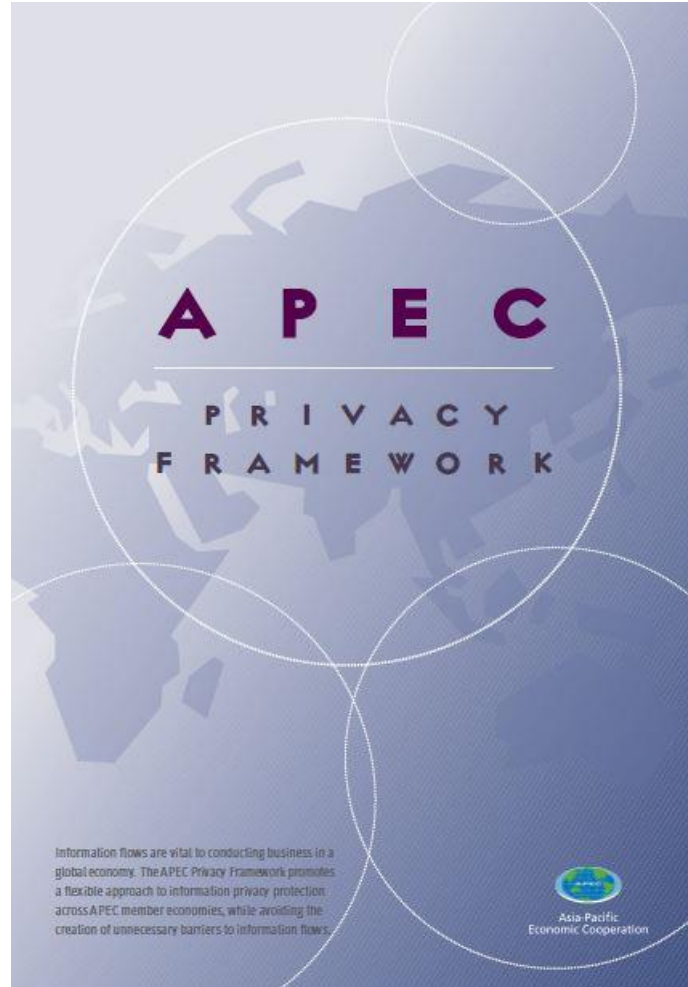
Percent increased likelihood of trusting business associated with performing well on each action

<i>When these actions are performed well...</i>	Increased likelihood of trust
Guarding information quality	+5.8%
Embracing sustainable practices	+5.7%
Robust COVID-19 health and safety response	+4.8%
Driving economic prosperity	+4.7%
Long-term thinking over short-term profits	+4.6%





APEC Privacy Framework and Cross Border Privacy Rules



cbprs.org



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Privacy programs essential to scale startups and build trust

- Know the data you have - inventory
- Assess risks - privacy impact assessments, vendor risk assessments, algorithmic impact assessments for AI
- Build 'Privacy by Design' into technology
- Manage customer expectations – what will you do with their data – do you have the social licence?
- Cyber security
- Privacy management frameworks – governance
- Policies – data breaches? Providing access? Complaints? Deletion? Children's data?
- Assurance processes

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CISCO – Data Privacy Benchmark Study 2021

“I’m thrilled that privacy investments are translating into higher business value and better preparedness in a rapidly evolving regulatory landscape. Designing and building privacy protections into products doesn’t hinder innovation – it enhances it!”

– Ruby Zefo, Chief Privacy Officer, Uber





Questions?

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