

**EDM**Webinar 

# Rethinking Trust in Data Data Trust for the Next Decade

**OneTrust**  
PRIVACY, SECURITY & GOVERNANCE

  
**EDM**Council

# Moderated by **Mike Meriton**

## Co-Founder & COO, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement
- EDM Council Co-Founder & First Chairman (2005-2007)
- EDM Council Finance Board Chair (2007-2015)
- Former CEO GoldenSource (2002-2015)
- Former Executive for D&B Software and Oracle
- FinTech Innovation Lab – Executive Mentor (2011 – Present)



# Today's panel



**Diana Ascher**

Senior Advisor on Data  
Ethics & Responsible AI



**Sam Gillespie**

Director of Strategy  
Data Governance



**Jaymin Desai**

Director of Strategy  
ESG



**Jim Halcomb**

Head of Product  
Management



# Fundamental Shifts Driving the Criticality of Trust



## SOCIETAL

- Brand Reputation
- Stakeholder Capitalism
- DE&I Initiatives
- Company Purpose Alignment
- Talent War
- Online Safety & Harassment
- Content Moderation
- Human Slavery



## REGULATORY

- Privacy Regulations
- AdTech Regulation
- Breach Notification
- Direct Marketing Regs (TCPA, etc.)
- Security Certifications
- Corporate Compliance Regs
- EU Whistleblower Reg
- EU Sustainability Regs
- EU Ethical AI Guidelines



## TECHNOLOGY

- Big Data & Personalization
- Behavioral Advertising
- AI & ML Adoption
- Ransom and Extortion Ware
- Carbon Impact of Digital (Crypto)
- AR and VR Adoption
- Metaverse



# Trust is a Proven Competitive Advantage

Individuals who  
**trust** a brand are...

