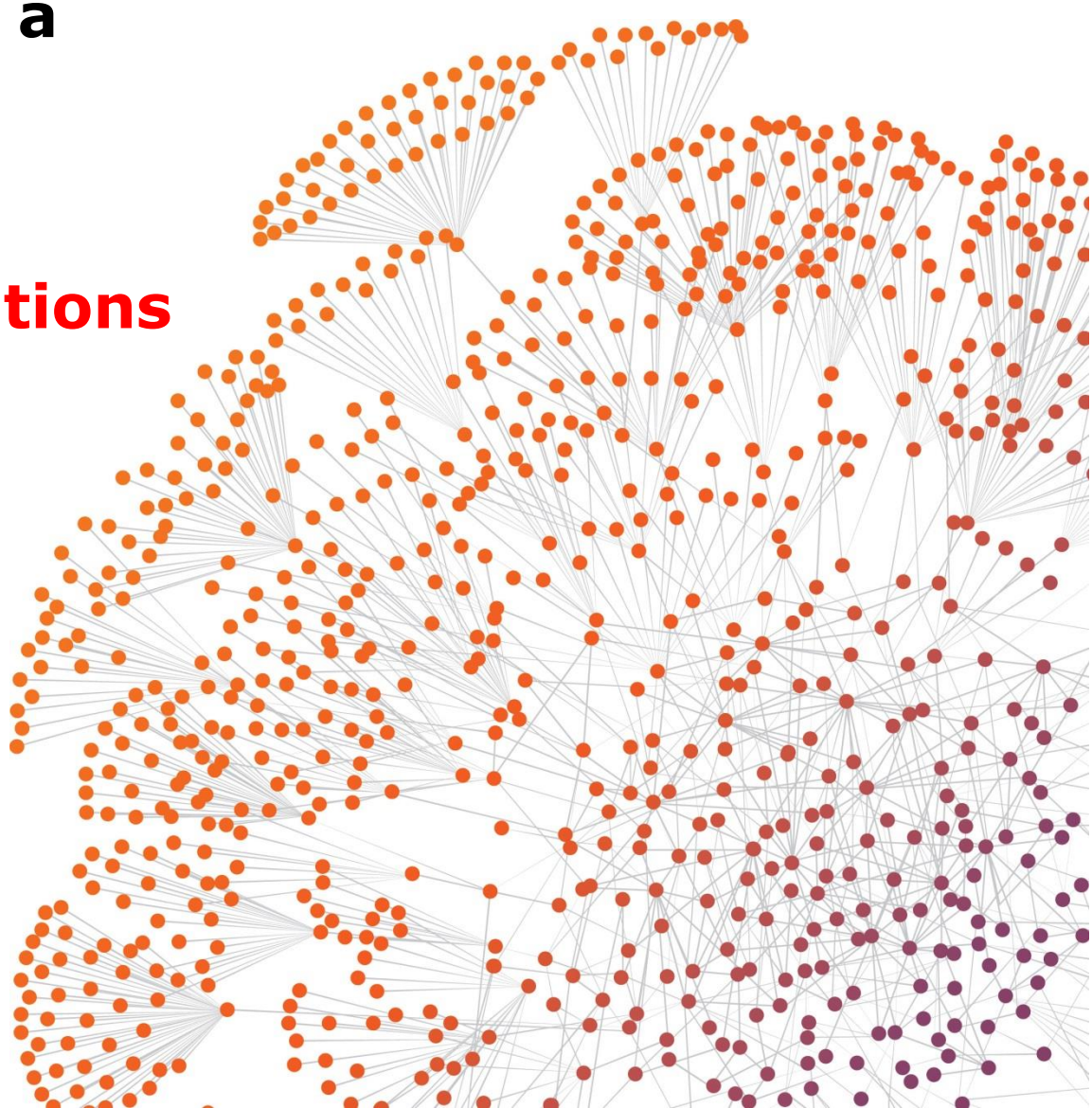
Geodemographics in a digital age:

