

Creating WIN-WIN for organisations and users to enable a data sharing economy - *Lal Chandran and Lotta Lundin.*

Abstract:

Under the GDPR, EU residents are empowered to demand any organisation to request what personal information they collect, store and manage; and, if so requested, delete it. It applies to all organisations involved in processing data about individuals in the context of selling goods and services to any EU citizen. Many organisations took a defensive approach to the GDPR and opted for quick-fix, often manual or static, solutions that focused mostly on compliance. Such solutions have now proven to be very costly as they do not scale, have little or no flexibility, are company centric, not consumer centric and cannot be leveraged in other parts of the business. This has also resulted in hampering digitisation and personal data is increasingly a liability for any organisation.

In this lightning talk and demo, we elaborate on the needs of any organisation and look at how can organisations avoid falling foul of the authorities, as well as their customer base, and seize the opportunity to take advantage of the new regulation. In this talk and demo, we address the challenge is to get and retain customer trust and the key to achieving that is by creating a consent trust framework.