

500 giorni di GDPR

Cosa è cambiato nel mondo della protezione dei dati personali?

Innovazione tecnologica: mercato e protezione dati

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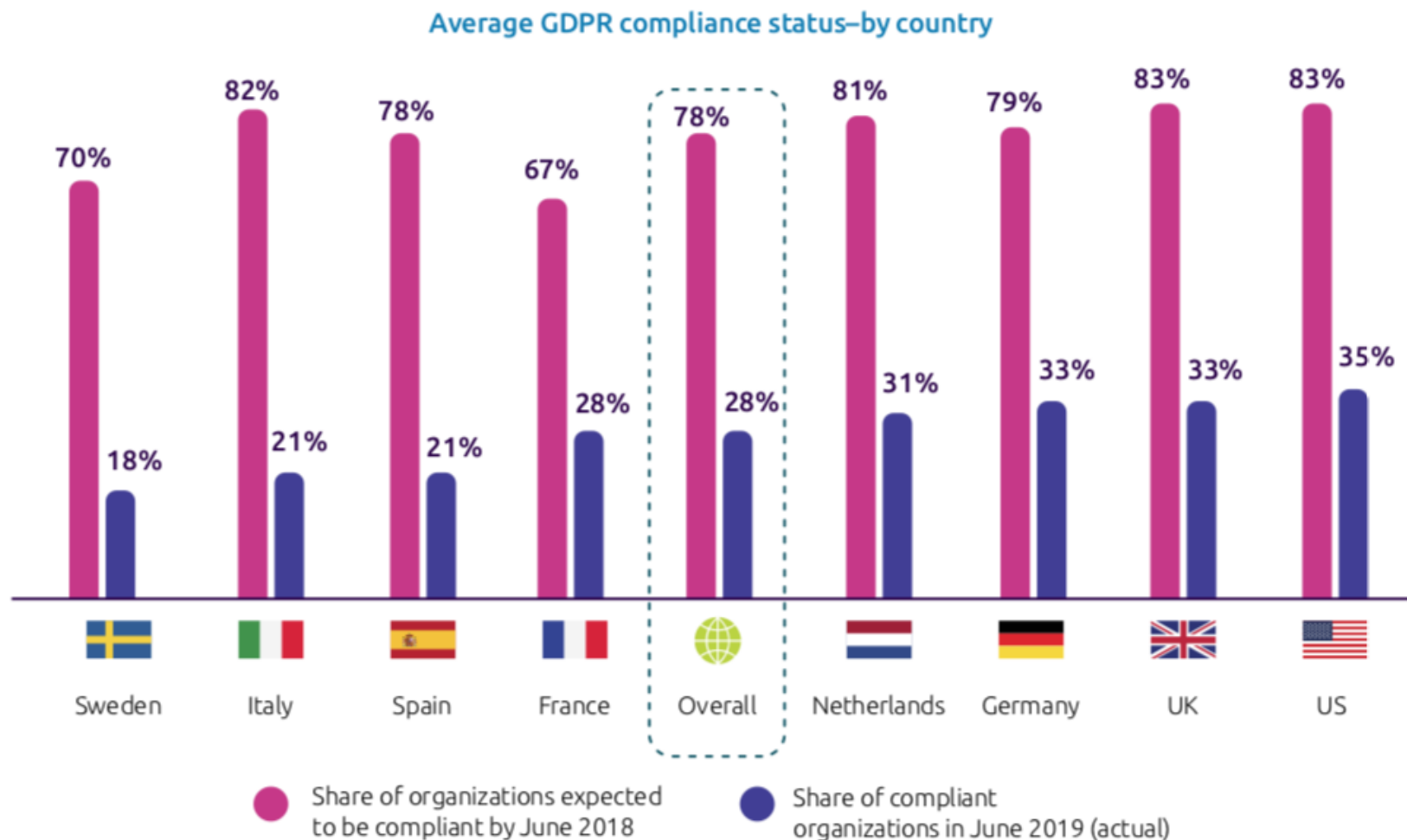
Dott. Angelo Ciancesi, Senior Business Advisor PWC e Direttore nuovi servizi a valore TLS

Contact

Soci Centro Studi Privacy e Nuove Tecnologie

Compliance GDPR: attesa vs actual

Figure 1. More than seven in ten firms lag in GDPR compliance



Source: Capgemini Research Institute, Data Privacy executive survey, June 2019, n=1,039. GDPR Executive Survey, March–April 2018, n=1,000.

