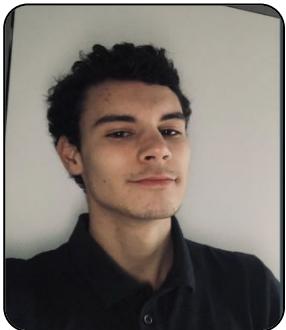


# La vente de données personnelles : une solution de revenus pour les entreprises, mais à quel prix ?

Une controverse élaborée à l'aide d' ETTAYEB Tewfik



Chef de projet



Recherche  
documentaire



Tri de l'information



Responsable du  
temps

# Sommaire :

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# 01

## Contexte et objectifs du projet





02

## Des domaines concernés



#### Domaine Juridique

- Gestion des complexités juridiques liées à la privacité des données
- Équilibre des droits individuels et contrôle de la circulation des données



#### Domaine politique

- Régulation de la diffusion et du traitement des données personnelles
- Divergence réglementaires internationales, implication géopolitique



#### Domaine Economique

- Vente de données : un élément clé de l'économie informatique
- Contrôle de la vente de donnée personnelle



#### Domaine Ethique

- Respect de la vie privée
- Consentement sur la diffusion de nos données



03

# Chronologie

Notre frise

# 04

## Des acteurs de la controverse

# Elon Musk

"Nos données quotidiennes sont des joyaux sous-estimés.  
Traitez-les avec respect et reconnaisez leur immense  
valeur."



# Mark Zuckerberg

" La publicité permet la gratuité d'utilisation du service."



# Tim Cook

"La vie privée n'est pas à vendre. Mettons fin à la collecte incessante de données personnelles et redonnons le contrôle aux utilisateurs sur leurs informations."





05

# Cartographie

Notre mind map

# 06

## Positionnement

## Promouvoir la Vente de Données avec Responsabilité

- + Encourage l'innovation et le développement économique
- + Source de revenus pour les entreprises
- + Personnalisation des Services

## Des réglementations nécessaires :



Appel à un cadre réglementaire robuste

Protection de la vie privée et consentement transparent



- Transparency et Consentement
- Options de Contrôle
- Finalité explicite
- Sécurité des Données
- Utilisation Anonyme ou Agrégée
- Conformité aux Réglementations
- Investissements dans la Sécurité et la Confidentialité

# Conclusion

Stimule l'innovation et le développement.

Exemple : Google - transparent, profitable.

Encadre des règles strictes.

Équilibre : avantages vs responsabilité.

Encourage des réglementations strictes.

# Merci pour votre attention !

**Avez-vous des questions ?**

# Merci pour votre attention !

**Avez-vous des questions ?**

youremail@freepik.com

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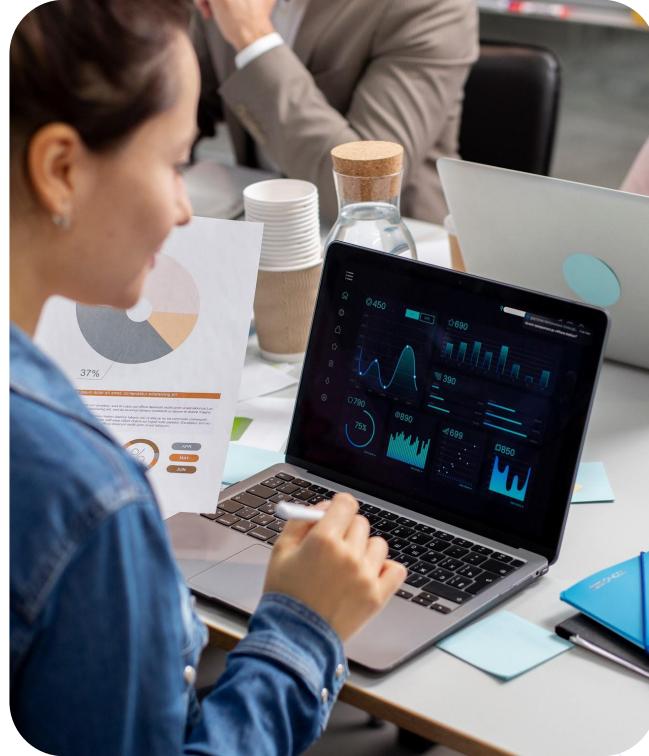
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# How to create a project proposal

