

COMMERCIALISATION IN A DIGITAL WORLD

CYBER AND DATA PROTECTION CAN ENABLE
TRANSFORMATION IN THE NEW NORMAL



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OUR EXPERTS



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CYBER SECURITY AS A BUSINESS ENABLER

- Cyber Security is undergoing a transformation

CYBER SECURITY AS A
BLOCKER TO BUSINESS



CYBER SECURITY AS A
BUSINESS ENABLER

- Cyber Security supports B.I.G. Business Objectives
 - Business agility
 - Innovation
 - Growth
- Increasingly Cyber Security is also a Competitive Differentiator

CYBER SECURITY ENABLED AGILITY CASE STUDY

Background

- HM Government Department
- High profile organisation responsible for front page initiatives
- 6000 End Points across 5 different sites

Cyber Security Enabled Agility

- At the initiation of Covid-19 Lockdown, home working across the entire department achieved in *1 working day with no interruption to service*

How?

- Zero-Trust Architecture and Cloud hosted services

OKAY...

BUT, HOW?



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DEMONSTRATE SECURITY'S CONTRIBUTION

Financial		93%	R	Customer		98%	A
F1	We will use security to help grow the business.		A	C1	We will provide a high level of service availability and continuity.		G
F2	We will be efficient in our security management.		G	C2	Customers will have confidence in our services and facilities.		G
F3	We will execute projects on time and on budget.		G	C3	We will comply with all applicable regulations.		A
F4	We will manage our suppliers cost-effectively.		R	C4	The right people will have access to the right information — no more, no less.		A
Operational		90%	R	Learning and Growth		95%	R
O1	Our tools will be fit for purpose.		A	G1	Our people will be fully engaged.		G
O2	We will execute change efficiently and reliably.		G	G2	Our people will make the right decisions.		G
O3	We will embed continuous improvement in our processes.		A	G3	We will invest in our people and develop their expertise.		A
O4	We will maintain our operational risk to within a defined risk appetite.		R	G4	We will protect our know-how as a competitive advantage.		R

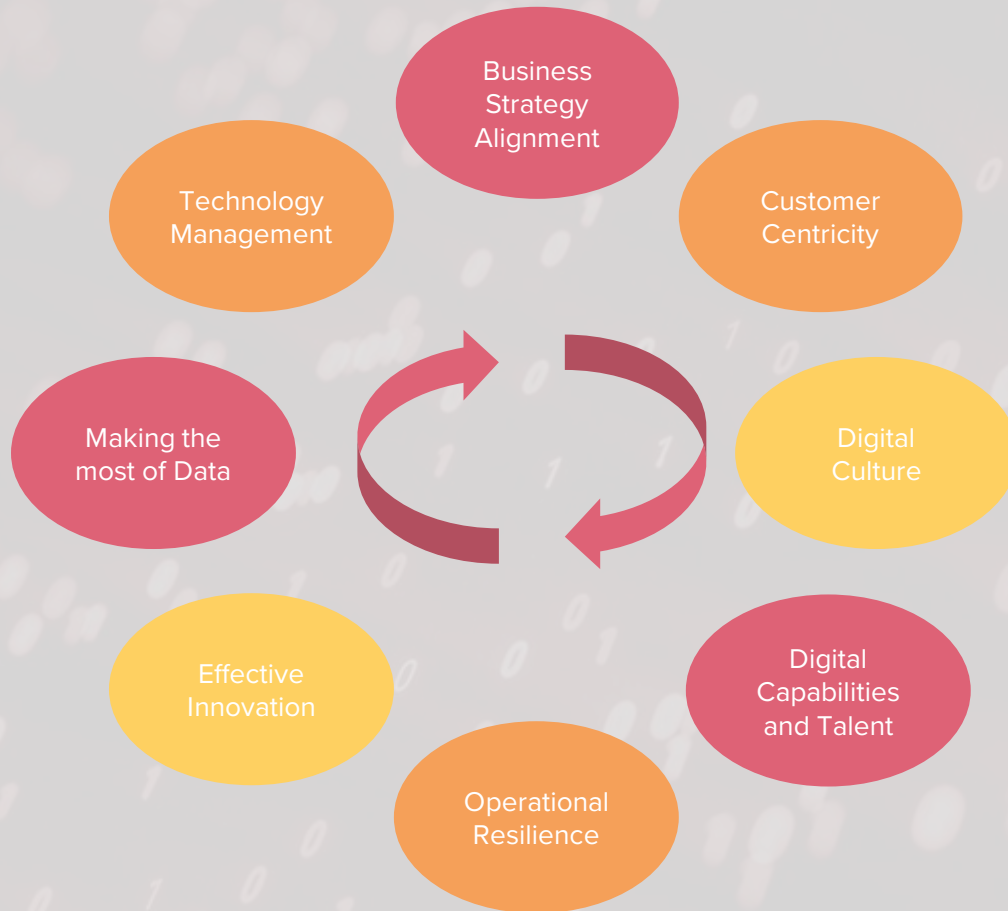
Edward Williams

Head of Digital Transformation

INTRODUCTION

- Recognise where your opportunities for commercial advantage exist:
 - **At each stage of your digital journey**
 - **By focusing on the capabilities of your organisation**
- Where you can focus to develop better services
 - **Understanding your customers and getting more from your data**
 - **Consider different commercial models**

THE DIGITAL JOURNEY



The customer experience should be as consistent as possible in terms of services provided, the look and feel, and the data presented.



