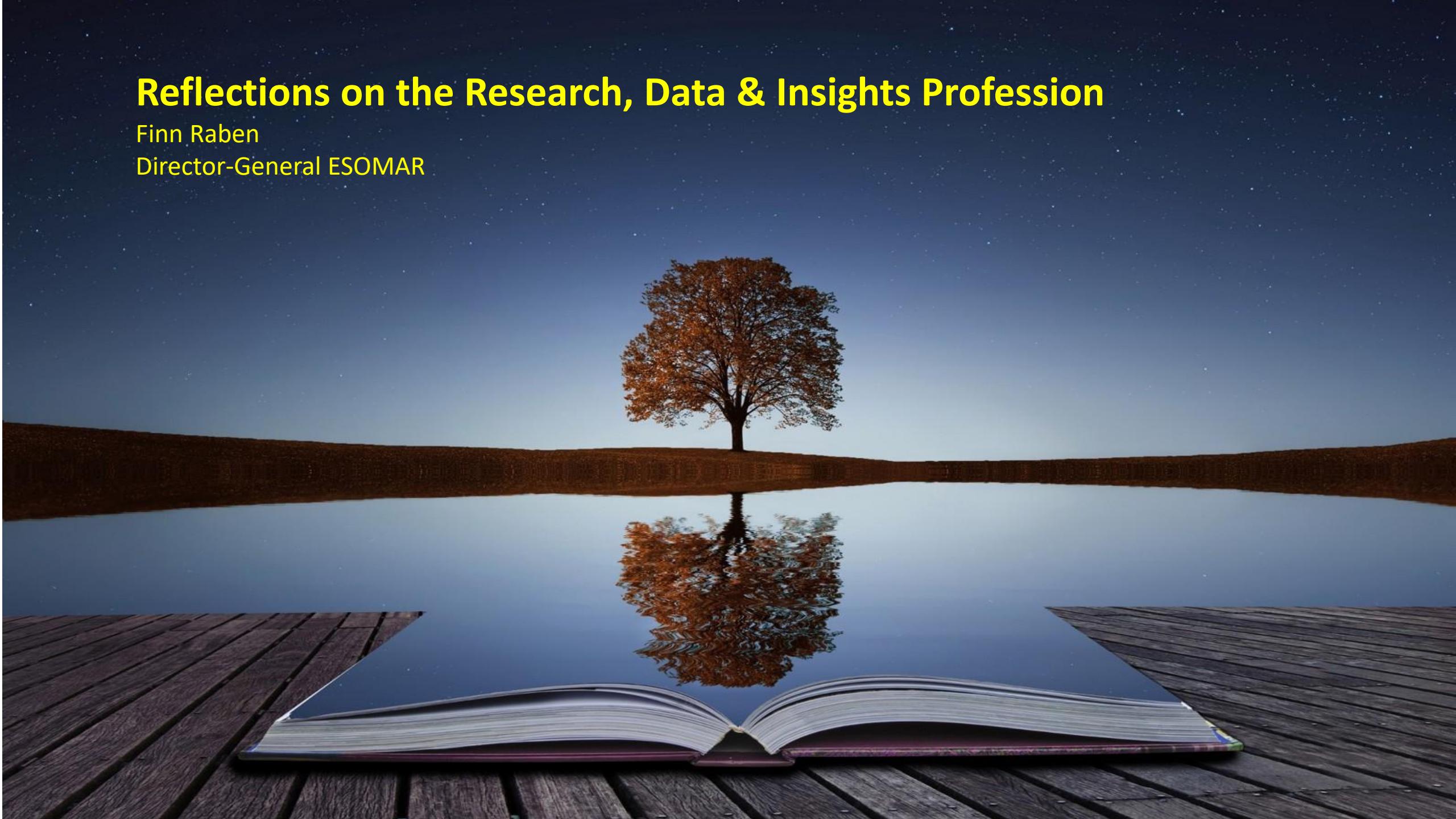


Reflections on the Research, Data & Insights Profession

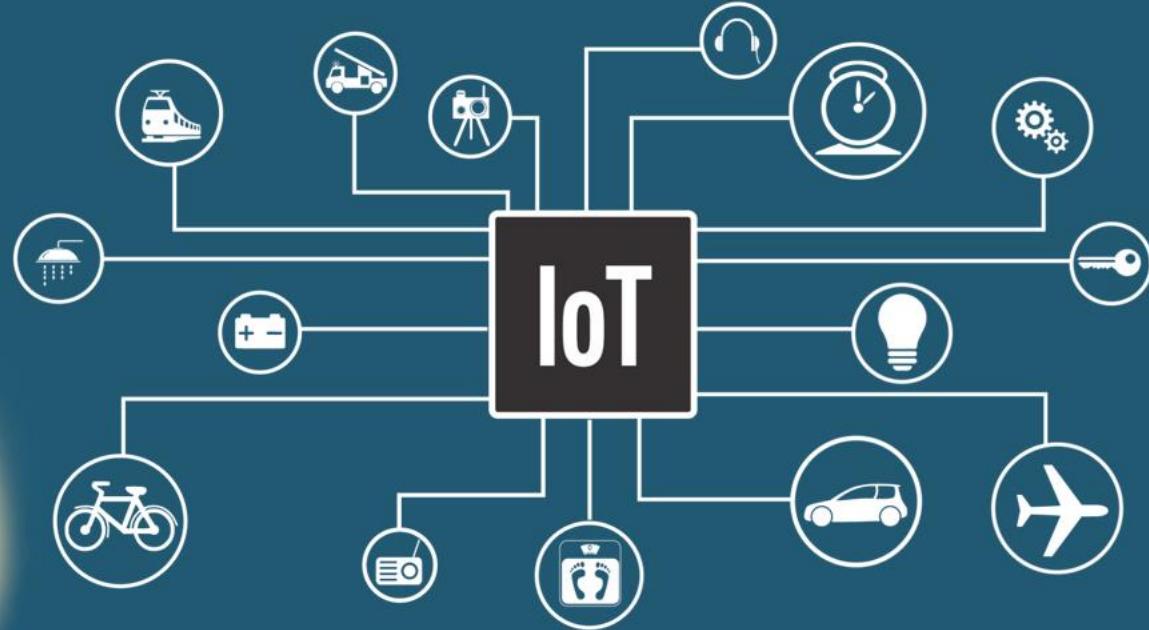
Finn Raben

Director-General ESOMAR





Data is the new Oil . AI is the new electricity. The IoT is the new nervous system.



Futurist Gerd Leonhard
Harvard Business Manager LIVE Executive Forum
Munich, April 2018