Figure 8. More than three-quarters of the compliant cohorts achieved second-order benefits

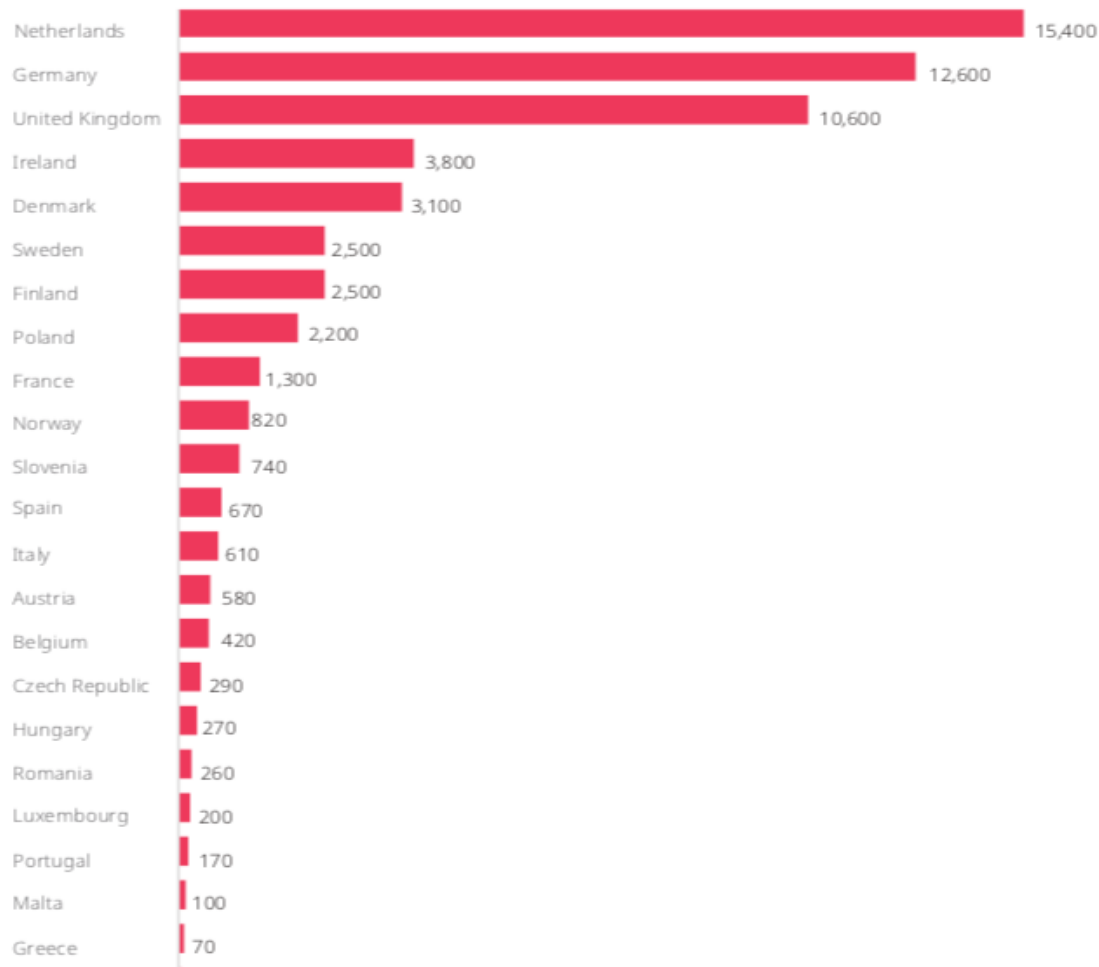
Do you believe that implementing GDPR has resulted in any positive second-order effects for your organization?