Accurate and high quality data must sit at the heart of digital services.



Protect personal data and be transparent about how it is collected and used.



Digital solutions are vulnerable to a wide array of cybersecurity risks, and customers need to feel services are safe to use.



Digital design needs to ensure that privacy controls are in place, and that they are correctly monitored and governed.

UNDERSTANDING YOUR CUSTOMER

Minimise

Minimise the duplication of customer data and increase its quality.

Achieve

Achieve robust processes, automated to the largest extent possible.

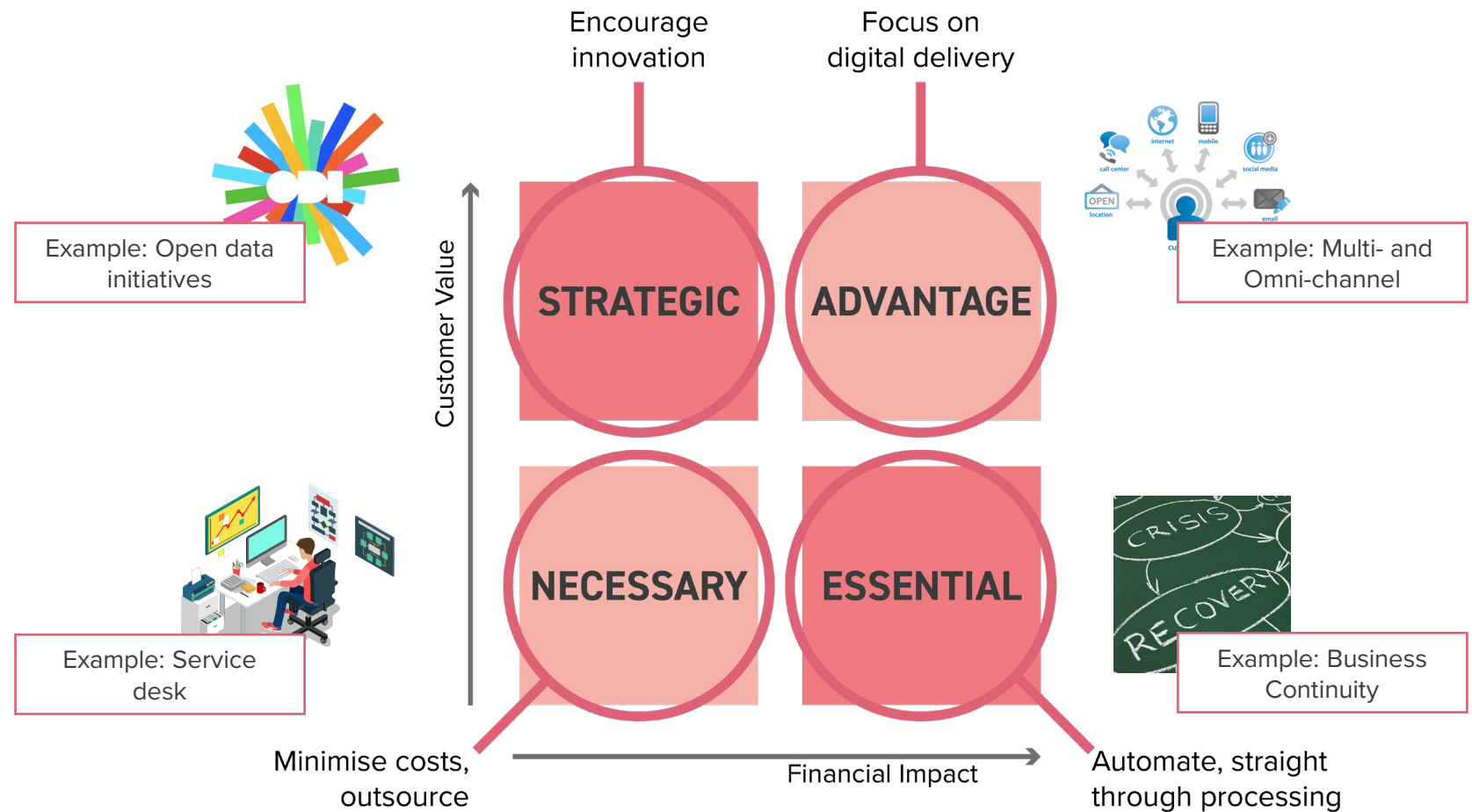
Seek

Seek best-fit integrated solutions that deliver robust, highly secure systems and services.