Creating a project proposal can be done in five steps:

1. Define the project objectives and timeline
2. Identify resources needed to complete the project
3. Develop a budget for the project and estimate any potential risks associated with it
4. Write down your proposed solution and provide supporting documents or evidence that prove its feasibility if necessary
5. Develop a communication plan to ensure key stakeholders are kept informed of progress throughout the entire process



# Objectives



## Our aim

An aim in a corporate context is a goal or desired result that the organization seeks to achieve. The aim should be clear and achievable, and often serves as the basis for further planning actions inside the organization



## The goal

Goals inside a company are usually specific and measurable, with clearly defined deadlines and outcomes. The company's goals help focus the actions of the organization and ensure resources are used effectively



# Resources



## Human resources

The project team is responsible for the successful execution of the project. Our team is composed of experienced professionals with the necessary skills and expertise to complete the project on time and within budget.



## Financial resources

Our project budget is \$100,000. This budget includes all expenses associated with the project, including salaries and equipment. We have allocated these resources to ensure that we are able to complete the project within budget.



## Physical resources

Our project requires a number of specialized pieces of equipment. We will be using [insert equipment and their functions]. All equipment is in good working condition and has been tested and calibrated prior to use.

# Budget



## Sources of funding

Funding for a company can come from personal savings or investments, bank loans and other loan options, venture capital and angel investors, grants, competitions or programs, crowdfunding...



## Equipment and materials

Equipment and materials costs refer to all the expenses related to the purchasing, maintenance and upkeep of any physical items used in production or other business processes inside the company



## Personnel costs

Personnel costs refer to the expenses incurred in hiring, training and retaining staff for a company. This can include salaries, bonuses, benefits and other payroll-related costs



## Travel and miscellaneous

Travel and miscellaneous costs refer to expenses related to any travel-related activities, such as conferences, trainings or business trips. It may also include office supplies, communications services, licenses and other miscellaneous expenses

# Solutions



## Solution 1

Implementing a new CRM (Customer Relationship Management) system to improve customer data management and sales tracking



## Solution 2

Outsourcing specific business functions (such as accounting or IT) to a third-party provider to reduce some costs and increase time efficiency



## Solution 3

Launching an e-commerce platform to expand the reach of the business and increase online sales



## Solution 4

Developing a new product or service to diversify the business and increase revenue streams



## Solution 5

Implementing a cost-saving initiative, such as energy-efficient practices or process automation, to reduce expenses



## Solution 6

Establishing strategic partnerships with other businesses to gain access to new markets or innovative technologies