7X

MORE WILLING TO PAY A PREMIUM

7X

MORE WILLING TO SHARE DATA

6X

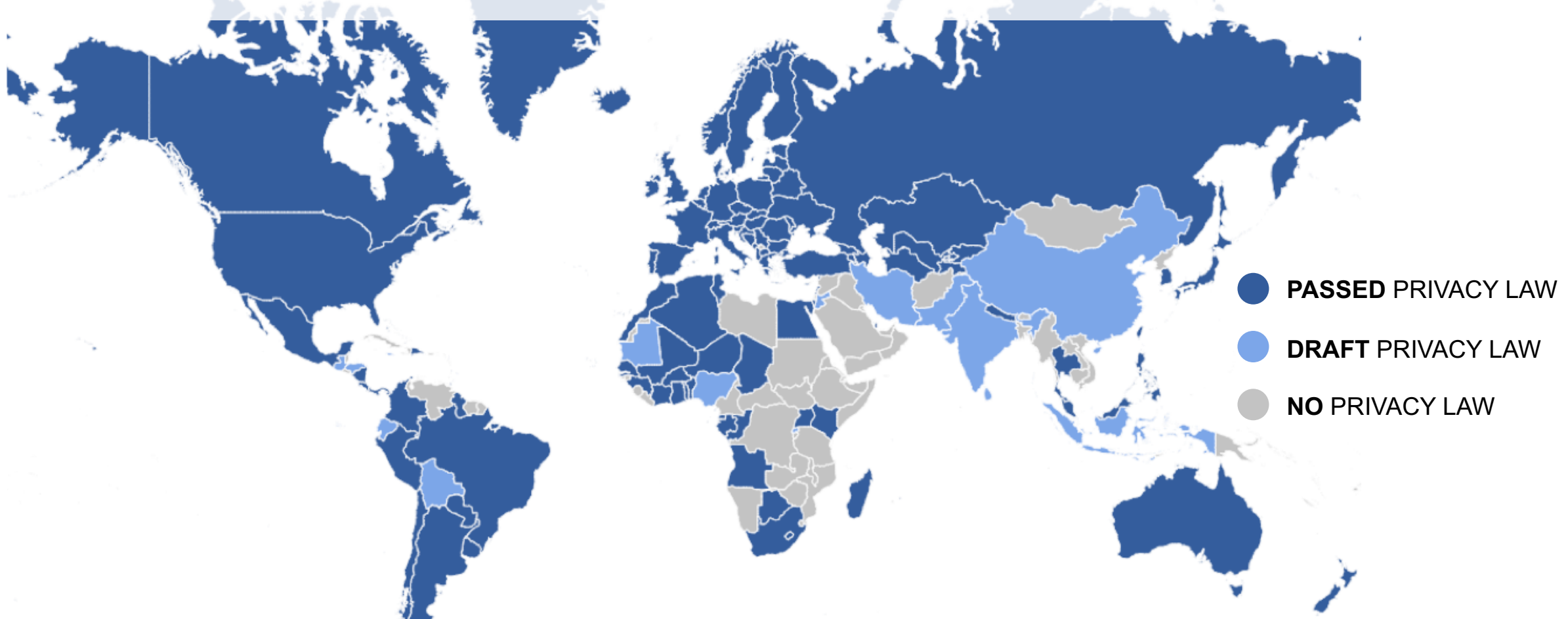
MORE LOYAL

What steps are businesses taking to **re-establish trust** within their data practices?

# New Areas of Focus for Trusted Data



# Continued Proliferation of Global Privacy Laws



BY THE END OF **2023**, **75%** OF THE WORLD'S POPULATION WILL HAVE ITS PERSONAL INFORMATION COVERED UNDER MODERN PRIVACY REGULATIONS

*Gartner, The State of Privacy and Personal Data Protection, 2020-2022*



# PERSONALIZATION: COOL OR CREEPY?

I was on my phone looking at clothes on Walmart's app. Later that day, when I was browsing Facebook and other apps on my phone, all of the ads were things that I had looked at on Walmart's app. I found this **creepy and an invasion of privacy**.

– Female, 25-29

I feel my **privacy is a major concern** when it comes to personalized experiences from financial services companies due to data breaches and identity theft.

– Male, 25-29

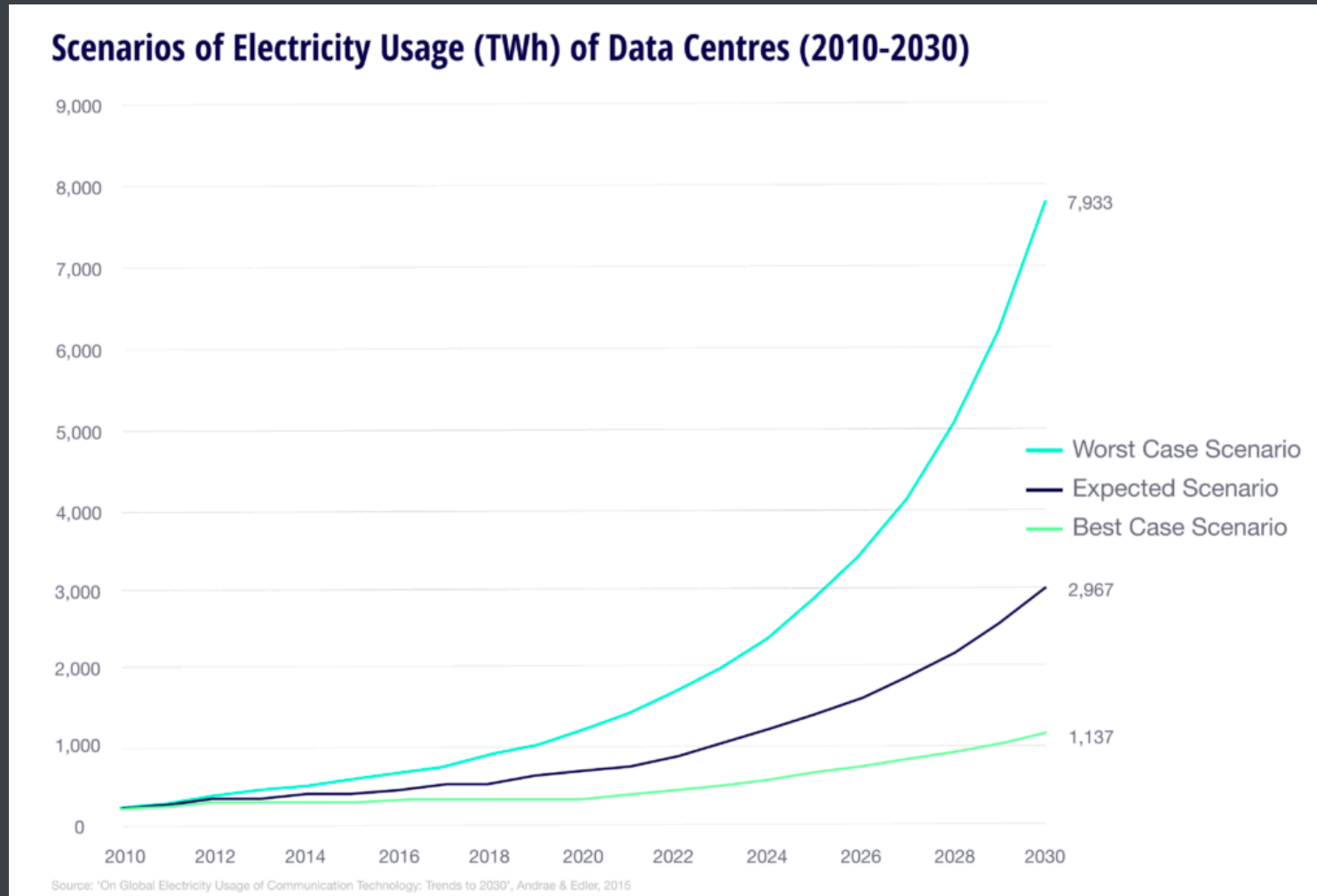
I have a disabled child. I was researching her medical conditions and I suddenly started **receiving ads for preplanning funerals**. Really, if you are gonna target me with ads, make your algorithm NOT be clumsy and awkward.

