

Privacy in Asia Panel:

Creating a Sustainable Global Data Ecosystem

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The Privacy Landscape is Evolving

Today

User actively participates in transactions where data is collected

What is considered personal data is pre-determined

Data is collected for specified use

User consent is required, but user are not empowered

Policy focuses on minimizing all personal risks

Tomorrow

Increasingly, data is passively obtained. User not aware of many data transactions.

Notion of *personal* is dependent on context of use & subject to (changing) cultural & social norms.

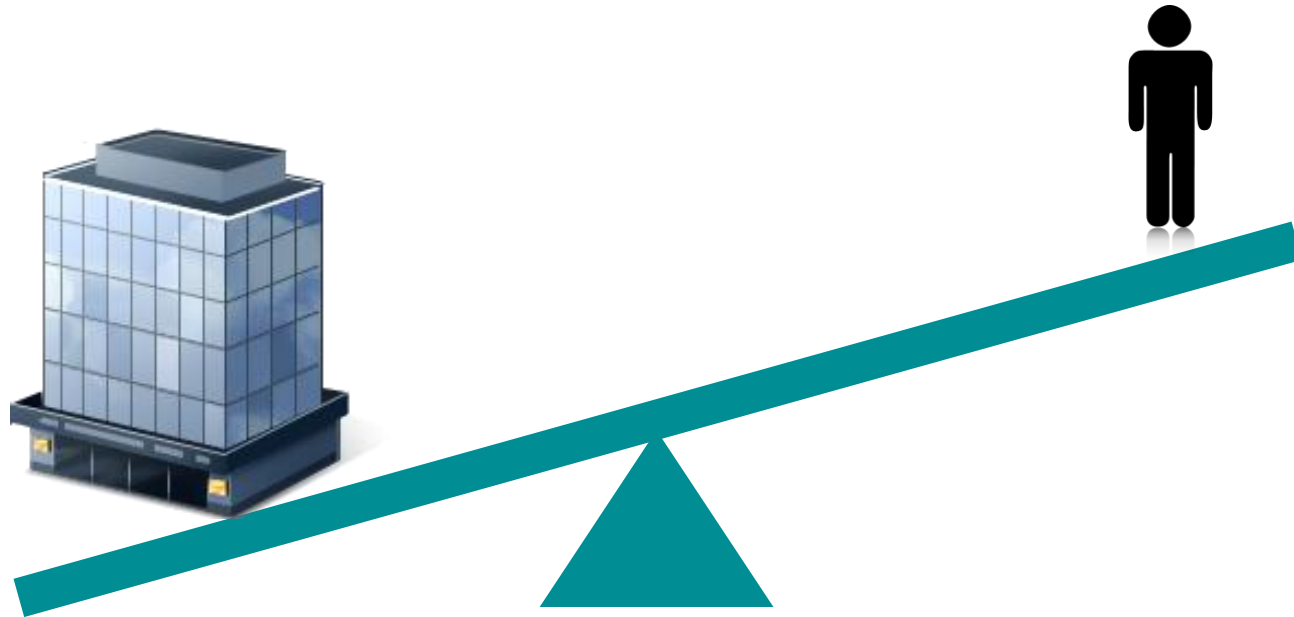
Discovery / innovation generate economic and social value from commingled diverse data sets.

Decentralized data ecosystem makes user consent impractical.

Overly conservative approach limits collective social and economic benefits.

