

Personal Data

Name

Home Address

Business Address

Identity Card No

Passport No

Driving License

Income Tax No

Car Registration

Other

GDPR – Threat and Opportunity

Tobias Witt, SAS Institute

Confidential Data

[Identify Person]





"Change before you have to"

- Jack Welch



Data Monetization





Should information be considered an asset?

90%

A hand is pointing at a tablet screen that displays various financial charts, including a line graph and a bar chart. The background is dark and out of focus, with some bokeh light effects. The text is overlaid on the image in white.

Why you can't afford to fall behind

Data is scalable
Data is defensible
Data is reinforceable

If information is a valuable asset...



...do you manage it as such?



Financial

✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓



Organization

✓ ✓ ✓ ✓ / ✓ ✓ ✓



Information

✓ / ✗ / / ✗ ✗ ✗



Process

✓ / / ✓ / / / ✓



Technology

/ ✓ ✓ / / ✓ ✓ ✓

Regulated

Documented

Measured

Audited

Standards

Ownership

Accountability

Business planning



Should information be considered an asset?

90%

Do you measure its value?

10%

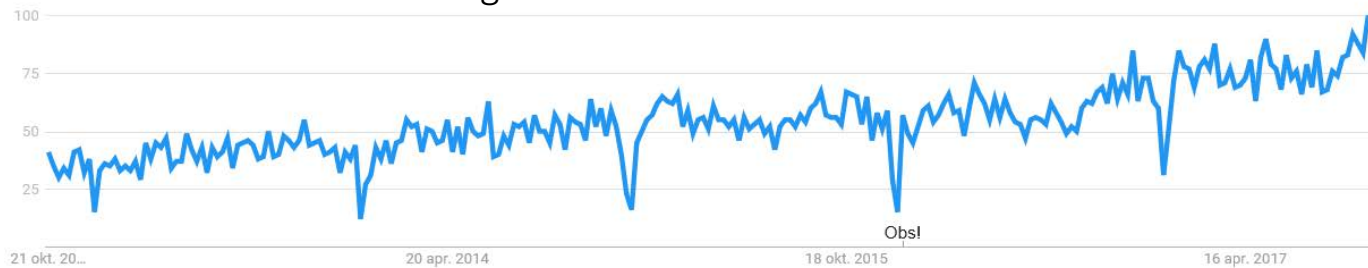
*No news to the
world of IT*

Google Trends – "Data Governance"

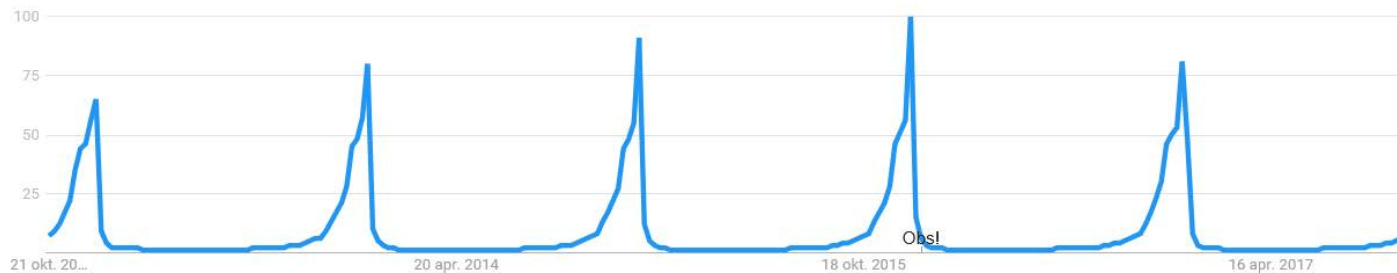


*No news to the
world of IT*

Google Trends – "Data Governance"



Google Trends – "Christmas"

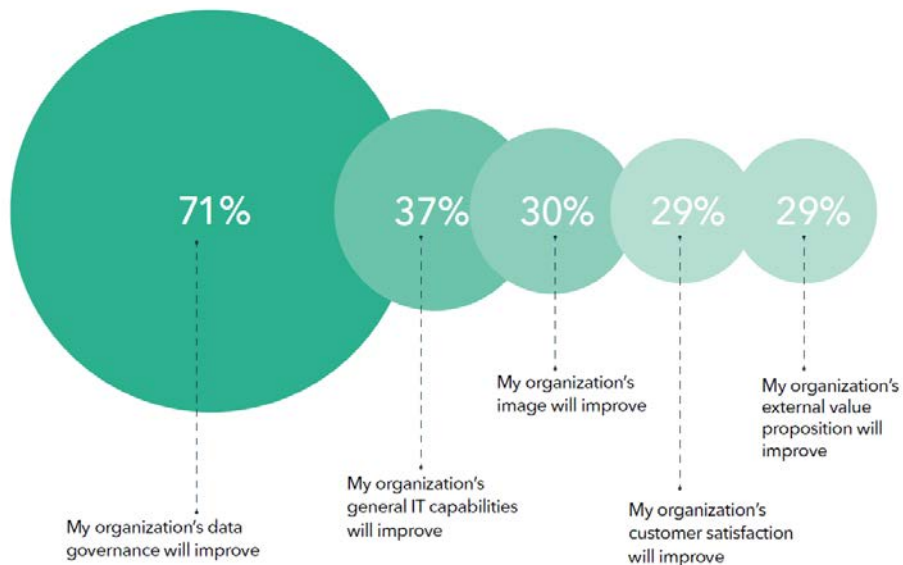


A Dilemma...

