

BigData & Personal Data Protection

How to create a sustainable ecosystem



Ministerio de Modernización
Presidencia de la Nación



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How to create a sustainable ecosystem

After the global controversy on Cambridge Analytica case, creating a sustainable big data ecosystem is a real challenge

Can governments contribute to solving this challenge?

The answer is a resounding “yes”



It's a matter of trust

Like any other disruptive technology, the adoption of big data has been massive and rapid. The obvious benefits and "blue ocean" business opportunities contributed to the accelerated march.

The protection of personal data and informed consent, although they have been well present in the debate of the industry, have become a priority not very high.

After the resounding cases of public knowledge, industry and governments are rethinking strategies.

In this presentation we will show one of them without pretending that it is the only solution. **Maybe we will need a harmonious set of them.**



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The challenge for personal data protection has just begun

While most people are broadly aware that companies collect data on them, they're surprisingly uninformed about the specific types of data they give up when they go online.

Percentage of people who realize they're sharing their:

27%

Social network
friends' list

25%

Location

23%

Web searches

18%

Communication
history, such
as chat logs

17%

IP addresses

14%

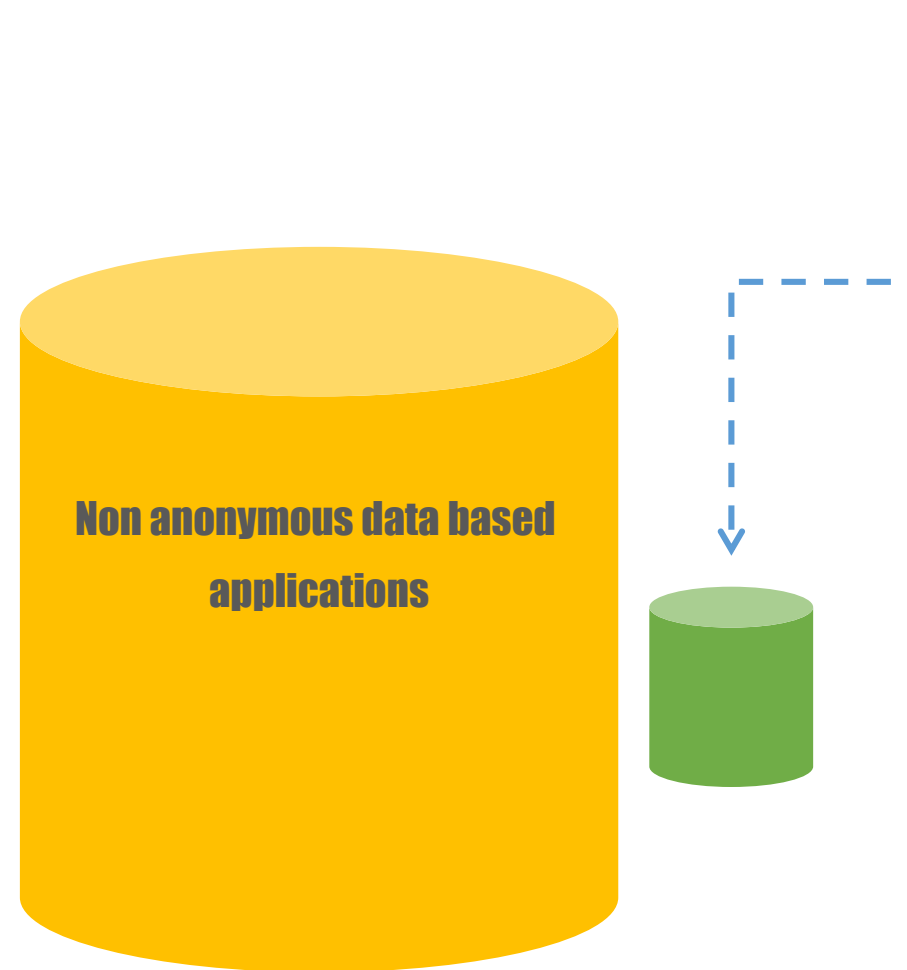
Web-surfing
history

SOURCE TIMOTHY MOREY, THEODORE "THEO" FORBATH, AND ALLISON SCHOOP
FROM "CUSTOMER DATA: DESIGNING FOR TRANSPARENCY AND TRUST," MAY 2015

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Probably, we'll see soon more cases like Cambridge Analytica.

