

An aerial night view of a city, likely New York City, with numerous skyscrapers illuminated. Overlaid on the city are numerous glowing white lines that form a complex network, representing data connections or digital infrastructure. The lines are of varying lengths and curves, some connecting distant points, others forming dense clusters. The overall scene is a blend of urban architecture and digital technology.

Retail Council of Canada

What marketers should know about privacy and responsible data use



October 29, 2019

CAMERA 03

9:54:02 08/09/17

20



4

8

21



16



10



5

Data is creating both risk and opportunity

Data is multiplying at a mind-boggling rate and driving market opportunities and economic growth in unprecedented ways.

To stay competitive, companies are looking to unlock the full value of data while also focusing on its secure and ethical use.

\$2 billion+

possible revenue increase of median Fortune 1000 company a year if it increased data usability by just 10%

Source: Center for Research in Electronic Commerce, McCombs School of Business, University of Texas at Austin

86%

of execs believe they are in a race with competitors to extract value from data

Source: PwC Trusted Data Optimization Pulse Survey, 2018

38%

of companies shifted strategy to commercializing data

Source: Forrester, Data Commercialization: A CIO's Guide to Taking Data to Market, 2017

Unstable privacy regulations are making it harder to unlock value from data

PIPEDA Updates and Enforcement

- Recommendations to modernize PIPEDA and Privacy Act
- Canada breach notification regulations (Digital Privacy Act)
- Changes in Privacy Commissioner's enforcement approach
- Consent guidelines (January 2019)

EU General Data Protection Regulation (GDPR)

- Global push while expanding to cover ethical (fair) standards

California Consumer Privacy Act (CCPA)

US Scene - California Dreaming

- Concerned call for Federal Legislation
- Risk of State Transformation
- FTC increased authority? Unfairness?

Ibero - American Network

- Adopted Ibero- American Data Protection Standards based on GDPR
- Chile and Colombia expected to revise privacy legislation

Data Localization rules add complexity

Economically driven Data Protection changes - Ethical Data Stewardship

Leading companies are using the GDPR, and its downstream impact, as the platform to build a privacy strategy and program needed to optimize data usage and deal with evolving regulatory approaches

Yet most companies lack internal controls to keep pace

Survey insights: current state of most companies is data-rich, but information-poor and inadequately protected.

18%

of CEOs strongly agree their organization is adapting the way it monetizes data to better address data privacy and ethics

PwC's 22nd Annual Global CEO Survey (2019)

Base 1,378

In digital transformations, only a fraction say they proactively manage cyber and privacy risks "fully from the start"



Consumer Markets

17%



Energy, Utilities, Mining

27%



Financial Services

27%



Health

24%



Industrial Products

23%



Tech, Media, Telecom

33%

PwC's Fall 2018 Digital Trust Insights Survey
Base: 3,000

Top 5 ways marketers can unlock value out of data responsibly

1

Clean up and consolidate your data.

2

Be transparent with your customers and offer some control. It all boils down to trust!

3

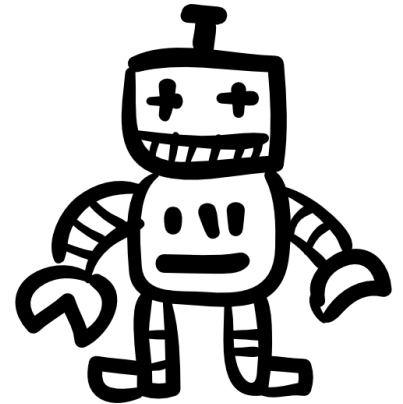
Adopt Privacy by Design (PbD) and ask yourself: “Just because we can legally do this with data, *should* we?”

4

Let the customer be your guide. Bring your marketing innovation and creativity to privacy.

5

Hire the right talent.