Source: Capgemini Research Institute, Data Privacy executive survey, June 2019, n=1,039,

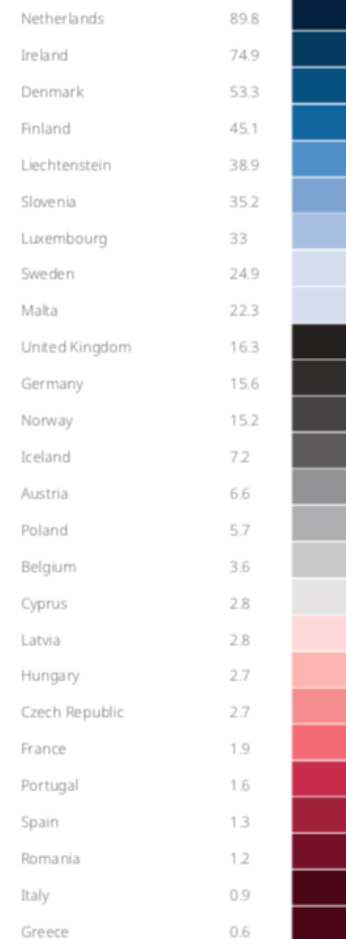
Report

NUMBER OF DATA BREACHES NOTIFIED FROM MAY 25, 2018, TO JANUARY 28, 2019*



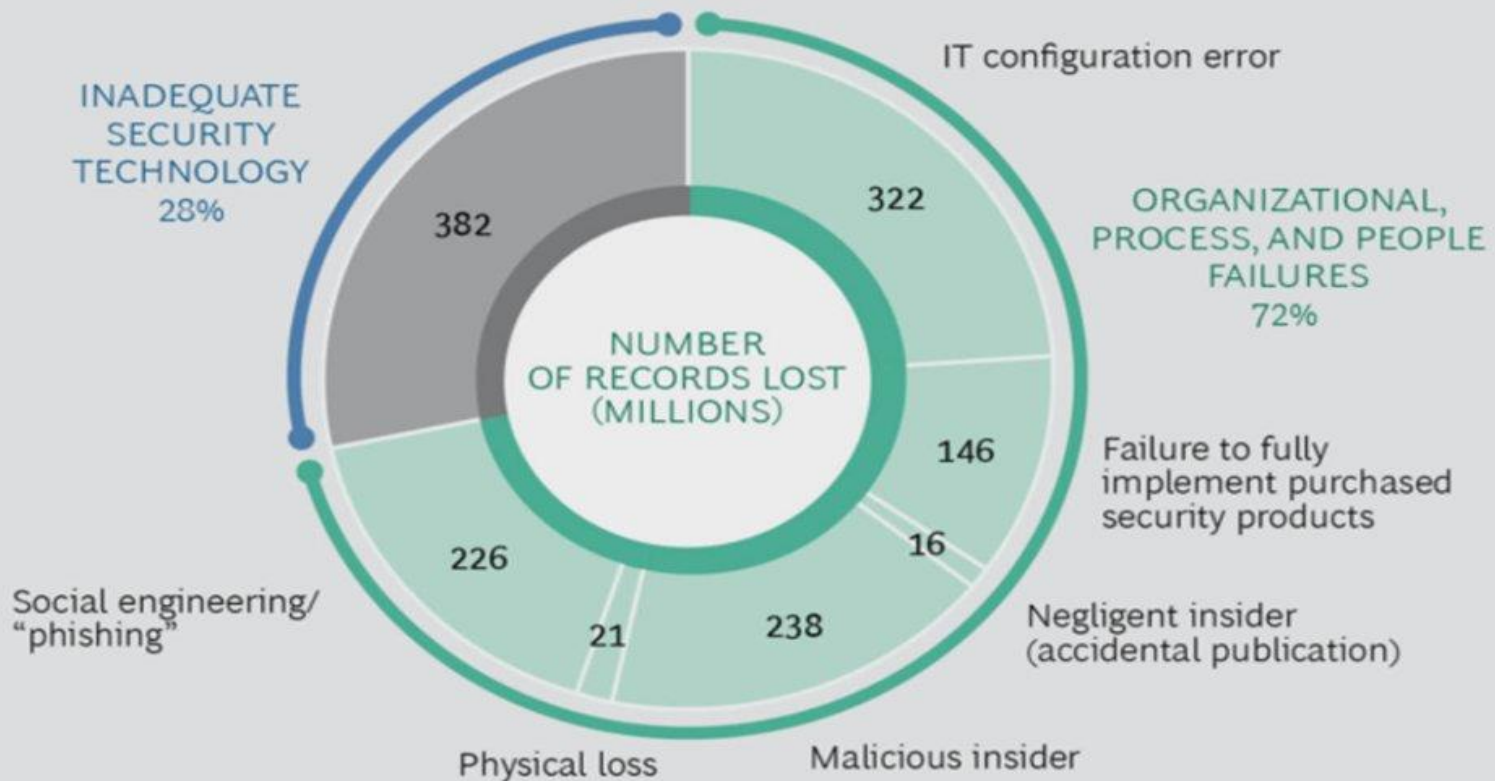
PER CAPITA COUNTRY
RANKING OF BREACH
NOTIFICATIONS*