# \$500,000

Net profit of the project

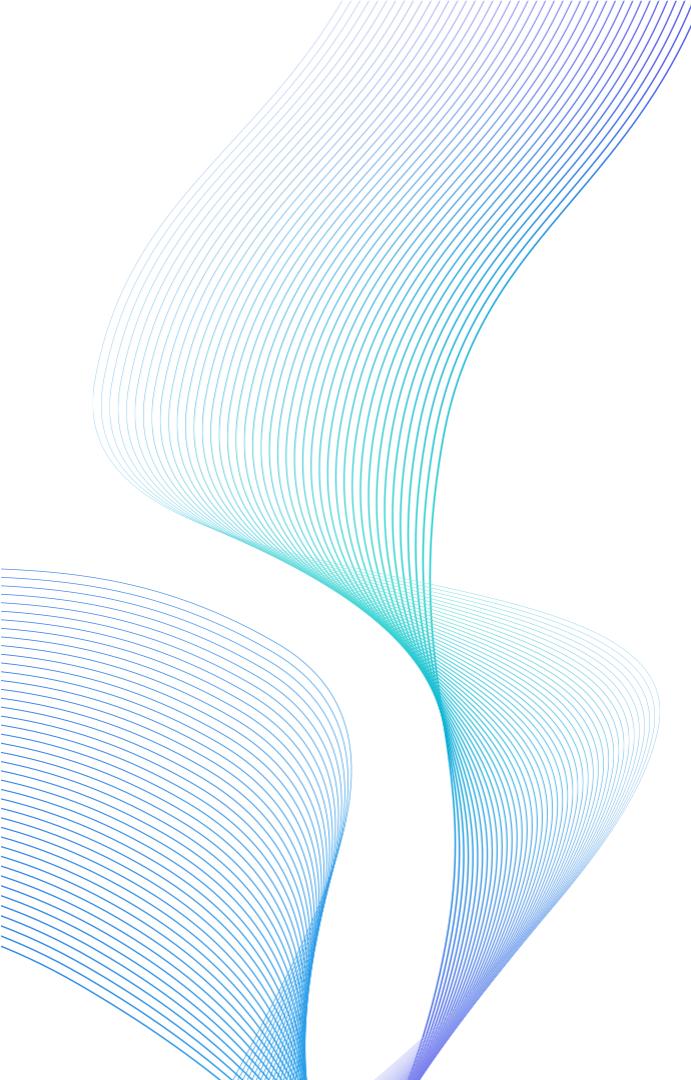
# 200 units

Break-even point

# 25%

Market share in the industry

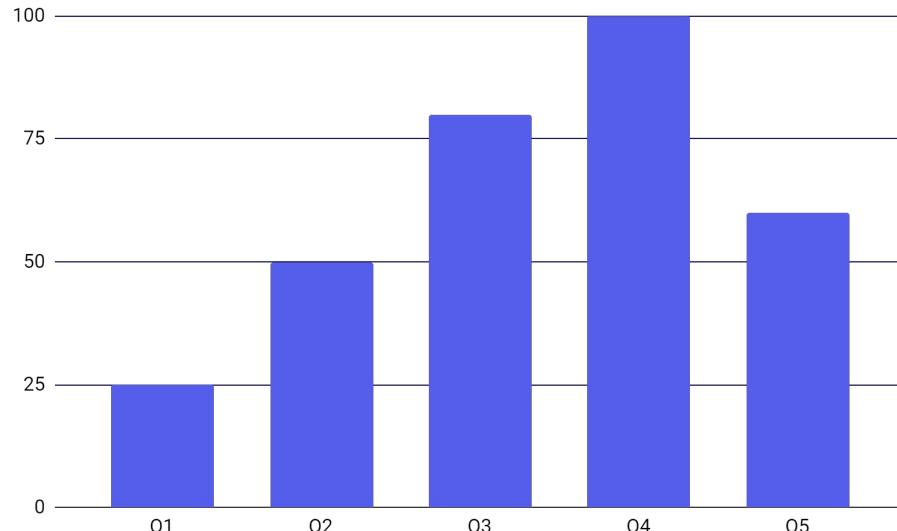




**10 million**

First-year revenue of the project

# Project data



Follow the link in the graph to modify its data and then paste the new one here. For more info, click [here](#)

## Benefits of using graphs

Graphs in project proposals offer visual organization, enabling clear presentation of information in a structured format. They enhance the visual appeal, facilitate data comparison and improve overall clarity and professionalism of your project proposal

# Project activities

Activity	Start date	End date	Resource	Cost	Revenue
Market research	1/1/20XX	1/15/20XX	Market research firm	\$20,000	
Product development	1/16/20XX	6/30/20XX	R&D team	\$200,000	
Beta testing	7/1/20XX	8/15/20XX	Beta testers	\$10,000	
Marketing campaign	1/1/20XX	1/15/20XX	Advertising agency	\$100,000	
Product launch	1/16/20XX	6/30/20XX	Sales team	\$50,000	\$500,000
Post-launch support	7/1/20XX	8/15/20XX	Support team	\$50,000	\$800,000

