

RSA® Conference 2016

San Francisco | February 29–March 4 | Moscone Center

SESSION ID: STR-W03

Five Ways To Drive Revenue By Protecting Customer Privacy



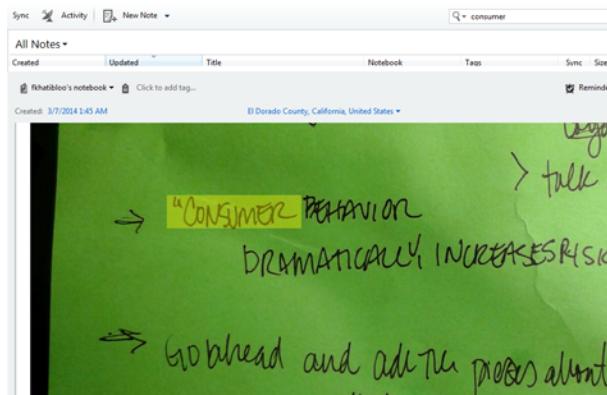
#RSAC



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We're in an era of amazing innovation



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Image source: falsefabs.wordpress.com



Fraud threat to millions of TalkTalk customers

Major breach of data leaves one customer £2,800 out of pocket as TalkTalk and his bank, Santander, refuse to compensate him





**Goodbye, Safe
Harbor...**



...Hello, EU-US Privacy
Shield



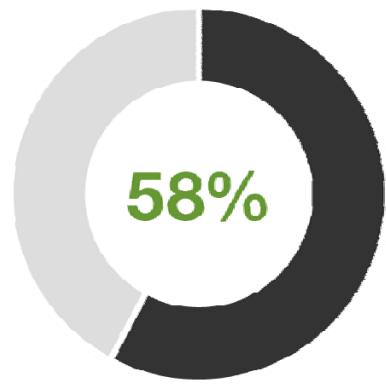
44%

worry that apps are collecting
information without their consent.





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of US online adults have changed their **online** behavior.

Refrain from online purchases on untrustworthy sites



30%

Change social networking privacy settings



26%

Install privacy protection tools



15%

Start using anonymous search tools



14%

Delete social networking profile



8%

And consumers are seeking active enforcement of their privacy rights, too!



25,000

are launching a class-action
against Facebook for privacy violation

38,000

triggered regulatory enforcement
action in the UK alone in 2015

350,000

asked search engine “to be forgotten”

The next five years



Consumers' sophistication and commitment to privacy will grow: And they will continue to "vote with their wallets"

The next five years



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- Consumers' sophistication and commitment to privacy will grow: And they will continue to "vote with their wallets"
- Companies that can monetize their customer data with customer consent will thrive; companies that can't will stagnate; and companies that fail to protect privacy will disappear



Skeptical?