NUMBER OF DATA
BREACHES PER
100,000 PEOPLE



Organizational, Process, and People Failures Are the Main Source of Critical Breaches

CAUSES OF DATA LOSSES IN 50 MAJOR BREACHES

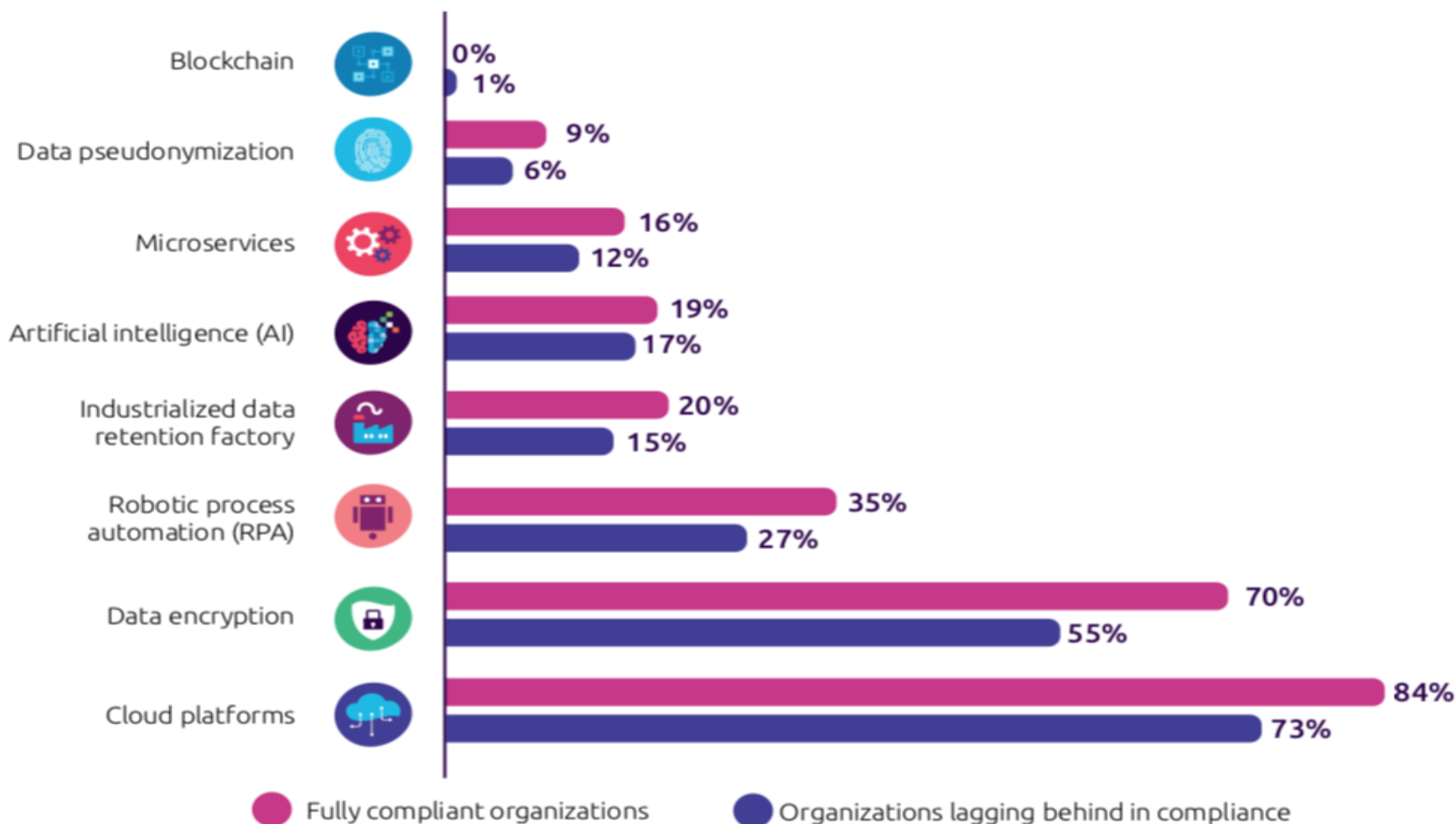


Sources: Press reports; company statements; BCG analysis.

