



Privacy in Telenor

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November 15, 2018

Agenda

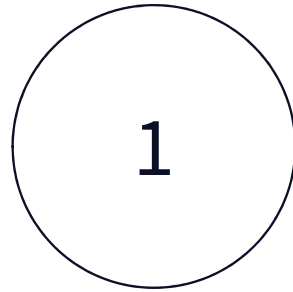
1. WHAT IS AT STAKE?

2. OPERATIONAL PRIVACY CHALLENGES

3. PRIVACY AS A STRATEGIC ADVANTAGE

4. AI, ETHICS AND PRIVACY





WHAT IS AT STAKE?



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The Privacy Advisor


US federal privacy law? Apple, Google, Facebook, Microsoft all hope so

Oct 25, 2018 Save This

Sam Pfeifle

In his keynote address on the first day of the International Conference of Data Protection and Privacy Commissioners, Apple CEO Tim Cook not only professed total support for a GDPR-like U.S. federal privacy law, but he also called for his fellow tech companies to do the same:

“Some oppose any form of privacy legislation,” Cook said. “Others will endorse reform in public and then resist and undermine it behind closed doors.”



Related Stories

Apple CEO Cook: Apple in full support of a comprehensive US

www.iapp.org

Apple's Tim Cook makes blistering attack on the 'data industrial complex'

Natasha Lomas @riptari / 2 weeks ago Comment

“Our own information — from the everyday to the deeply personal — is being weaponized against us with military efficiency. These scraps of data, each one harmless enough on its own, are carefully assembled, synthesized, traded and sold.

Taken to the extreme this process creates an enduring digital profile and lets companies know you better than you may know yourself. Your profile is a bunch of algorithms that serve up increasingly extreme content, pounding our harmless preferences into harm.

We shouldn't sugarcoat the consequences. This is surveillance.”



www.techcrunch.com



A changing regulatory landscape



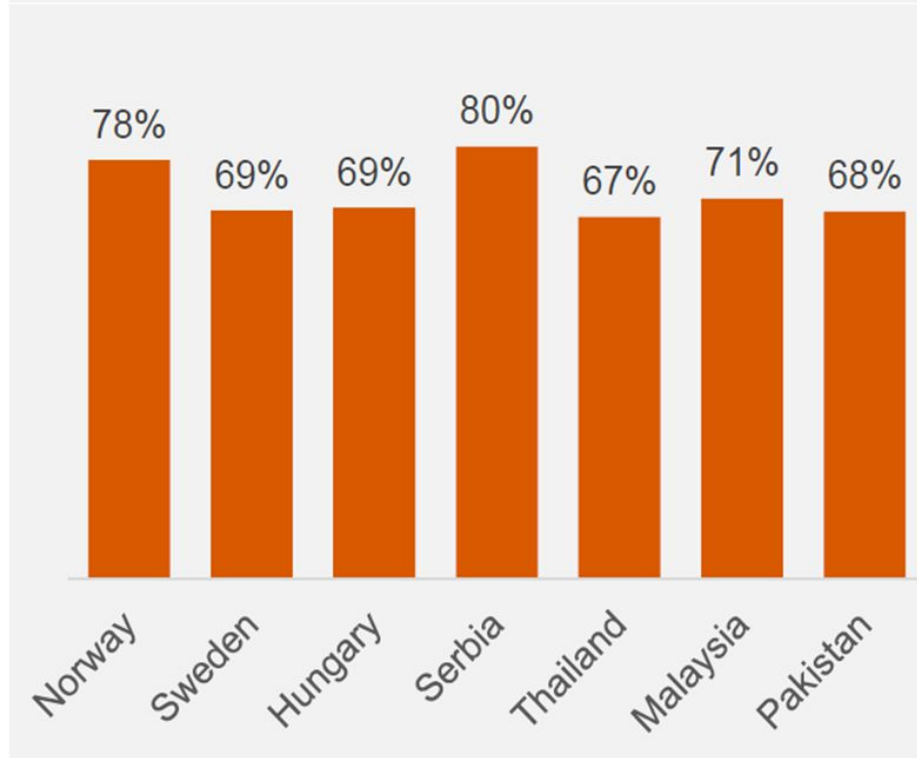
- Thailand – Data Protection Act waiting to be passed.
- Pakistan – Data Protection Act waiting to be passed.
- Myanmar – Cybercrime and Cyber Security Law is expected.
- Malaysia – to review Personal Data Protection Act.
- Singapore – Personal Data Protection Act 2012.
- Bangladesh – Regulated through license.