The importance of DigiTech

Ipsos paid GfK 100m for a business which will contribute 200m in 2019

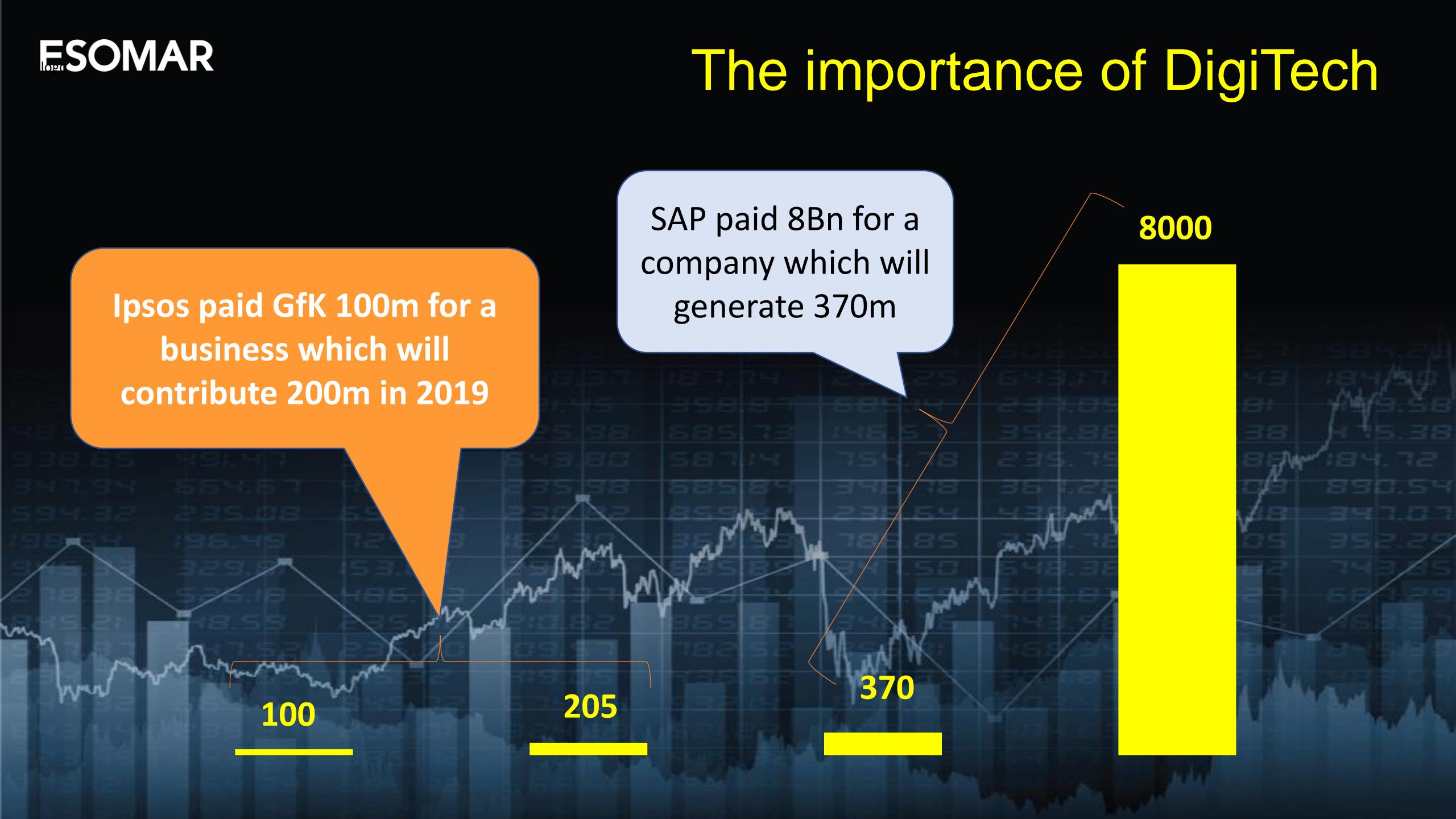
SAP paid 8Bn for a company which will generate 370m

100

205

370

8000



The new eco-sphere conundrum

Just because you can,
does it mean you
should?





Bloomberg the Company & Its Products | Bloomberg Anywhere Remote Login | Bloomberg Terminal Demo Request

Bloomberg Opinion

Technology & Ideas

Mark Zuckerberg Is More Ruthless Than Clueless

Internal emails show Facebook's CEO is much different from the image he wants to portray.

By Shira Ovide

December 6, 2018, 10:32 AM EST



■ Zuckerberg's control of Facebook is near absolute - who will hold him accountable?



The Guardian view on Zuckerberg's Facebook: regulate it as a media firm



Facebook was warned of apparent Russian data trawl in 2014, MPs told

The New York Times



Zuckerberg of Facebook. Charles Platiau/Reuters

Dec. 6, 2018



Good Thursday. Want this by email? [Sign up here](#).

A rare glimpse into how Facebook really works

A cache of emails and other internal Facebook documents made public by a British parliamentary committee on Wednesday revealed [how the social media giant used people's personal data](#) to favor some of its partners and to punish rivals.

We are NOT Cambridge Analytica!!