– Female, 50-54

I think the only personalized experience I want from a company is **when I ask for it**. I would like to call them, live chat, or go in person when I want that kind of service. I really want it **on my terms**.

– Female, 45-49

# Digitalisation: Climate Saviour or Climate Killer?



# AI: EFFECTIVE OR BIASED?

Overcoming Racial Bias In AI Systems And Startlingly Even In AI Self-Driving Cars

Racial bias in a medical algorithm favors white patients over sicker black patients

AI expert calls for end to UK use of 'racially biased' algorithms

AI Bias Could Put Women's Lives At Risk - A Challenge For Regulators

**Gender bias in AI: building fairer algorithms**

**Bias in AI: A problem recognized but still unresolved**

Amazon, Apple, Google, IBM, and Microsoft worse at transcribing black people's voices than white people's with AI voice recognition, study finds

**Millions of black people affected by racial bias in health-care algorithms**

Study reveals rampant racism in decision-making software used by US hospitals – and highlights ways to correct it.

**When It Comes to Gorillas, Google Photos Remains Blind**

Google promised a fix after its photo-categorization software labeled black people as gorillas in 2015. More than two years later, it hasn't found one.

Google 'fixed' its racist algorithm by removing gorillas from its image-labeling tech

*The Week in Tech: Algorithmic Bias Is Bad. Uncovering It Is Good.*

**Artificial Intelligence has a gender bias**

THROUGH 2030, 85% OF AI PROJECTS WILL PROVIDE FALSE RESULTS CAUSED BY BIAS THAT HAS BEEN BUILT INTO DATA OR THE ALGORITHMS

*Gartner, The State of Privacy and Personal Data Protection, 2020-2022*

# Questions?

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# OneTrust

Operationalizing Privacy & Data Governance, GRC & Security Assurance, Ethics & Compliance, and ESG & Sustainability in **One Platform**



## PIONEERING TRUST

Trust is what we do and where we invest all our resources



## 12,000 CUSTOMERS

Big & Small, All Industries & Regions, **75%** of the Fortune 100



## 3,000 EMPLOYEES

**40%** in Product R&D (200 Patents)  
Global Presence: **8 Countries**



## TRUST COMMUNITY

**20,000** Members, **125** Chapters  
**5,000+** Certified Practitioners

# The Trust Management Cloud



Data Discovery | Third-Party Exchange Network | Stakeholder Trust Center

Real-Time Regulatory Intelligence | Insights & Benchmarking

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**Thank you!**

**FOR MORE INFORMATION:**

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