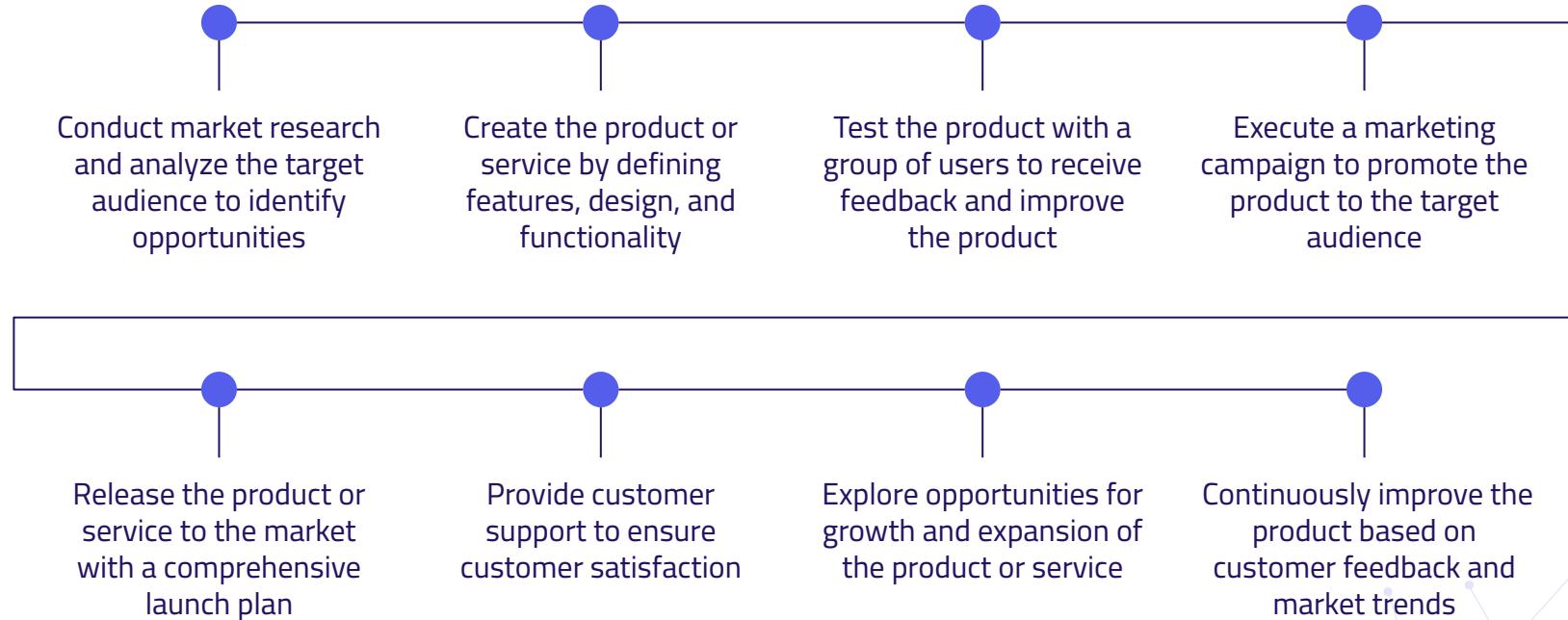


# What to show in a mockup

1. Product/website description: A brief overview of the product/website, including its key features, dimensions, and materials used
2. Features and benefits: A detailed explanation of the product's/website's features and how they will benefit the user
3. Technical specifications: A list of the product's/website's technical specifications, such as dimensions, weight, power requirements, connectivity options and hosting platform



# Project timeline



# Project roadmap

Initiative	Objective	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Market research	Increase brand awareness by 30% within the first year	●											
Product development	Achieve a customer satisfaction rate of 90%		●	●									
Marketing campaign	Increase revenue by 20% within the first year			●	●	●							
Product launch	Achieve a customer satisfaction rate of 90% within the first year						●	●					
Expansion	Reduce costs by 15% within the first year by expanding the product							●	●	●			
Partnership	Reach profitability within 18 months of launch									●	●	●	●