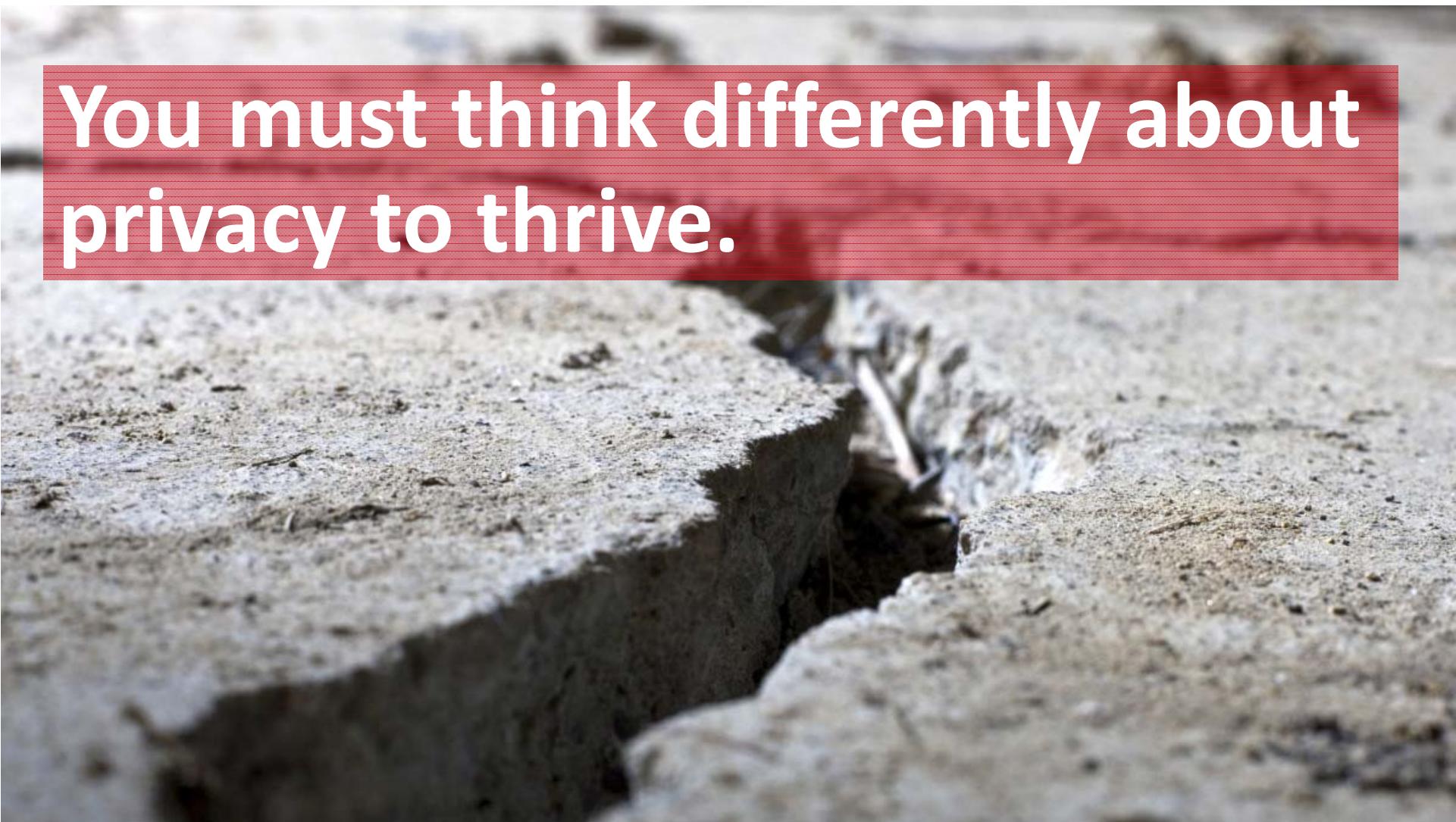
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**WHOLE
FOODS**

M A R K E T







You must think differently about
privacy to thrive.



Privacy

Customer
Trust

Win, Serve,
& Retain
Customers

Contextual Privacy

A business practice in which all collection and use of personal data is consensual, within a mutually agreed upon context, for a mutually agreed upon purpose.

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A business practice in which all collection and use of personal data is consensual, within a mutually agreed upon context, for a mutually agreed upon purpose.

Temporal

Spatial

Functional

Identity

Social



**Good data protection enables you to do
more things with data, not fewer.”**

*Tim Gough, head of data protection,
Guardian News & Media*





Five ways to drive revenue with Contextual Privacy

1. Attract more customers

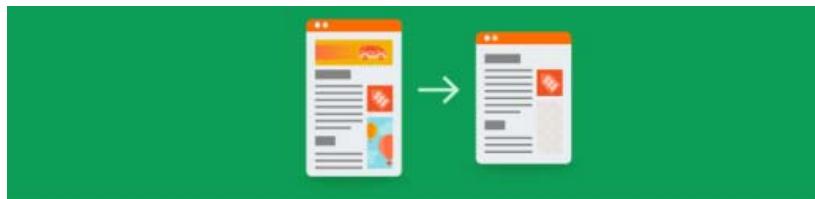


2. Aggregate and offer more personalized services



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3. Charge a premium for privacy-enhanced services



A little while back you joined the waitlist for Contributor by Google. Good news: we're expanding and you have been selected as one of the first people to try Contributor.

[CLAIM YOUR INVITE](#)

What is Contributor?

Contributor enables you to see fewer ads online, and in return, fund the people who create the sites you use and enjoy.

How does it work?

It's simple: you set a monthly contribution, and then use the web as normal on all of your browsers and devices. Each time Contributor minimizes an ad on a page you view, Google gives part of your contribution to that site.

How much does it cost?

There are three monthly contributions that you can choose from:

\$2	\$5	\$10
On average you will see 5 - 15% fewer ads	On average you will see 15 - 25% fewer ads	On average you will see 25 - 50% fewer ads

the guardian



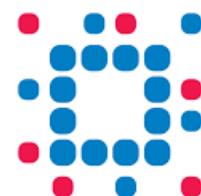
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4. Monetize data



acxiom.

azigo

 **Experian**

The Experian logo features a stylized icon composed of red and blue dots arranged in a grid-like pattern, followed by the word "Experian" in a bold, blue, sans-serif font.

5. Productize privacy





So, what does this mean?



Privacy at scale will be an
unintended consequence...

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... of app
overload.