 INDEPENDENT News InFact Politics Voices [Indy/Life](#) Sport Business Video Culture   

Voices

Unlike the example of Cambridge Analytica, data collection can be beneficial – it's just got to be done with respect

An unregulated data collection industry makes it harder for law abiding and ethical researchers to understand and reach people, and help governments, societies and businesses make more pertinent decisions

Finn Raben | 18 hours ago |  1 comment

   45 shares  Click to follow Independent Voices

Working as I do in the research, data and insights industry, the subject of not only data privacy but public awareness around data collection is something we talk about a lot. For many of us in market research the concepts of consent and transparency are hard-wired into us. Traditionally, in speaking to the public face to face, or on the telephone, the consent was implicit. As insight data-gathering moved (and grew) online, the industry has been careful to build in codes and guidelines, to ensure consumers are protected and quality standards are maintained.

But in our digitally connected world our every move is being collected somewhere. As Clive Humby, architect of the [Tesco Clubcard](#), said "data is the new oil". That's why [Twitter](#) is worth billions when it never turns a profit – 500 million tweets a day is a firehose of data of people's opinions, like and dislikes, on a previously unprecedented scale.

So this glut of information about us is now in the hands of companies in the tech sector and consent is limited to a tick box and a link to a multi-page small-print document that no one ever reads. More often than not, the questionable data practices that make the news are from companies outside the research and insight industry.