A Minimum  Viable Solution
Valuable

GDPR – A Compelling Event

Question: What opportunities do you anticipate from your organization becoming GDPR compliant?



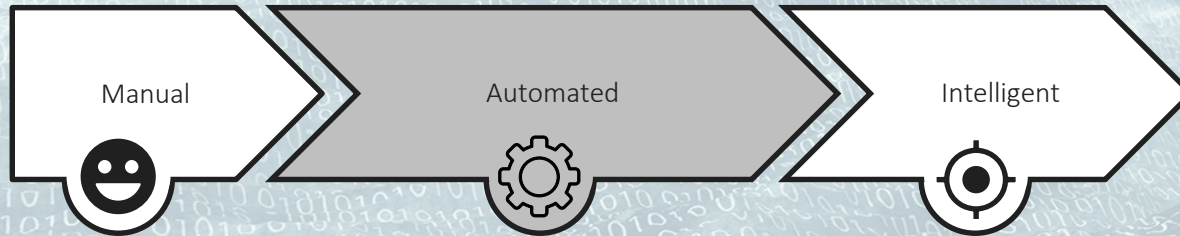
A *viable* solution for...





Scanning

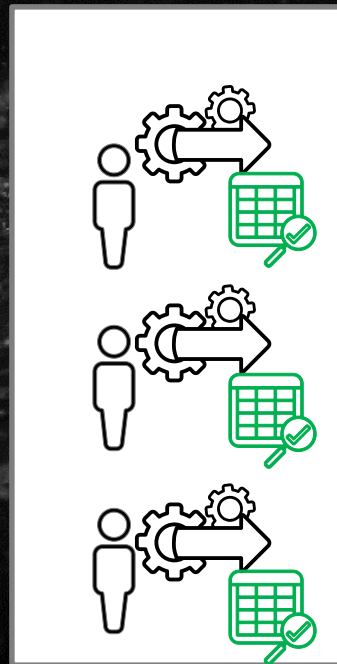
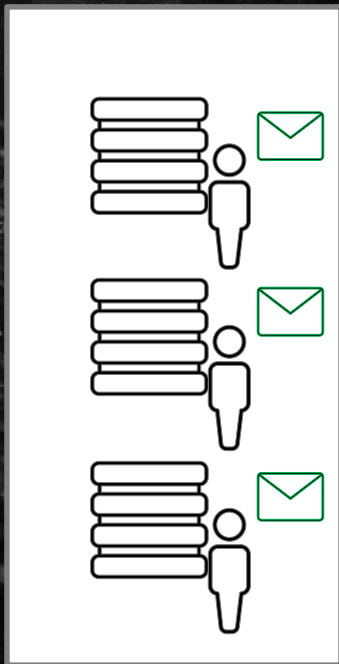
A viable level of identification capability?