Connect, Discuss, Enable

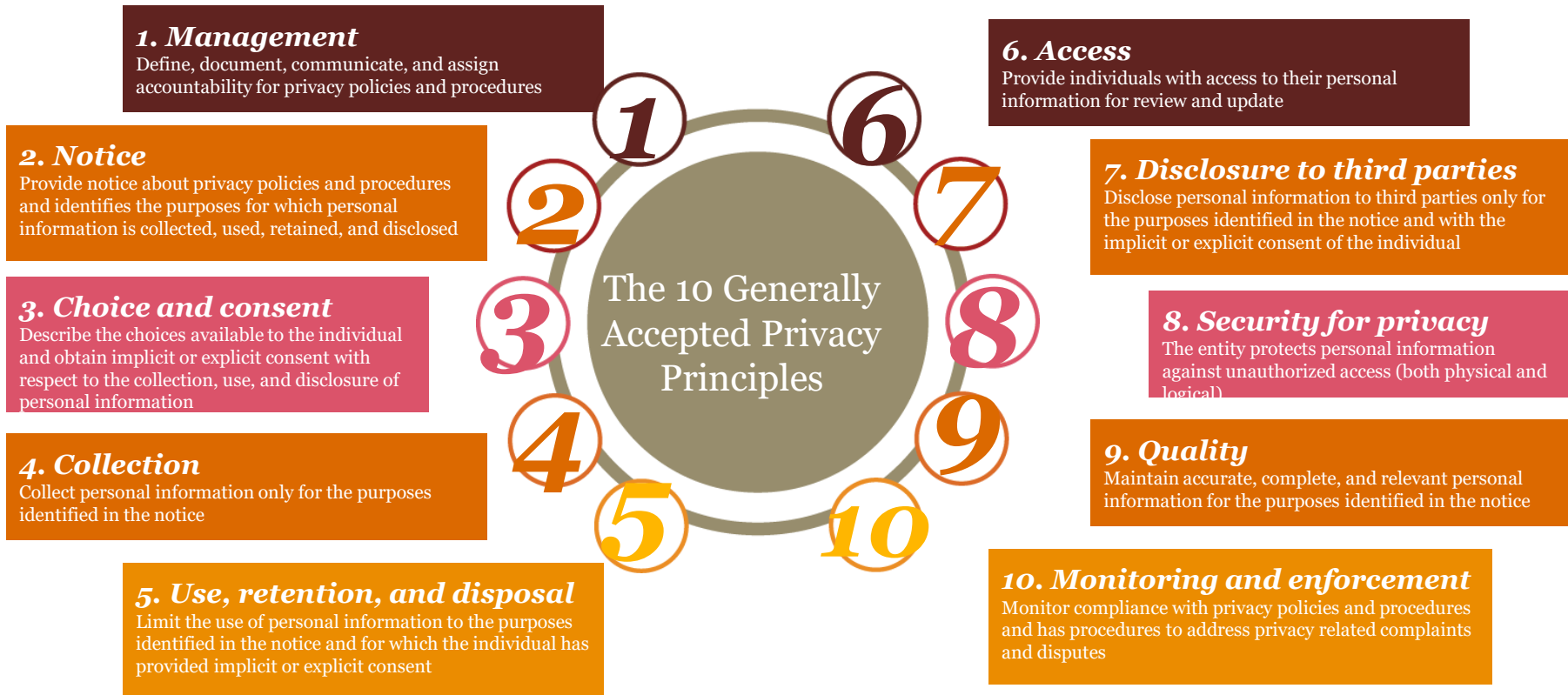


Kathleen Champagne
Director, Cybersecurity & Privacy
PwC Canada
kathleen.champagne@pwc.com



Appendix

Despite varying privacy laws, privacy requirements are based on 10 Generally Accepted Privacy Principles (GAPP)



Thought Leadership

Canada Privacy and GDPR Series

- [Facebook live panel argues GDPR changes how tech companies will approach data](#)
- [GDPR is coming - here is what Canadian tech companies need to do](#)
- [Canada officially introduces mandatory breach notification](#)
- [Canada GDPR Overview](#)
- [Wake up Canada! GDPR is coming ...](#)

Responsible Data Use Insights

- [Monetizing data while respecting privacy: How data-use governance can unlock business value and mitigate risk](#)
- [Responsibly leveraging data in the marketplace: Key elements of a leading approach to data-use governance](#)



Thank you.

This content is for general information purposes only, and should not be used as a substitute for consultation with professional advisers.

© 2015 PricewaterhouseCoopers LLP, an Ontario limited liability partnership. All rights reserved.

PwC refers to the Canadian firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.