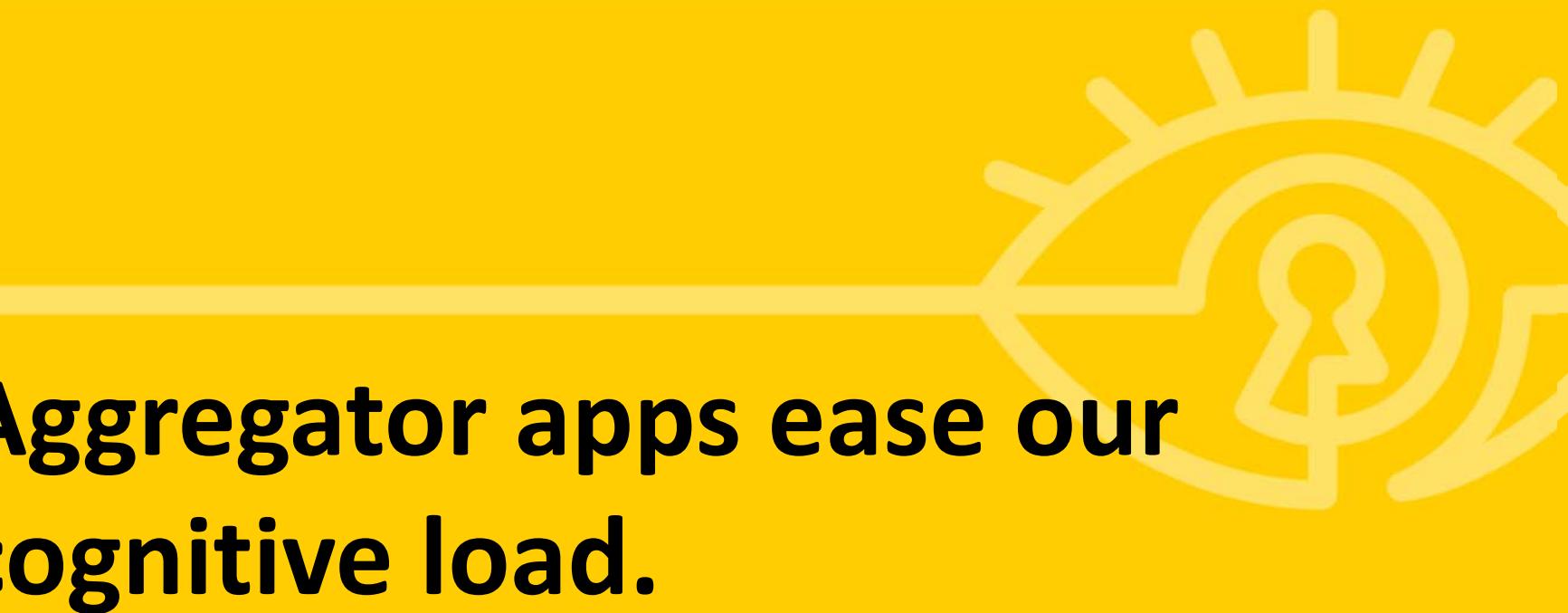


57%

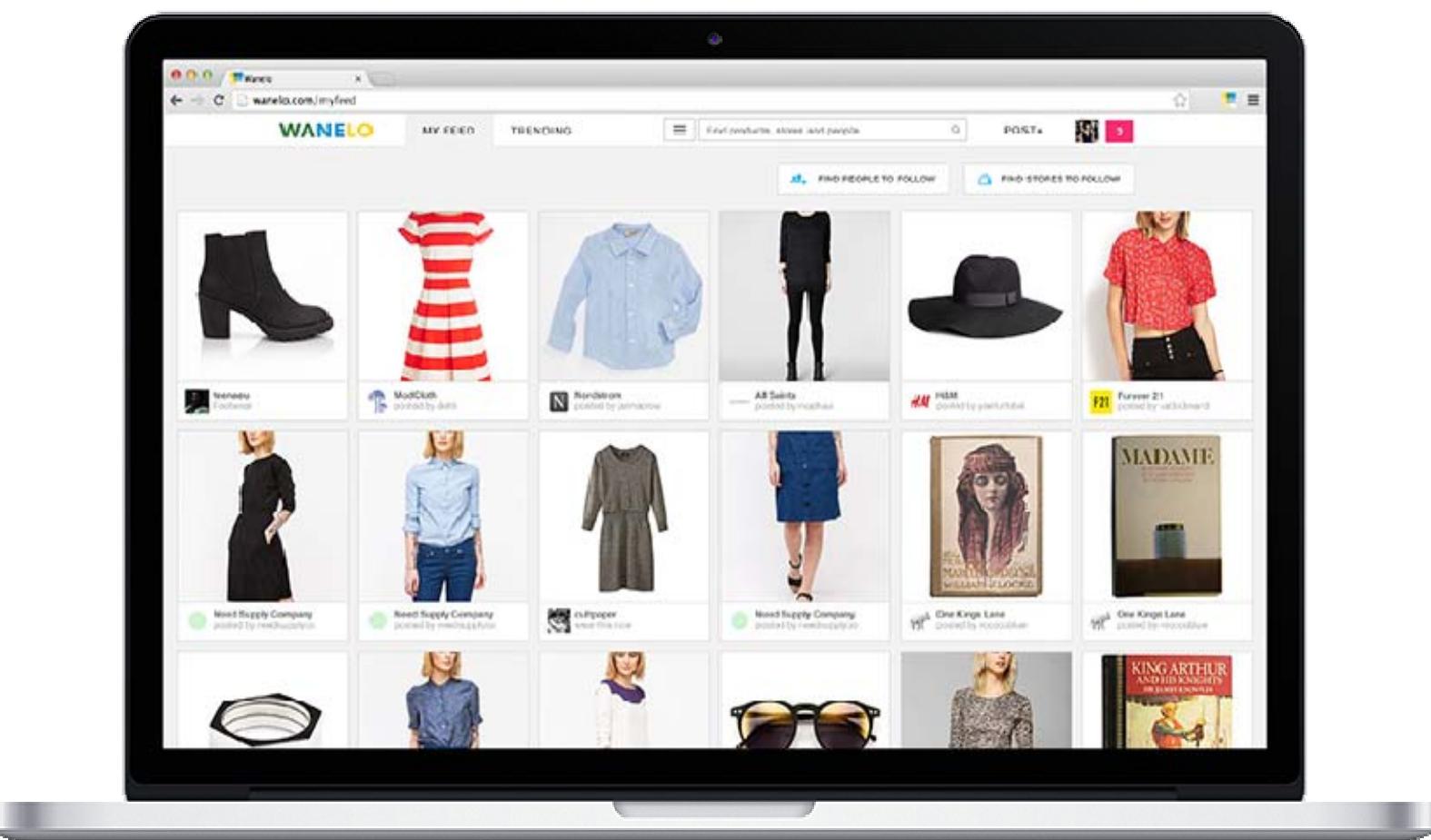
of us feel distracted by
our phones.

28%

of us use voice
assistant apps to
simplify things.

A large, semi-transparent yellow graphic is centered on the slide. It features a stylized eye icon with concentric circles and radiating lines. The text "Aggregator apps ease our cognitive load." is overlaid on this graphic.

Aggregator apps ease our cognitive load.





61%

of us want a privacy protection service...

...but about half want it as a value-add service from brands we already trust.

A large, stylized yellow icon of a keyhole with radiating lines, resembling a sunburst or gear, is positioned on the right side of the slide.

These apps will become
customer gatekeepers.

New – Play 'Today's Hits' station on Pandora

Add gelato to my shopping list

How many teaspoons are in a tablespoon?

New – When do the Phoenix Suns play next?

What's the weather in Los Angeles this weekend?

Set an alarm for eight a.m.

New – How to triffic?

Wikipedia: Abraham Lincoln

Play my "dinner party" playlist



Apply what you have learned today



- Next week:

- If you transfer EU data to the US, you need an EU-US Privacy Shield strategy (*don't just dust off your old Safe Harbor Strategy*)