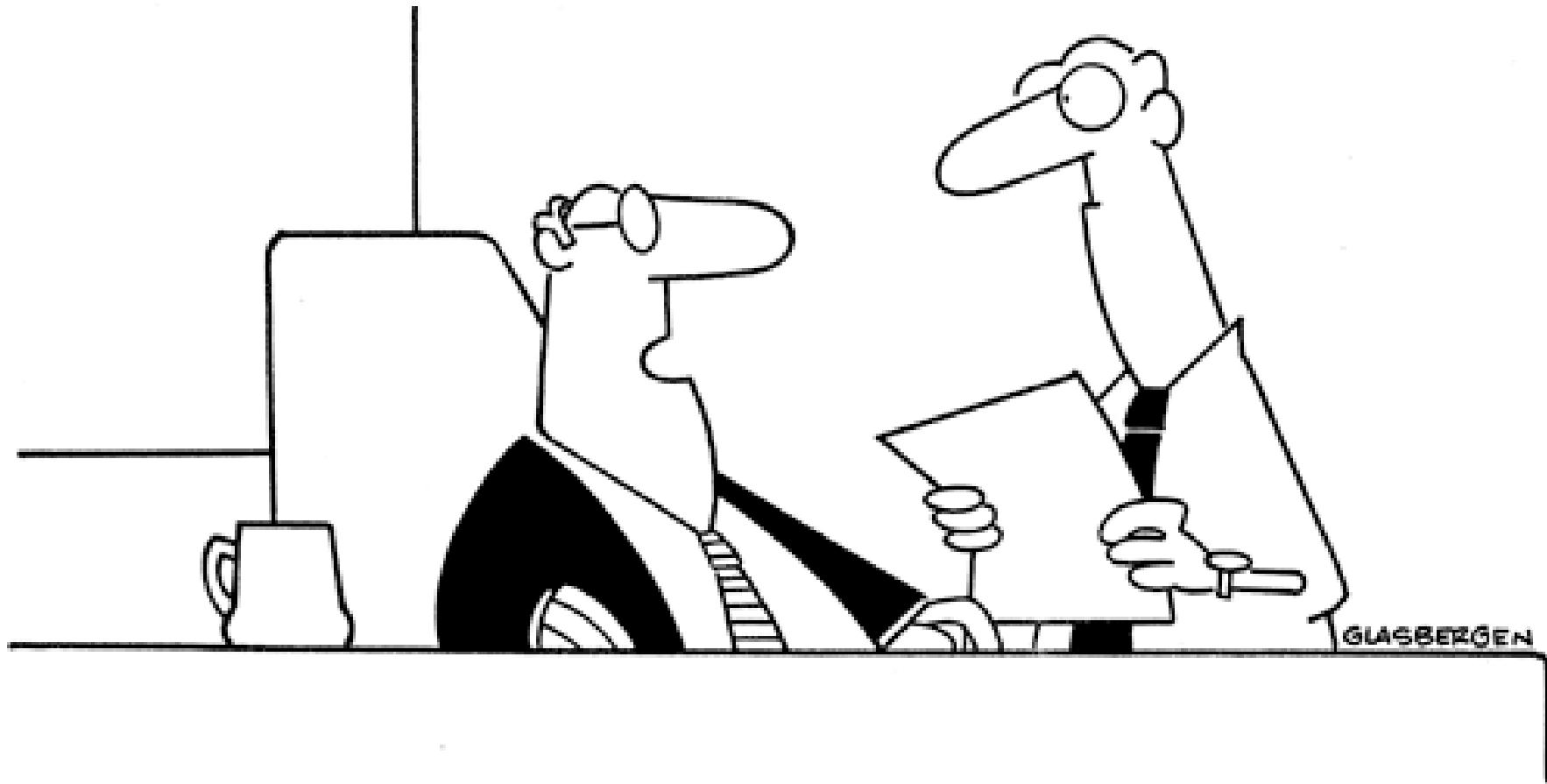
indy100 TRENDING

-  The African continent is splitting in two and it's happening faster than we thought
-  You're not legally allowed to die in this remote Norwegian town
-  Stormy Daniels lie detector results released
-  The heartbreaking last moments of bride-to-be 'shot dead by police officer'