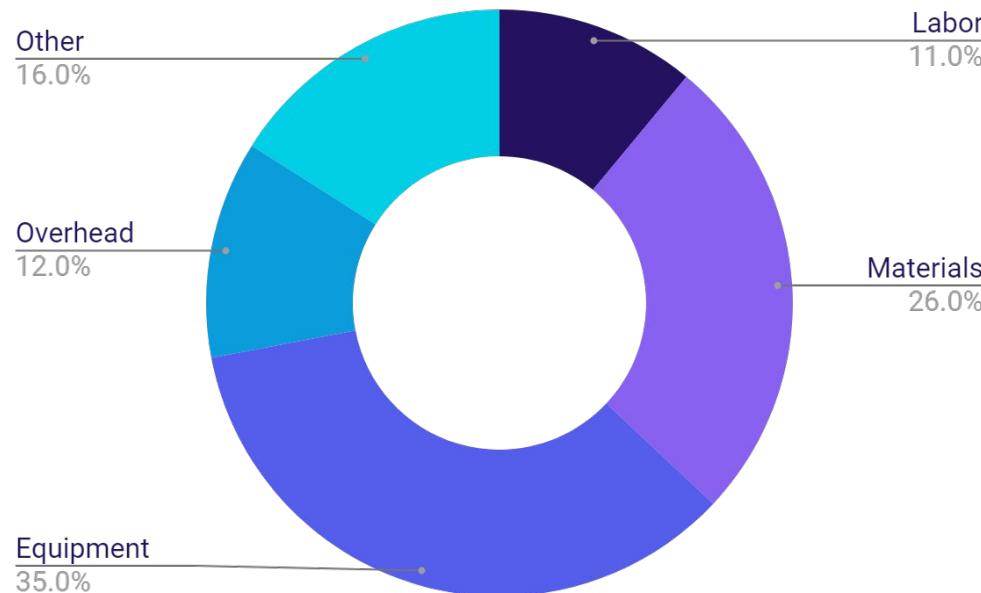
# Photo showcase

A photo showcase can be a useful addition to a business project proposal as it can help to visually communicate the concept or idea being proposed



# Project expenses

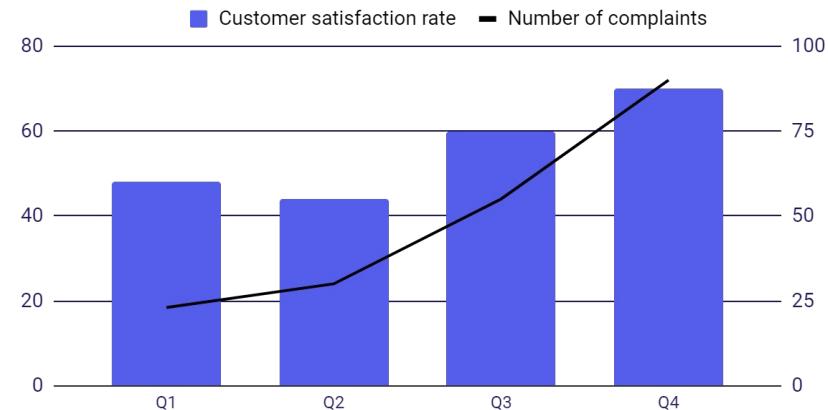
- Labor
- Materials
- Equipment
- Overhead
- Other



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# KPI dashboard

Resource	Utilization rate	Cost per unit
Labor	85%	\$50
Equipment	70%	\$100
Materials	95%	\$20
Rent	90%	\$1,000
Energy	80%	\$80
Software licenses	80%	\$200
Advertising	60%	\$500