Anonymised data based applications are just a small fraction



Our Approach

Make this applications GDPR compliant will take some time

Non anonymous data based applications



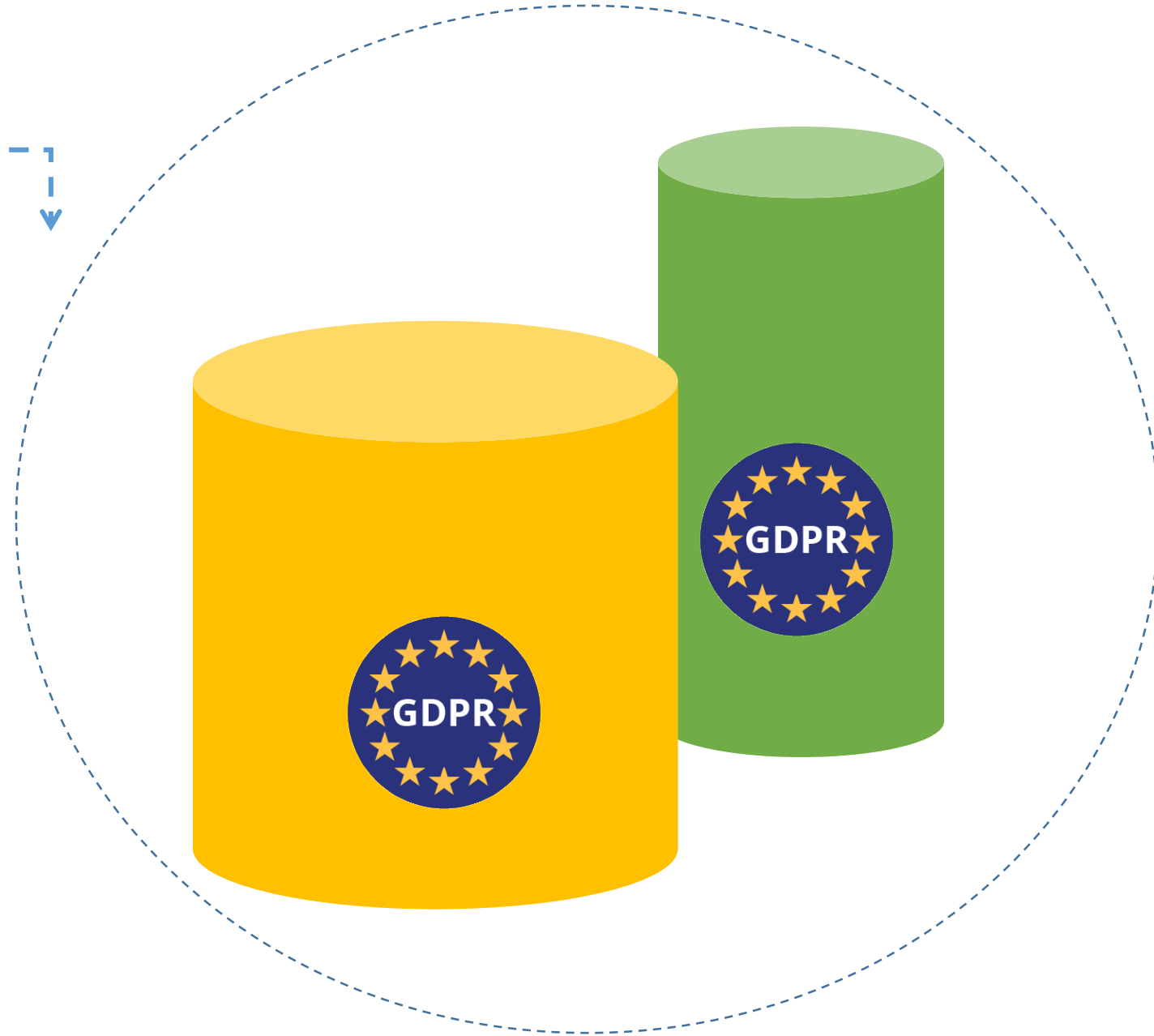
Anonymised data based apps are scarce and far less exploited.

We can boost this in order to keep businesses running and growing





Our Approach



The reasons why

- Anonymised data can be used on a huge range of applications and it will boost trustfulness of public on the Big Data ecosystem
- Full Implementation of GDPR in big data industry will take some time and we need keep the business going and growing
- In Latin America region anonimised big data aplicaciones will help to make governments smarter and more efficient. Also, big open-to-the-public datasets will contribute to innovation and social innovation dramatically



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