



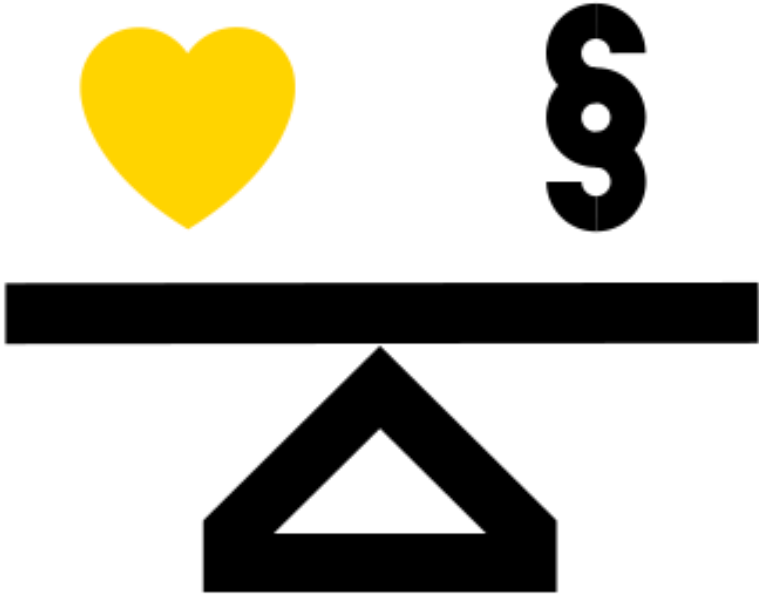
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Human centric privacy



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Data about people – protected by people



Personal data

Legal viewpoint

- Data subject, natural person
- Personal data = any data where person identifiable
- Basic human right → respectful attitude

Company viewpoint

- Data-driven decision making, data strategy, benefit, competitive advantage
- Know your data? Your responsibility?
- Sustainable customer relationships

Personal viewpoint

- Trust
- Benefit / relevance
- Risks
- Feeling in control



Protected by people

- Where and when is personal data processed?
- Whose responsibility is privacy / data protection?
- Why should I care? Where does the motivation come from?
- How does data protection become an ongoing process / norm in the organisation?



Tips to take home

Build privacy culture

- Holistic approach
- Tie privacy approach to company strategy and values
- Seek commitment of development org.: Privacy by Design
- Seek commitment in all customer facing processes
- Tap into creativity of UX designers

Spread human centric privacy culture

- Remember systematic deployment and change management
- Marketing: use internal target group language

Prepare for crisis management: nurture reputation & trust

- Early involvement: legal, comms, risk management
- Guidance documentation, recovery plan, comms plan



For a brighter path to privacy compliance, remember...

- Attitude matters in data protection
- People on both sides of the table
 - Respect the customer – personal data and all
 - Utilise expertise throughout the organisation – cooperation and shared responsibility



Thank you!



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