-  Judge rules woman can sue Trump 'No one is above the law'

MOST POPULAR

-  Britain set for Easter snow as temperatures





We've got to draw the line on unethical behaviour,
But let's draw it in pencil



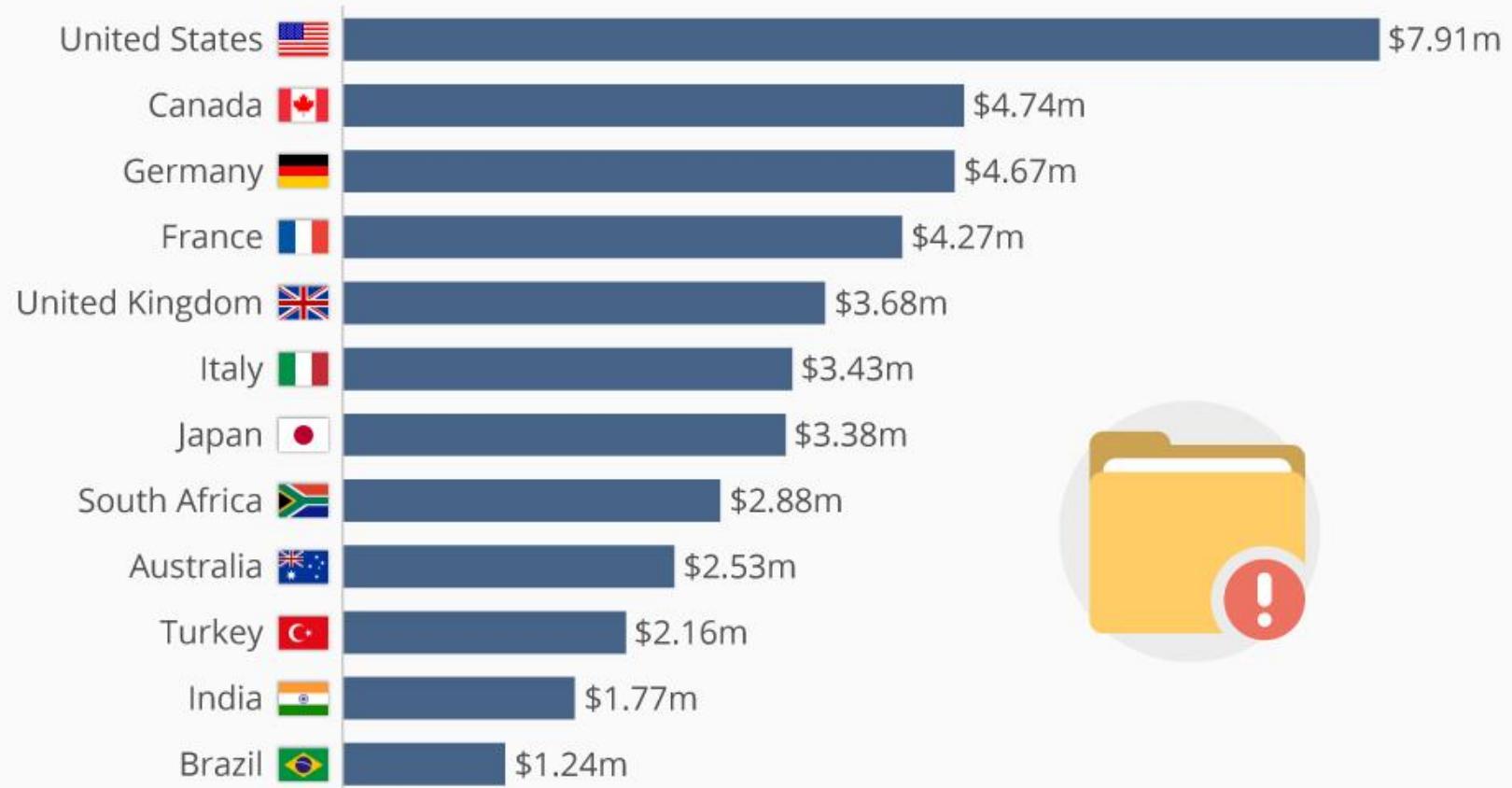
A [recent poll](#) showed that of major U.S. internet companies, Twitter is the least trusted when it comes to keeping data secure.