Move

Move to a more customer focused view of business change across your organisation.

KNOWING YOUR CAPABILITIES

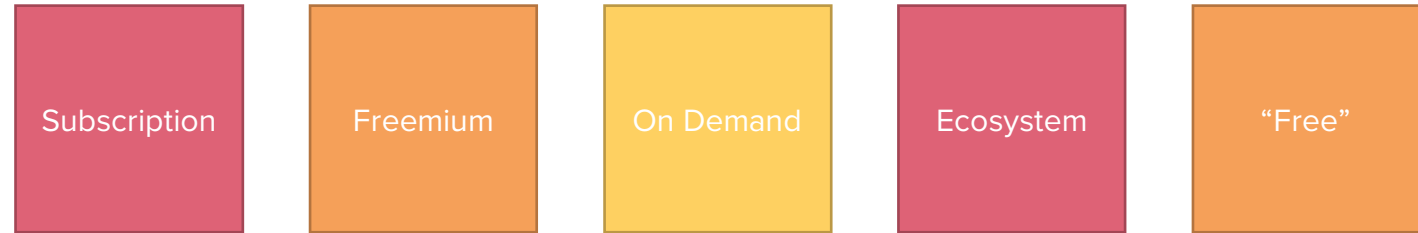


• Reduce Risk

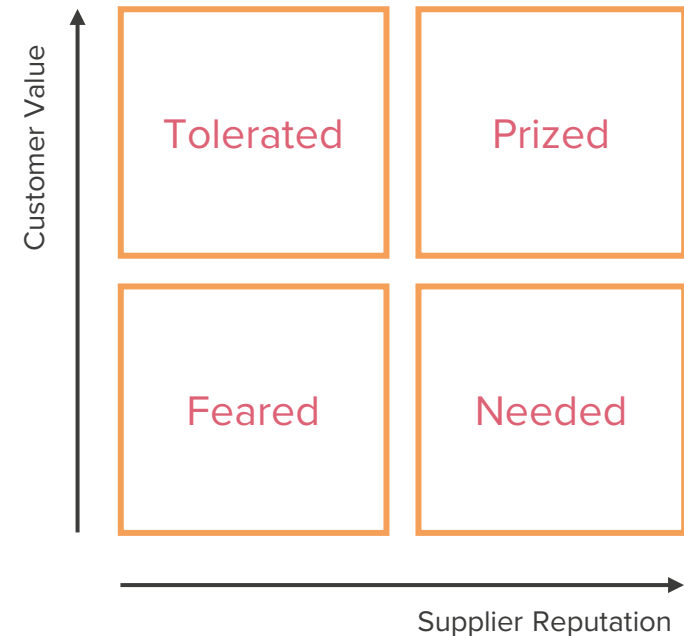
• Reduce Cost

• Increase Efficiency

BUSINESS MODELS FOR DIGITAL



- The Free model typically trades information for service
- Increasing public awareness of, and growing concerns over, privacy and use of personal information
- Increased use of algorithms (artificial intelligence and machine learning) for functionality, sales targeting and decision making
- Provide value, but maintain reputation
- Innovate, but protect data and behave ethically



THREE RECOMMENDATIONS

1

Understand requirements

- Know your business drivers
- Know your customer requirements
- Understand the risks facing your business and know your risk appetite

2

Build a single view of your customer

- Have a single source of quality customer information, or integrate data repositories – avoid siloed information
- Configure for the entire business, and model your customer data holistically

3

Be customer focussed and more digital in operation

- Build services based on how your customer wants to interact with you
- Empower someone to ensure customer requirements are delivered
- Ensure privacy by design and security by design



Samuel Plantié

Principal Consultant, Privacy & Data Protection



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DATA PROTECTION CONSIDERATIONS

- There are many privacy considerations to take into account when switching to online retail:
 - **Security**
 - **Data minimisation**
 - **International transfers**
 - **Marketing communications**
 - **Digital advertising and cookies**

SECURITY

- Both website and customer database must be **secured with state-of-the-art standards**
- A **data breach** can have serious consequences both for your **organisation's reputation** and your **customers**
- Main areas of focus:
 - Processing payments and credit card details
 - Sensitive data (depending on the business)
 - Information that can be used for identity theft

DATA MINIMISATION



It can be tempting for a business to collect as much data as possible from their customers for **profiling or marketing analytics** purposes