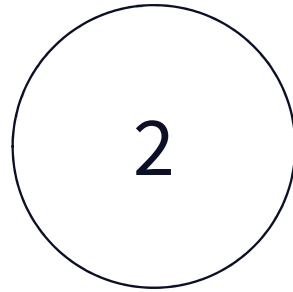


Cross-markets

2 in 3 frontrunners are concerned about their online privacy

Share of concerned respondents based on response to 6 privacy statements (%)





OPERATIONAL PRIVACY CHALLENGES





Telenor

- 160 years old
- 172 million mobile customers
 - 8 markets
- 9 of 10 customers in Asia

Connecting you to
what matters most



Personal data as part of our business

- Mobile operations
- Internet of Things
- Telenor Broadcast
- Marketing technology
- Online marketplace

Our services are getting smarter
and more personalised



GDPR readiness in Europe



- Key activities:
 - Mapping data use
 - Data Processing Agreements
 - Internal competency and training
 - Data breach prevention and handling
 - Data subject rights



Privacy dashboard

Allows customers to easily:

- Obtain relevant information
- Change settings and controls
- Access and change their own data

The screenshot displays a vertical privacy dashboard with four distinct sections, each featuring an illustration and a text-based call to action with a right-pointing arrow.

- Tour:** The top section has a blue header with the word "PRIVACY" in large white letters. Below it, an illustration shows several people interacting with a laptop. The text reads: "How does Telenor ensure your privacy rights? Learn more about the way Telenor takes care of your personal data."
- Control:** The second section has a reddish-brown header with an illustration of a person sitting on a shield. The text reads: "Customise your permissions Manage your personal data settings and adjust them to your preference."
- Review:** The third section has a teal header with an illustration of a person standing next to a shield with a cloud icon. The text reads: "Request to access your data View and/or delete the data that we have your permission to collect"
- Legal:** The bottom section has an orange header with an illustration of a classical building facade. The text reads: "Read relevant Privacy Policies and Terms of Use See detailed Privacy Policies and Terms of Use for Telenor and related services we provide."



Asia Privacy Program - Dtac

- Telenor Group wide privacy requirements
 - Inventory
 - Data Processing Agreements
 - Secure data handling and breach prevention
- Building privacy into systems and procedures
- People training and awareness

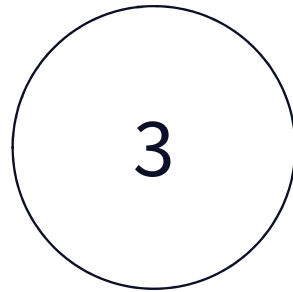




Key operational challenges

- Regulatory and cultural differences
- Privacy competency
- Need to promote privacy culture within the organization





PRIVACY AS A STRATEGIC ADVANTAGE



Telenor's position on privacy

Telenor's privacy position

- › Build trust and create value for customers

Trusted business

- › Pursue our business interest and at the same time build our trusted partner position



Consumers

- See the clear benefit of sharing data
- Understand our privacy terms and can control how we use the data
- Know we handle the data securely

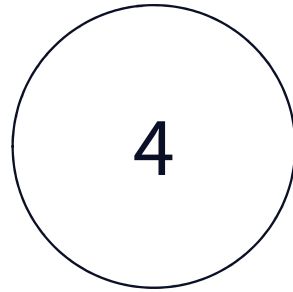




Privacy as a responsibility and an opportunity

- Personalisation of products and services drives customer engagement and value creation
- To fully realise our data potential we need act in a responsible and privacy friendly way
- Data protection helps building trust and allows for the digital economy and digital opportunities to develop



