Awareness, Adoption, Trust

WHY PRIVACY IS A PILLAR FOR GOOD PUBLIC OPINION RESEARCH – ARUNDAI DANDAPANI, MLITT, CAIP, CIPP/C
Insights and Privacy?
Attitudes towards Privacy

Data Protection Around the World
Research Technology and Privacy
Transformation of Trust
Building Privacy Aware Cultures
Boosting the Business case for Privacy

- Budgeting for privacy management
- Privacy advances insights
- Risk mitigation
- Corporate reputation
From Awareness to Adoption

- Relationship Centricity
- Privacy Pyramid
- Confidentiality
- Integrity
- Availability
- Privacy Principles
- Data Lifecycle
Thank you!

Questions?

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