Note: Of the more than 1.8 billion records lost in these 50 data breaches, 490 million were excluded from our analysis because there was insufficient information to determine a root cause.

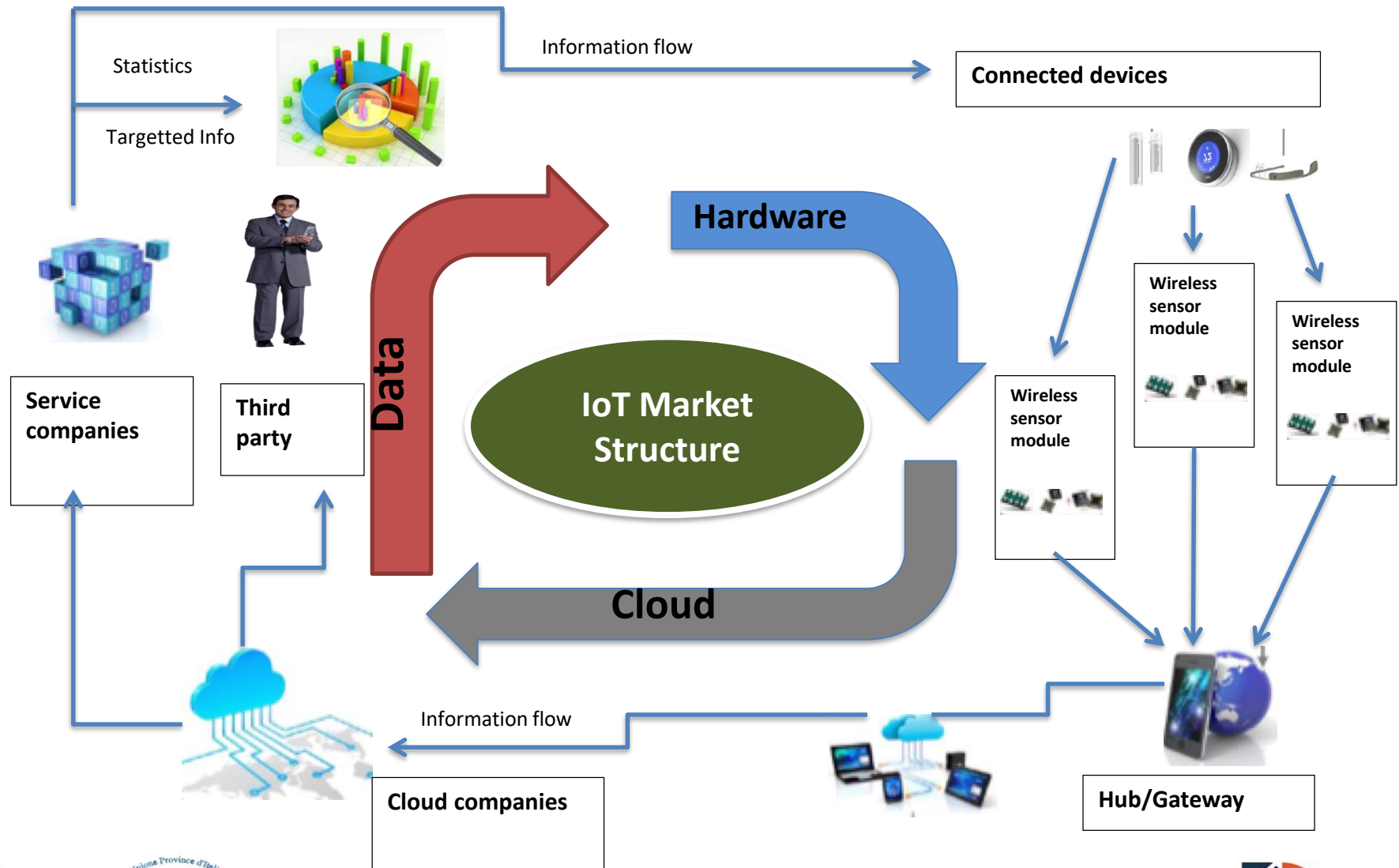
Figure 11. Cloud platforms and data encryption are organizations' choice of emerging technologies

Which of the following technologies is your organization already using for data protection and privacy?

