



Building Trust in the Digital World

Privacy and Data Protection in the Digital Age

ITU International Training Programme, Bangkok, Thailand

September 2019

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It started in 1855



Fast forward 100 years



From just a phone to your personal assistant



If data is the new oil, then trust is the new dollar



Asia Pacific Consumers: increased concern about privacy*

Consumers love tech, and believe it improves their lives! But almost two-thirds say they are worried about how much of their personal information is collected and used



“technology makes my life better”



80%

of the consumers agree

“concerned” about privacy issue

67%

of the consumers said



Data-privacy concerns are stopping almost half the consumers from buying smart home devices, the second commonest reason after price

56%

are already actively taking steps to restrict what data they allow businesses to collect

84%

want more control over how personal information is used



IoT is popular, but wants better security and control **



70% own at least one IoT device. Close to 75% plan to purchase an IoT device in 12 months



90% would like for security and privacy protections to come as a standard for all IoT devices



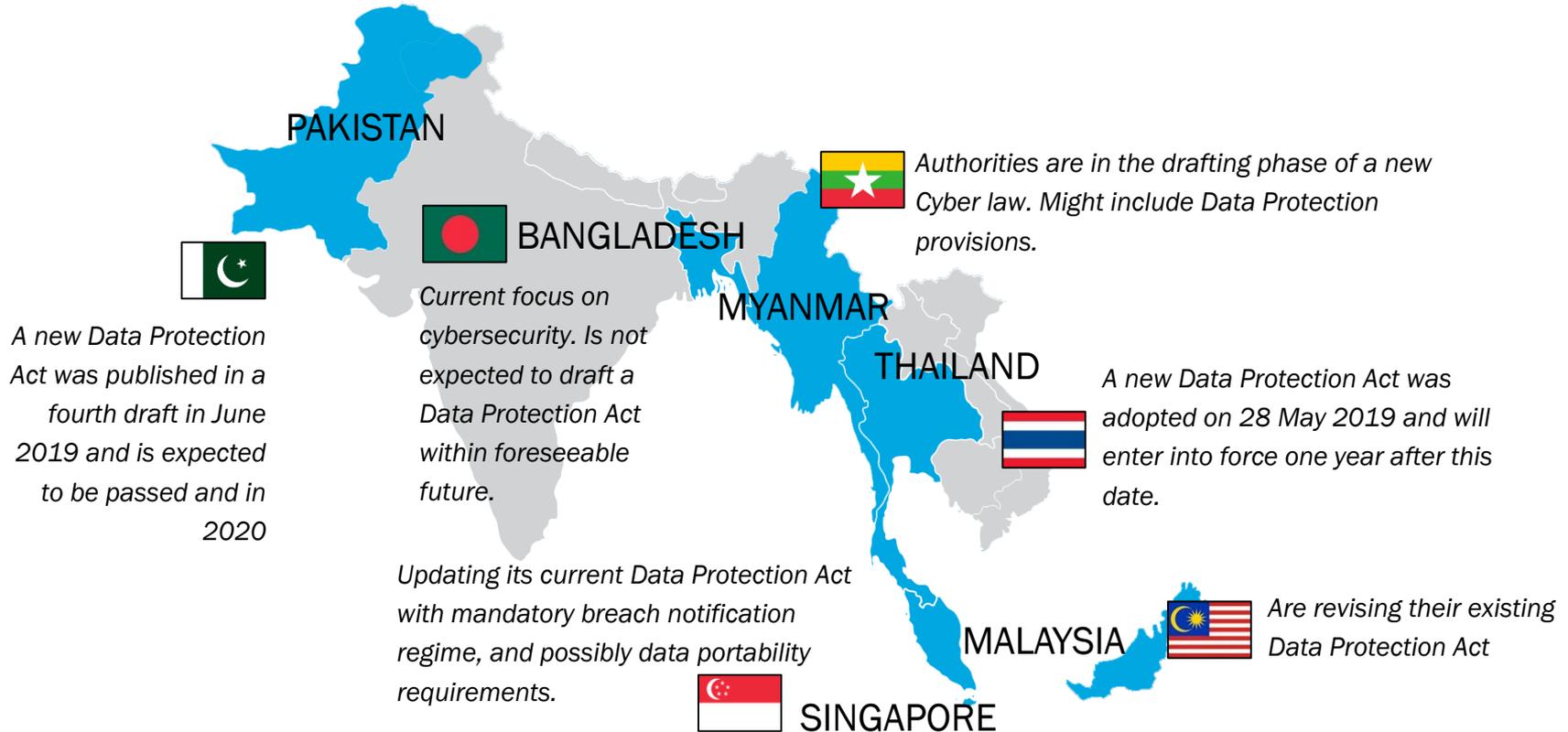
70% of respondents would like to be given more control over the collection and use of their personal information