120 u/day

Output per worker

2h

Time to complete a task

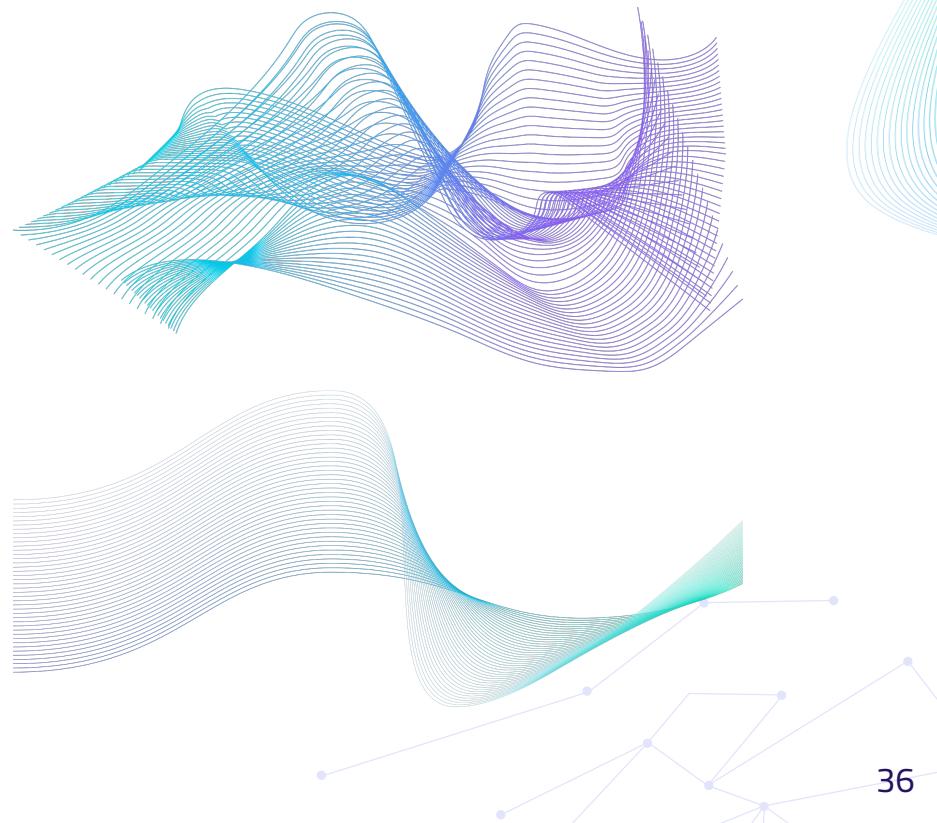
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## Vectors

- [Abstract landing page](#)
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## Vectors

- [Abstract landing page](#)