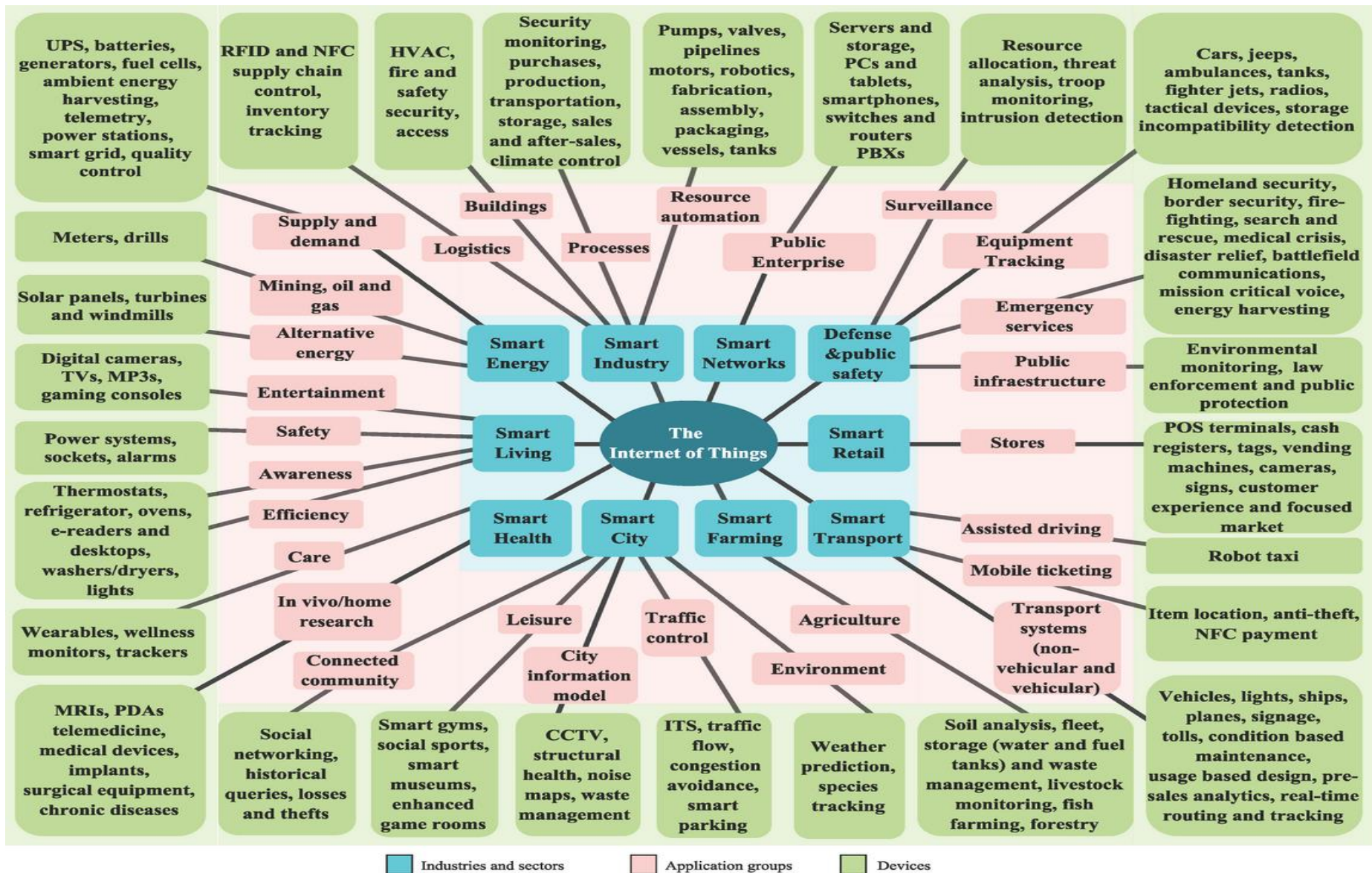


Source: Capgemini Research Institute, Data Privacy executive survey, June 2019, n=1,100.