Organisations must comply with the **data minimisation** principle



Only what is **necessary** and **proportionate** for the purpose



Helps reducing the impact of a data breach and raising customers' trust

INTERNATIONAL TRANSFERS

- Data transfers outside of the EU/UK are limited without implementing a **proper safeguard**
- Transferring data to the **U.S.** in particular can be a challenge because of the Privacy Shield invalidation in July 2020
- Choose suppliers and providers with servers in the UK or the EU to **simplify data flows and compliance**



MARKETING COMMUNICATIONS

- Many businesses will be tempted to use their existing customers' data for email marketing
- Direct marketing emails can be sent on the basis of opt-out only to **pre-existing online customers**
- To send marketing emails to your **physical retail customer database**, you must rely on **opt-in consent**

DIGITAL ADVERTISING AND COOKIES

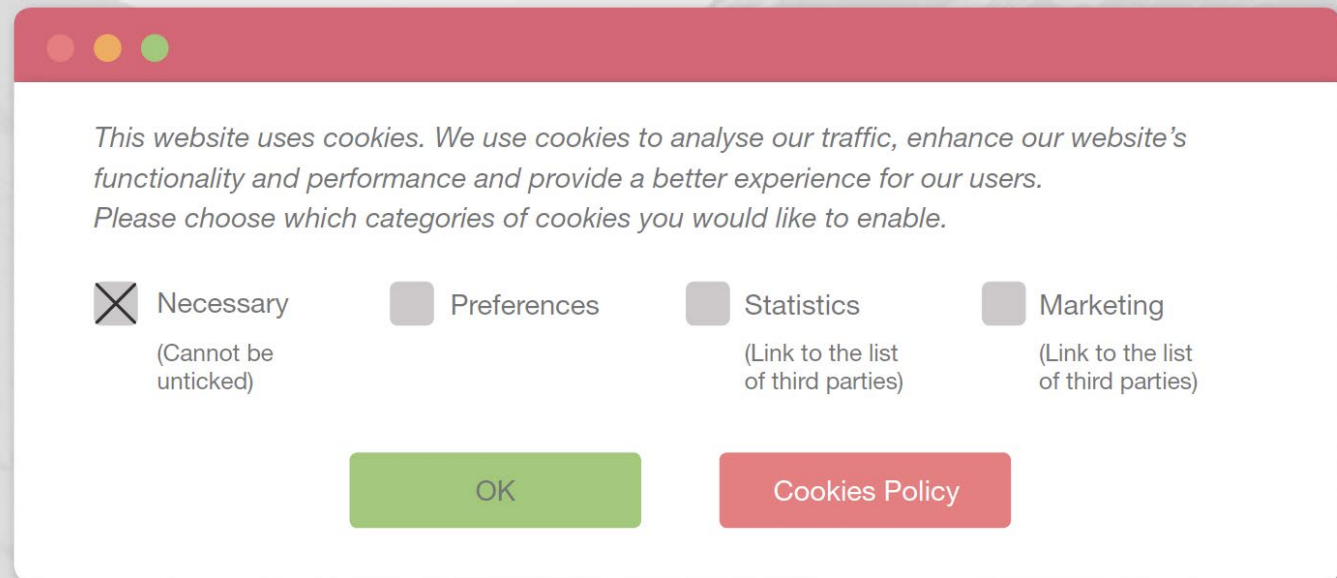
- When carrying out business online, it is widely common to track the journey of website visitors for **analytics** and **digital advertising**
- **Consent** is required for cookies and other online tracking technologies: it must be freely given, specific, informed, unambiguous, by a statement or by a clear affirmative action (**no opt-out**)
- Opt-out is not lawful for tracking and profiling users online, even for analytics
- **All technologies** used to track users are in scope, not only cookies (scripts, pixel beacons, tags, UIDs...) whether or not they process personal data

EXAMPLE OF A COOKIE BANNER

- **No pre-ticked boxes** except for strictly necessary
- **Separated purposes**
- Link to the **cookies policy**
- List of **third parties**

EXAMPLE

Upon visiting a publisher's website, a user should be presented with a cookies pop-up or a cookies banner, of a size such as to cause a perceptible discontinuity in the user's experience, containing the following:



The screenshot shows a cookie banner with a white background and a red header bar. The text inside the banner reads: "This website uses cookies. We use cookies to analyse our traffic, enhance our website's functionality and performance and provide a better experience for our users. Please choose which categories of cookies you would like to enable." Below the text are four checkboxes: "Necessary" (checked, with "(Cannot be unticked)" below it), "Preferences", "Statistics" (with "(Link to the list of third parties)" below it), and "Marketing" (with "(Link to the list of third parties)" below it). At the bottom of the banner are two buttons: a green "OK" button and a red "Cookies Policy" button.

Thank you for listening

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