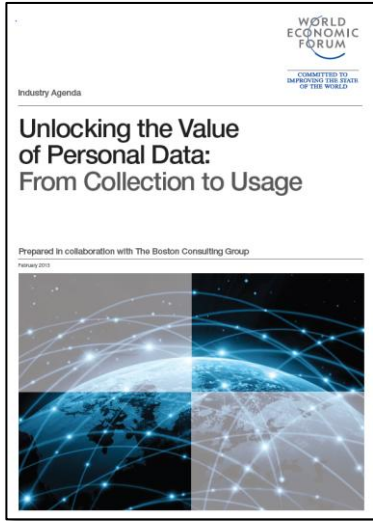
A Crisis of Trust in Data Use

Asymmetry of power between businesses and individuals



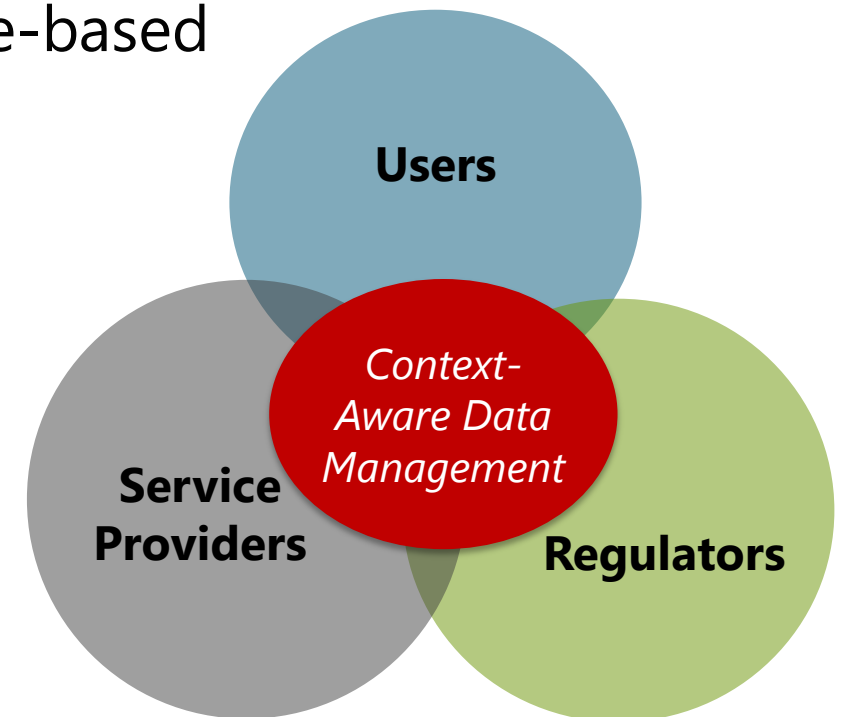
➔ *Need for trustworthy data practices*

Trust and Context in a User-Centred Data Ecosystem



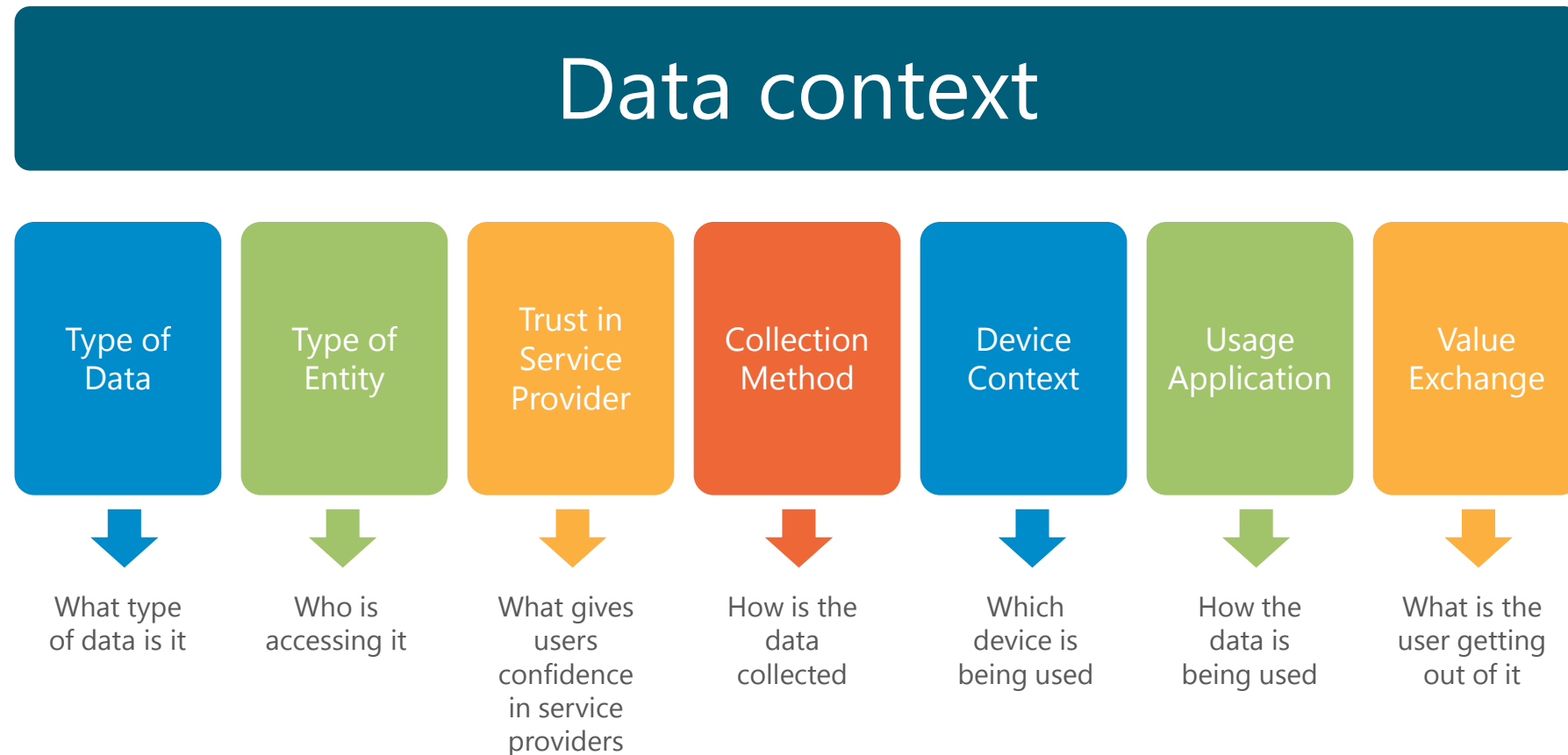
- New approach to personal data is needed
- Shift to governing data usage
- New ways to engage and empower individuals
- Context is key
- Technology is part of the solution
- Need to demonstrate how a usage-based contextual model can work