*4,099 survey respondents aged 18+ from Hong Kong, Indonesia, Malaysia, New Zealand, Philippines, Singapore and Taiwan. Published by GroupM in March 2019

** 951 individuals from 22 economies across Asia-Pacific answered the survey in June-August 2018. Survey was conducted by The Internet Society



A Changing Regulatory Landscape



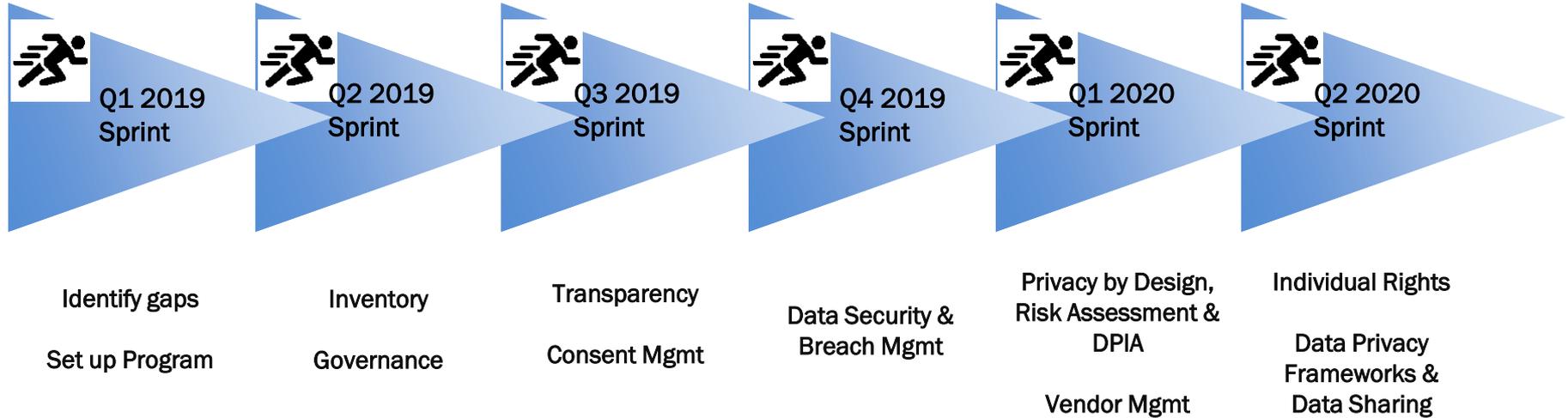
It's all about creating Value for the Customer