Of course, no company has a fail-safe method of data protection and the consequences of a leak can be severe. As well as the negative effect on public image and reputation, the infographic shows the average monetary cost of a data breach.

As reported by [IBM Security and the Ponemon Institute](#), the costs are the highest in the U.S. with the average incident bearing a price tag of \$7.91M. Although one may assume that such leaks are always caused by criminal activity, 25% of the cases examined were actually due to human error.

The Price Tag Attached to Data Breaches

Average total cost of a data breach by country in 2018





HERE in numbers



45 of In-car navigation systems in Europe and North America use HERE maps

8,000+



Employees in 56 countries focused on delivering the world's best map and location technologies

30+



Years of experience transforming location technology

400+ HERE cars collecting data for maps



HERE Maps on board of 100M vehicles and counting

28 TB map data



700,000 3D data points per second per car



HD Live Map covering 600k+ km for Autonomous Driving

Key take aways

1. Strong lack of trust in data collectors – sharing location data especially sensitive.
2. One third of consumers are very restrictive in granting access to their location data.
3. Consumers do not pro-actively check and update their location data settings; they turn on and off data access as needed.
4. Consumers are most willing to share their location data with map/navigation & weather services.
5. Consumers would share their location data with drones and autonomous cars in futuristic scenarios.
6. Greater safety in the car is the most attractive benefit for consumers.
7. Consumers are eager to embrace new privacy concepts if they are easy to use and save time.
8. The greater the transparency, the higher the willingness to share.

3 Guidelines (not 28!!)

+ 3 key principles, and 2 key requirements

Guideline	Content	
Primary Data Collection	Online, mobile, telephone, face-to-face, etc. Passive Data Collection & Observational Research Children and Young People Online Sampling	Transparency (Consent)
Secondary Data	Social Media First, Second, and Third Party Data (Cx, Ex, Ux) Syndicated Data Internet of Things	Legitimate Purpose Duty of Care
Organizational Accountability	Data Protection Checklist Privacy Impact Assessment (Duty of Care) Mutual Rights and Responsibilities	Rigour Provenance

**ARE WE
DONE
YET?**



Thank You

finn.raben@esomar.org