## Photos

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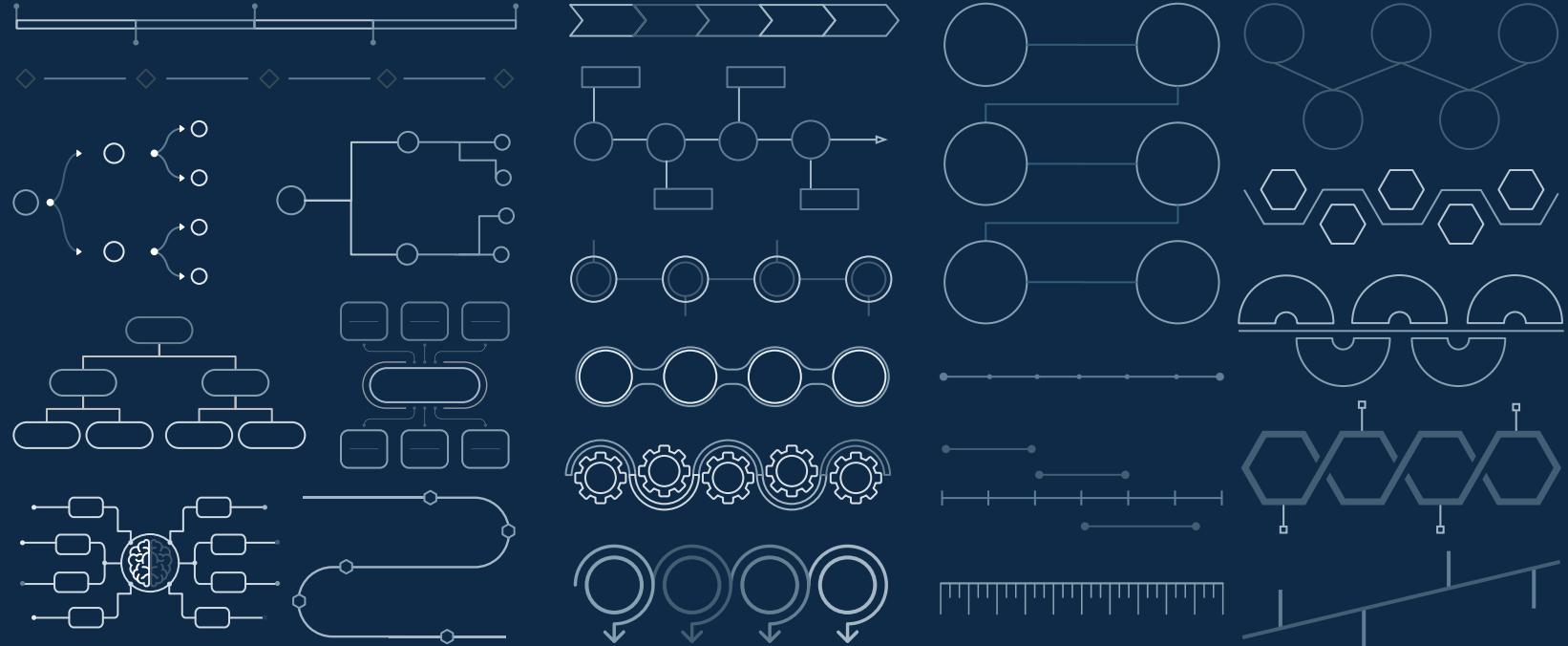
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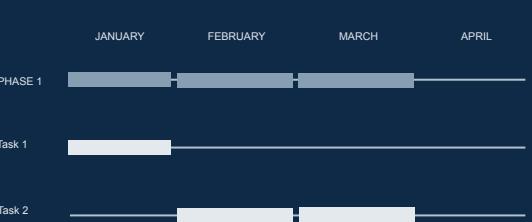
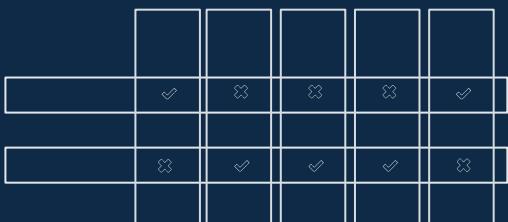
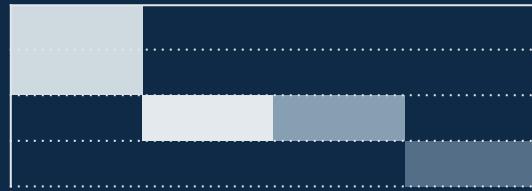
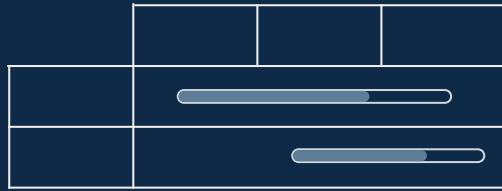
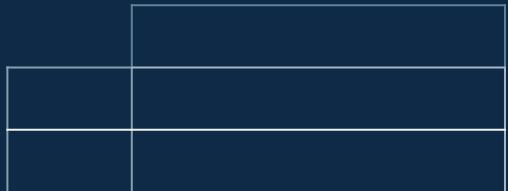
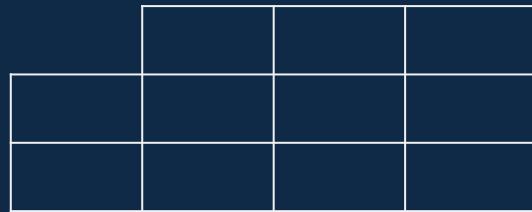
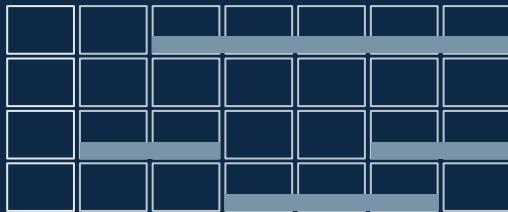
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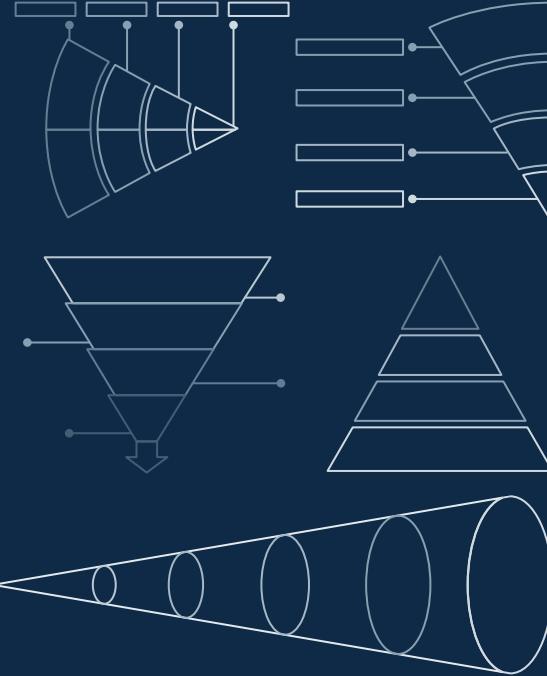
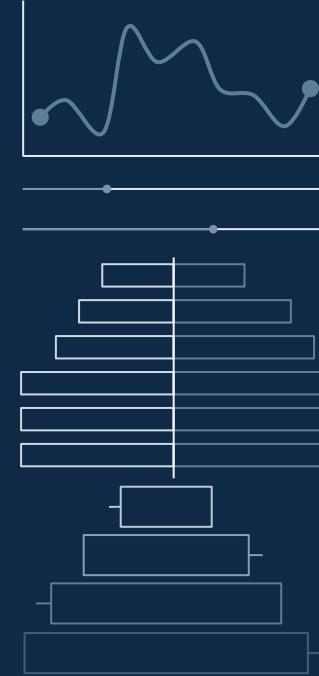
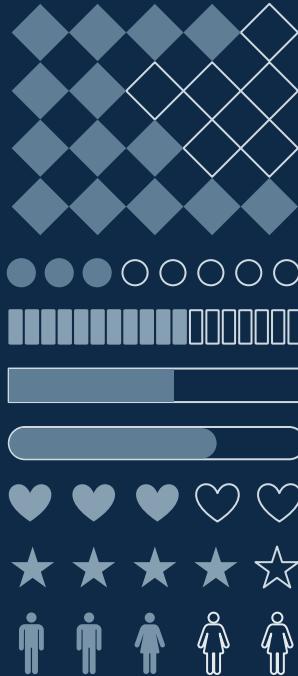
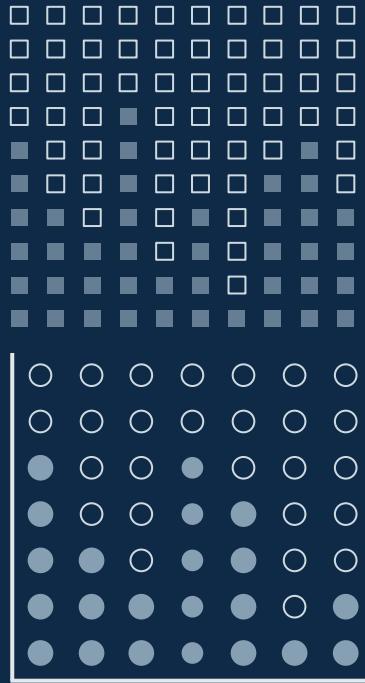