- Work with your Privacy Officer/Data Protection Officer to audit third-party data-handling practices. Your ability to meet some privacy requirements hinges on them.

- In the next month:

- Pick the best-fit of the five ways to make more money with Contextual Privacy and join forces with Marketers, Developers, and Privacy Officers to build a business plan!

Apply what you have learned today (II)



- In the next six months:
 - If you're ad supported or rely on advertising to drive business: Work on a strategy for confronting Ad Blocking as the new privacy battleground



**Contextual Privacy reduces risk
and drives revenue.**

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Relevant Forrester Research



- *Assess Your Data Privacy Practices With The Forrester Privacy Maturity Model.* Enza Iannopollo, Renee Murphy, Fatemeh Khatibloo, 29 Jan 2016.
- *Brief: Be Cool, Not Creepy.* Fatemeh Khatibloo, 29 Jan 2016.
- *Evolving Consumer Attitudes On Privacy: A Q4 2015 Update.* Fatemeh Khatibloo, Anjali Lai, 16 Nov 2015.
- *How To Design And Build A Great Consumer Data Privacy Organization.* Fatemeh Khatibloo, Heidi Shey, Enza Iannopollo, 2 Feb 2016.
- *The New Privacy: It's All About Context.* Fatemeh Khatibloo, 29 Feb 2016.
- *Quick Take: Goodbye Safe Harbor, Hello EU-US Privacy Shield.* Enza Iannopollo, 4 Feb 2016.