Ethical and data protection considerations

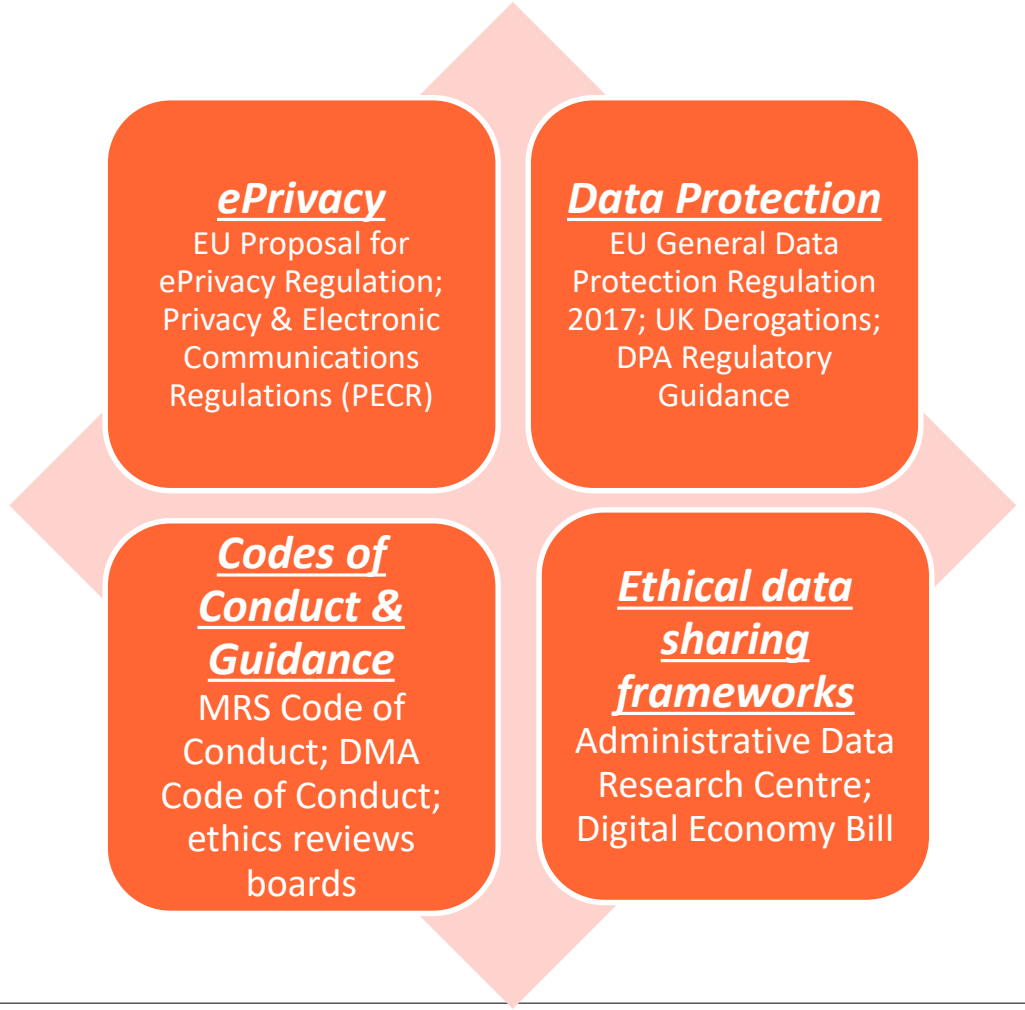


CGG Seminar

2nd May 2017

Dr. Michelle Goddard
Director of Policy & Standards

Complicated matrix of ethical and legal data protection requirements



Expanded definition of personal data in GDPR

Article 4

'personal data' means

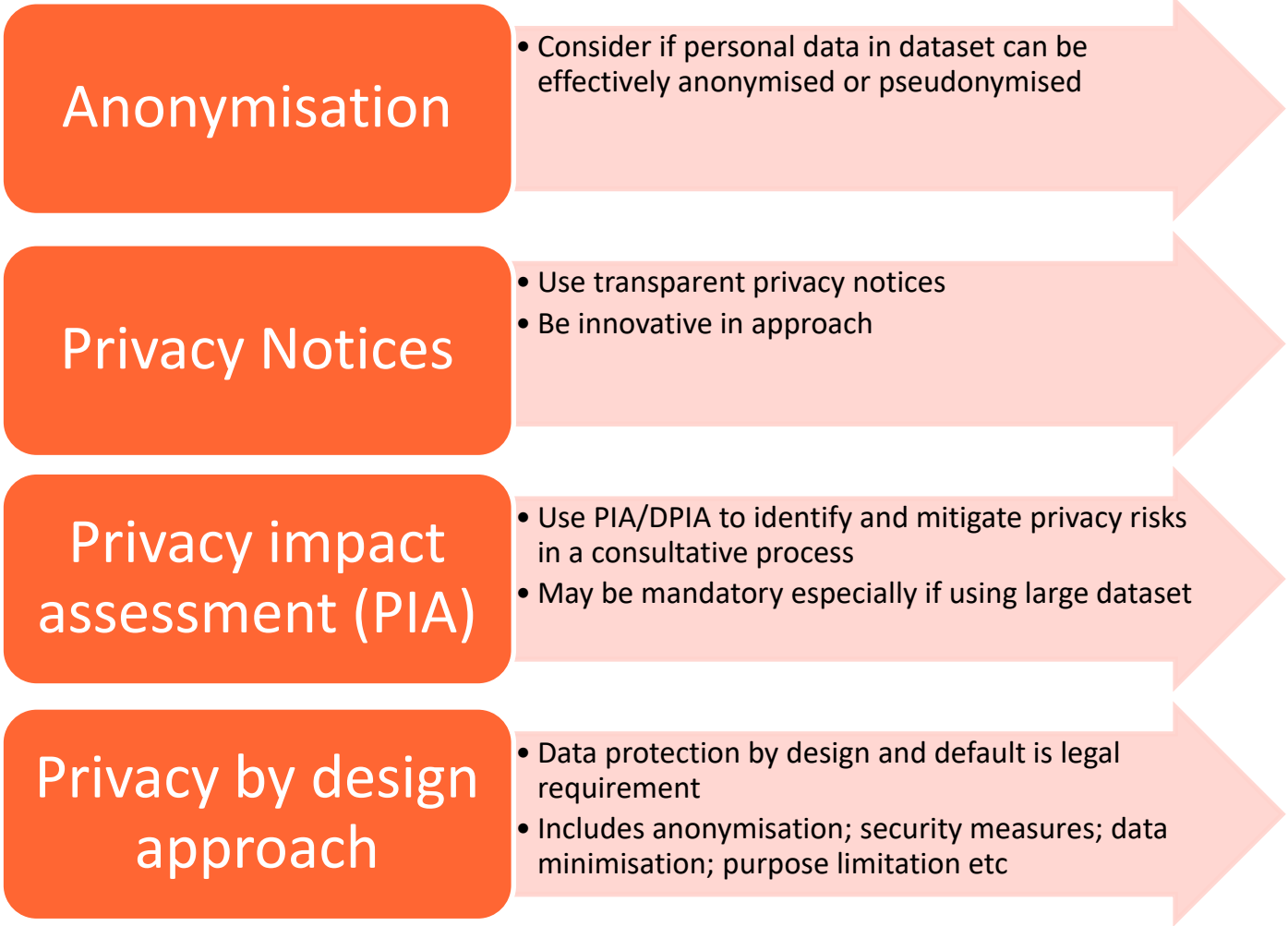
any information relating to an identified or identifiable natural person ('data subject');

an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Geo-demographic data clear benefits but also legal risks

Data Project	Benefits (?)	Legal Considerations/Privacy Risks
Online targeting for advertising merging geo-demographics categories, personal preferences, individual consumer behaviour	• Broader insights and customer intelligence • More effective targeted advertising	• ePrivacy - direct marketing regime consents • GDPR - right to object to DM & profiling • GDPR - appropriate grounds for primary and secondary processing • GDPR - risk assessment DPIA requirements • Privacy impact - Discrimination concerns • Privacy impact - Opacity of processing and limited individual controls
Product development for a news service that captures IP addresses, GPS coordinates	• Better customer experience • Targeted news relevant to location • Timely relevant news information alerts	• GDPR – specific consent • GDPR - data minimisation
Wi-fi location tracking in retail environment	• Broader insights and customer intelligence	• Uncertain impact of ePrivacy reforms • GDPR consents

Compliance tools & privacy solutions to achieve your data vision



JUST

BECAUSE

YOU CAN

DOESN'T MEAN

YOU SHOULD!