Customers

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

Building a strong privacy foundation across Asia



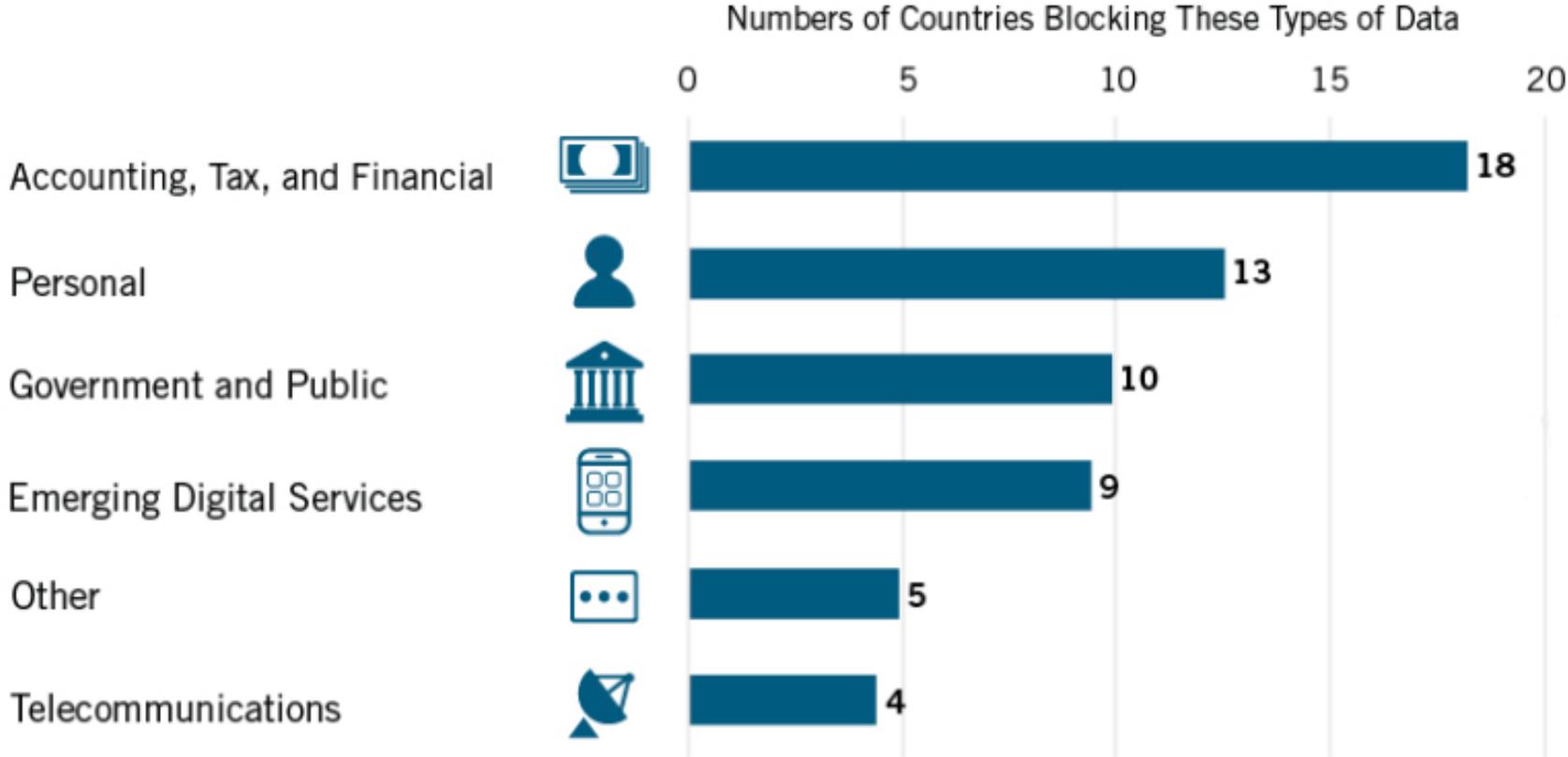
Dtac preparing for the new PDPA - May 2020



Key principles in PDPA (Personal Data Protection Act)

- Transparency
- Use of Data
- Data Subject Rights
- Accountability

Flow of data dependent on trust



Source: ITIF2017

Telenor's Policy Position and Commitments

- **Free flow of data is life-blood of globalized digital economy**
- **Greater transparency and control is necessary to build trust:** *Customers need to know where and how their data is handled to be able to make informed choices about what data they want to share and how it is used*



- **Establish sound data protection and privacy practice** within Telenor's operations
- Work with partners to **protect and respect consumers' data privacy**
- Work with governments to build a **sound and transparent regulatory framework** for the governance of data collection and processing without hindering the potential of data flows.

Providing an open, private and safe digital experience



Thank you

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