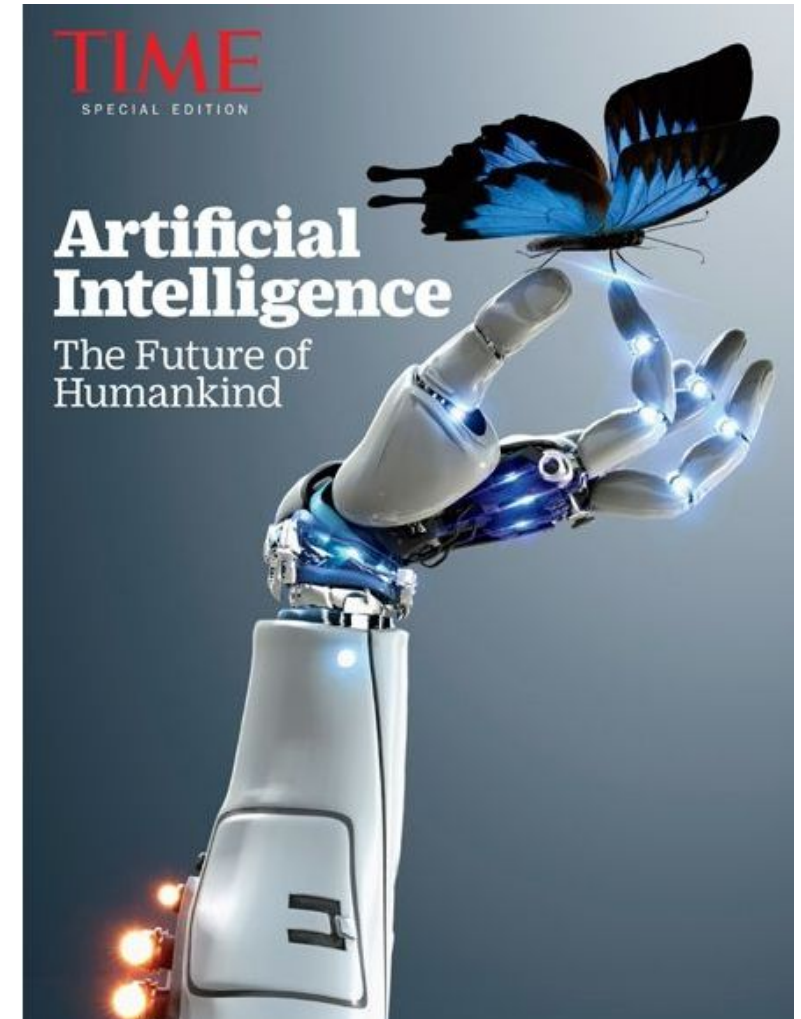


AI, ETHICS AND PRIVACY



Shaping the future

- AI has the potential to reshape the way we live
- In order to be intelligent AI is dependent on data – large amounts of data
- Ethical and privacy friendly AI should be designed in from the beginning



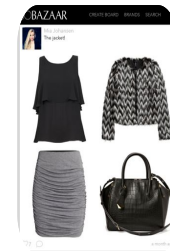
AI in Telenor

Network analytics



- Traffic / capacity prediction
- Mobility analytics
- Fault location and prediction

Marketing/sales & CC



- Personalized marketing & sales
- Chatbots / proactive CC

Digital products

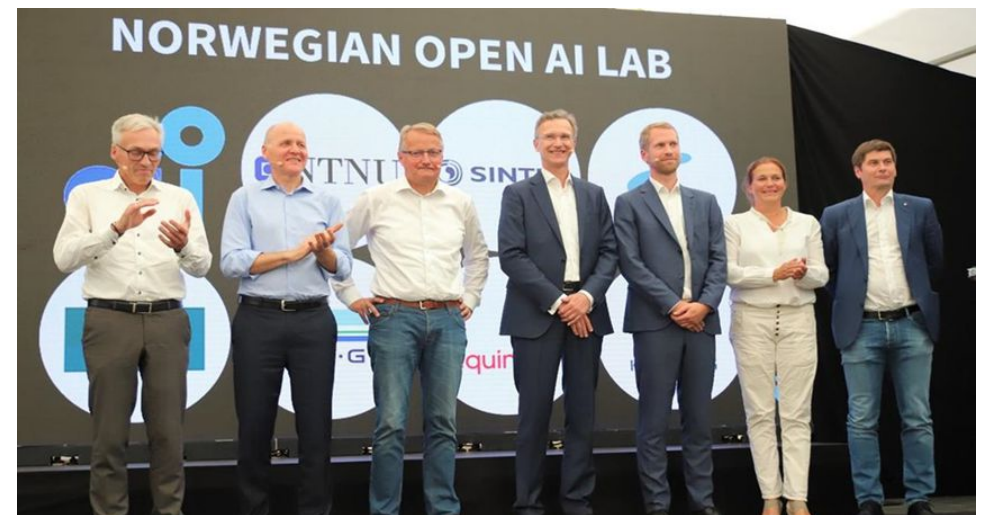


- IoT
- Online classifieds



AI labs in Dtac and Oslo

- Collaboration with research, academia, business partners and public sector



AI, privacy and ethics

- Three hot ethical topics when it comes to AI and the use of personal data:
 - Bias
 - Transparency /black box
 - Data minimization and purpose limitation





Thank you