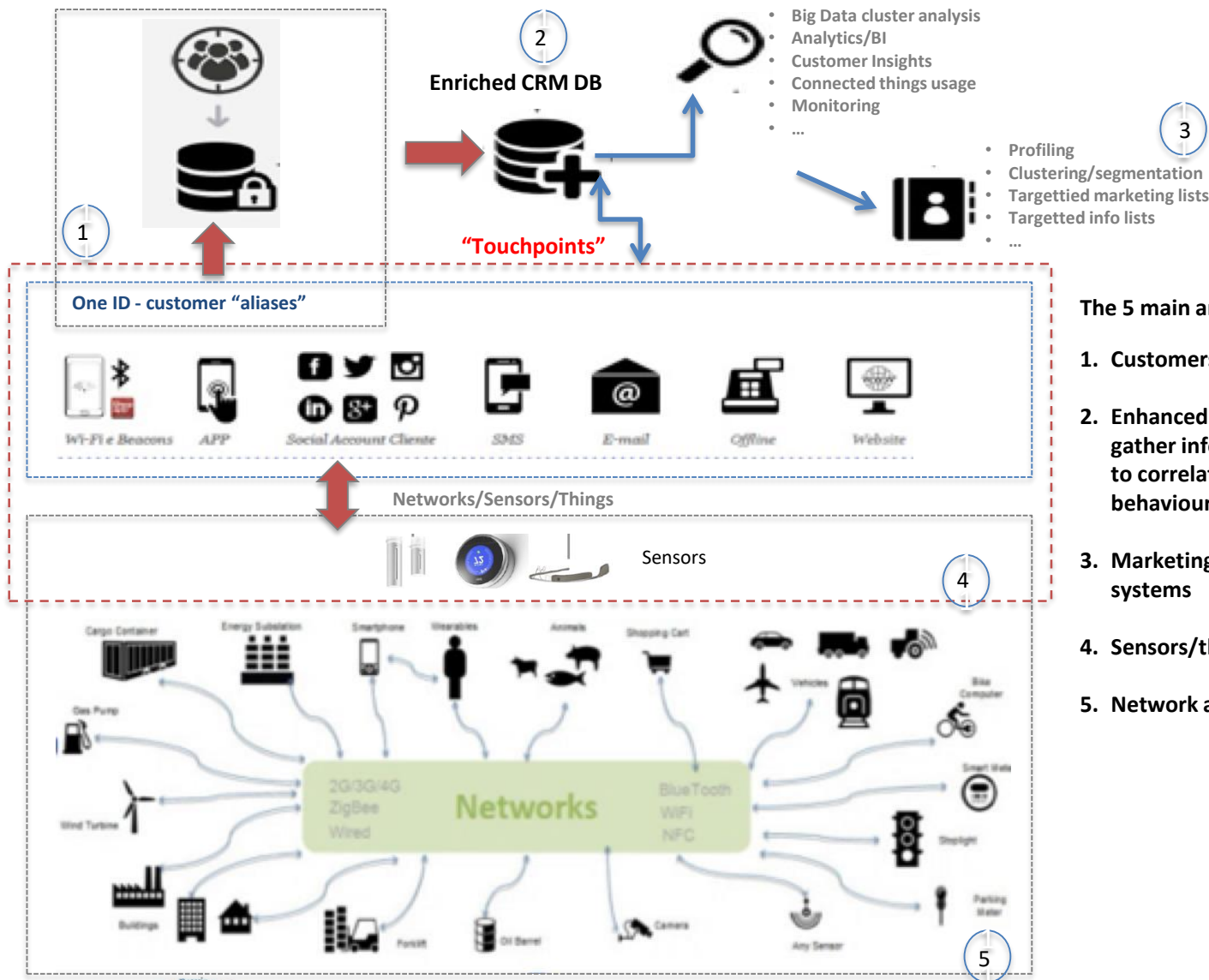
Data, Hardware & Cloud: an overview of the IoT Market Structure



L'enigma IoT



L'enigma IoT: possibile case study di implementazione



The 5 main areas to be addressed and deployed:

1. Customers-centric One ID
2. Enhanced Big Data and analytical systems to gather information from every touchpoint and to correlate them to customer behaviour/usage patterns
3. Marketing automation and retargeting systems
4. Sensors/things Commercial partnerships
5. Network and Technological partnerships