Deletion, Information, Consent



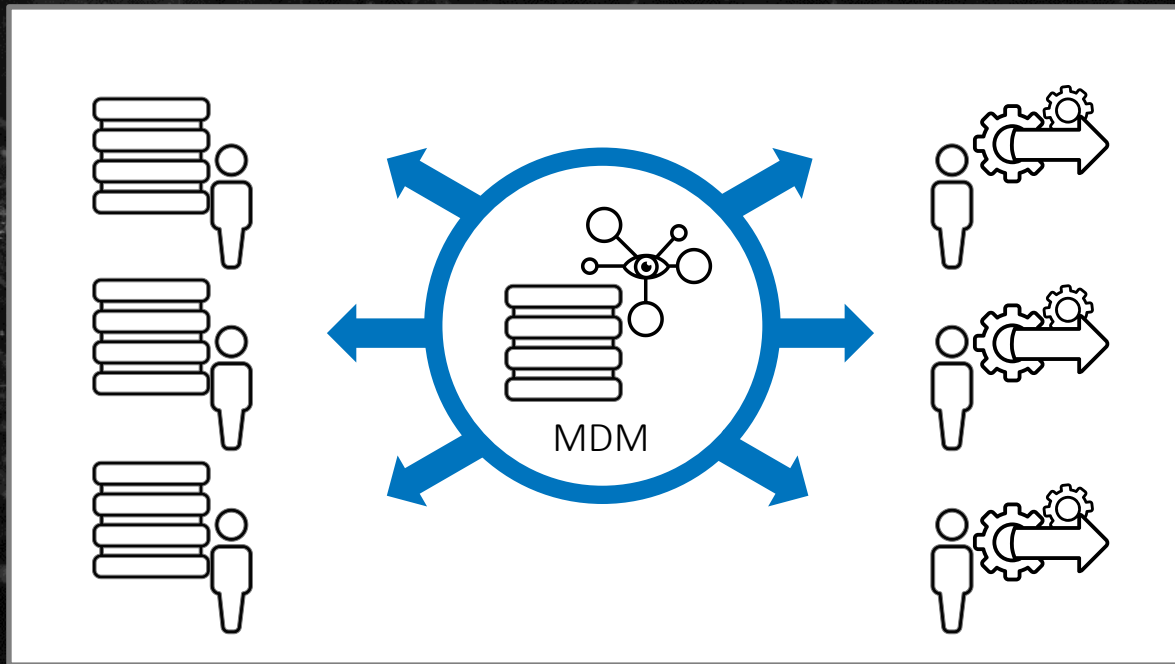
Governance



Deletion, Information, Consent



Governance



The background of the slide is a dark blue field with a complex, glowing green circuit board pattern. Overlaid on this are several geometric shapes: four blue circles with white borders arranged in a descending diagonal from top-left to bottom-right, and two white hexagons at the bottom-left. The circles contain white text, and the hexagons contain a line graph icon and the text 'Data Science'.

Processing and
consumer profiling

Right to an
explanation

Bias and
discrimination

Correct data



Data
Science

Processing and
consumer profiling

Anonymization
Access control

Right to an
explanation

White box modelling
Explanatory models

Bias and
discrimination

Robust analytics process

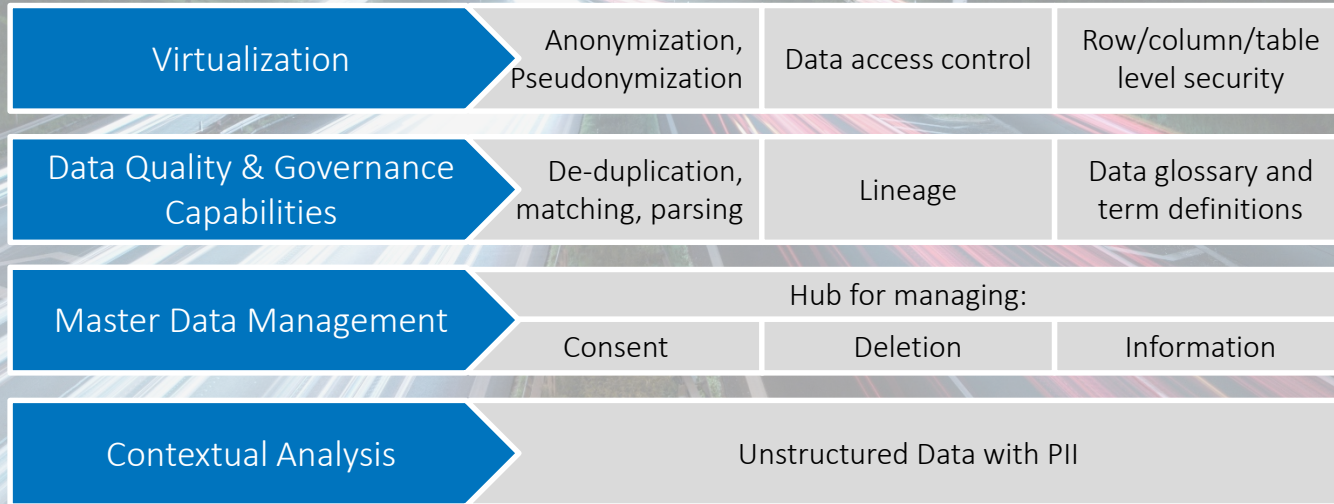
Correct data

Lineage
Reproducibility



Data
Science

GDPR – a Compelling Event



The penultimate picture...

A Minimum  Viable Valuable Solution

“GDPR is an opportunity for organizations to look at how they manage and govern data.”



Isabelle Falque-Pierrotin,
Chairman of the Art. 29
Working Party

soon to renamed European Data Protection Board
(EDPB)

Personal Data

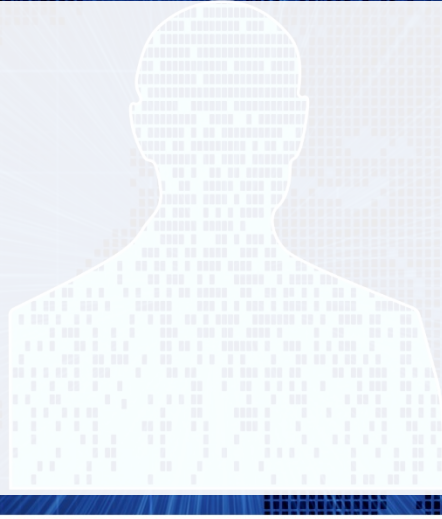


Thank you!

Tobias Witt

Tobias.witt@sas.com

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