Navigating GDPR and Evolving Global Privacy Regulations

Converging physical & digital worlds, and an increasing demand for data collection and use transparency, require us to think differently about privacy. Using personal data for targeted marketing is regulated differently than using it for research, services, or healthcare delivery. Privacy and security policy setting is even more challenging in the U.S. and EU, now that some Member States have more stringent regulations then their country's laws.

Organizations will need an adaptive framework to manage consent and privacy that allows them to seamlessly support multiple regulatory environments with centralized tools and infrastructure.

New Regulations Require New Design Principals – *Privacy by Design*

Leading privacy advocate, Dr. Ann Cavoukian, Ph.D., outlined seven key requirements to be considered 'Privacy by Design' in her January 2015 speech. Choice® incorporates all of these requirements, and more.

1. **Proactive not Reactive – Preventative, not Remedial;**
    Choice® includes a secure, encrypted database which is customizable to support the Enterprise's needs. Every aspect of the data is controllable by the individual BEFORE it can be shared.

2. **Privacy as the Default setting;**
    Choice® is disabled by Default to prevent any private data from being collected without permission

3. **Privacy Embedded into the Design;**
    Choice® uses a secure, database to store an individual's digital identity, private data and data sharing preferences, including data from any attached sensors/IoT devices - nothing can leave the device without the user's permission.

4. **Full Functionality – Positive-Sum;**
    Choice® was designed to support the Web - it includes its own standards-based Web browser. The innovation inside Choice® upgrades the Web to support individual choice. It has also been designed with the Enterprise and monetization in mind. Integration is via web standards, HTTP/HTTPS and HTML/JavaScript/CSS.

5. **End-to-End Security – Full Lifecycle Protection**
    Choice® is designed to support any bi-directional communication protocol, any encryption algorithm, any compression algorithm and any key encryption scheme. Interoperability is enabled via current Web standards with no changes required to existing infrastructure.

6. **Visibility and Transparency - Keep It Open**
    The communication protocols that Choice® uses are open, as are the encryption and compression routines. The user interface is enabled via open HTML/JavaScript standards, and Choice® also supports open APIs to enable third party developers and IoT device-makers, platform access. Choice® provides platform control for you to adapt to market changes and withstand the scrutiny of a regulatory compliance audit.

7. **Respect for the User Privacy – Keep it User-Centric**
    - ✓ Each person can control the collection, flow, use and consent of their private data.
    - ✓ Each person's data is stored with them, on their smartphone - encrypted and secure.
    - ✓ As an individual's context changes, Choice® adapts to their needs and desires by enabling the Enterprise to connect, present and guide them, in real-time, to the appropriate digital channel.
    - ✓ Choice® is designed to increase relevance and create a sustainable connection to the Enterprise, based on trust. Trust and relevance increases engagement and the likely desired outcomes. Each person can now be recognized, their privacy choices respected, and then responded to as an individual.

We know that change is hard, so we started with something familiar – the Web. We then improved it to support individual choice around data sharing and privacy. Next, we integrated tomorrow's agile business and regulatory requirements into our design to deliver a personal, unified and engaging customer experience across all digital channels.

The result was Choice®. One app that enables unified, individualized content and service delivery. Part browser, part app, and always using familiar Web standards - Choice® represents *me*. It can share my needs, *my* goals and *my* context, based on *my* preferences and consent. It adapts to *me*, in real-time, and connects *me* to everything.

New Rules Mean New Business Requirements

Choice® is an essential part of your GDPR toolkit, made up of technology, processes, culture and training. It is a platform that enables the enterprise to programmatically differentiate how data is handled and used based upon its origin, usage model and consent parameters around both sharing and usage.

There will also need to be corresponding security policies for data access and education for all company personnel who have access to the data. Their processes and platforms must be agile enough to scale across these diverse and changing privacy policies. Their data and consent metadata will also need to be in an auditable format that can withstand regulatory scrutiny.

Choice® provides the means to programmatically collect data sharing consent, unify navigation across service and content providers, power rules engines in support of personalized content and services, customize user navigation for maximum consumer and enterprise impact, and provide a compliance audit trail, should it be needed.

✓ Choice® is designed to be monetized based on mutual trust (win-win) that drives incremental value. The more I trust, the more I share, the more valuable my data becomes.
✓ Choice® is designed to support ALL local, regional and national privacy regulations.

The Choice® Difference – Easier for IT, Better for All Stakeholders

With Choice® you can update and individualize one app, to support every person, use case or ecosystem.

- Instantly know consumers' preferences when they arrive at your website
- Preserve the user experience and avoid dialog boxes and check marks
- Avoid the all or nothing model of data sharing - fine tune consent options for yours and your ecosystem partners' business models
- Preserve more of your data revenue generating opportunities
- Simplify consent sharing with ecosystem partners using Web standards
- Since the consumer controls their data sharing preferences, you are always up to date and compliant
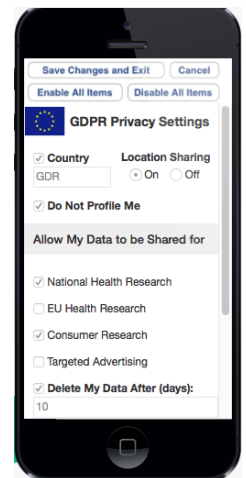
For more information, please visit our website or call us at (303) 938-1769