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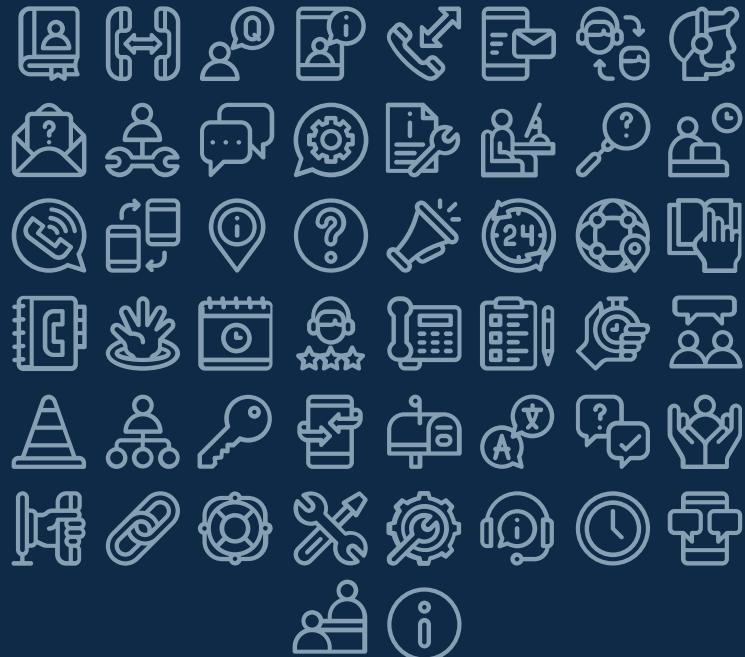
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