➔ *Context-aware data use is essential to a sustainable global data ecosystem*

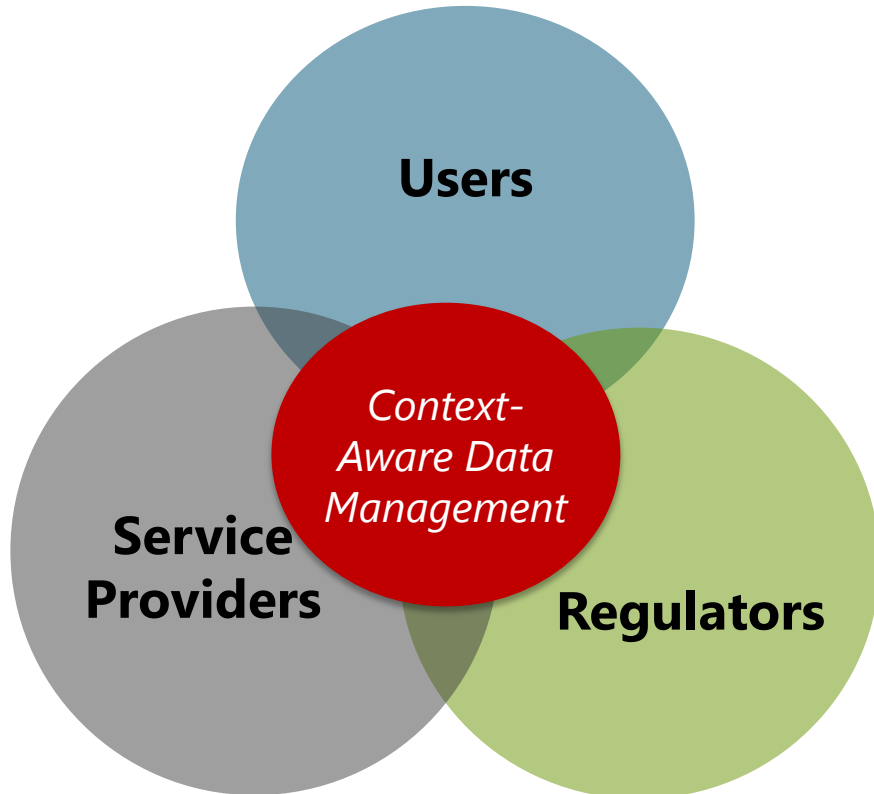


User Attitudes Regarding Personal Data is Nuanced and Context-Dependent

User sensitivities to their data access/use is impacted by 7 key variables.



Creating a Sustainable Global Data Ecosystem



- Big data raises the need for new, use-based approaches to data governance
- Need new thinking on effective and context-aware engagements with users globally
- Evolve technology and policy together – technology can enable alternative policy approaches, and increase user trust in data ecosystems
- Develop an evidence base for informed policy making

Thank you !

