

# *The 3 'R's of Research*

## Rights, Reputation and Risk - What must be done and why

Amsterdam, 19<sup>th</sup> February 2015

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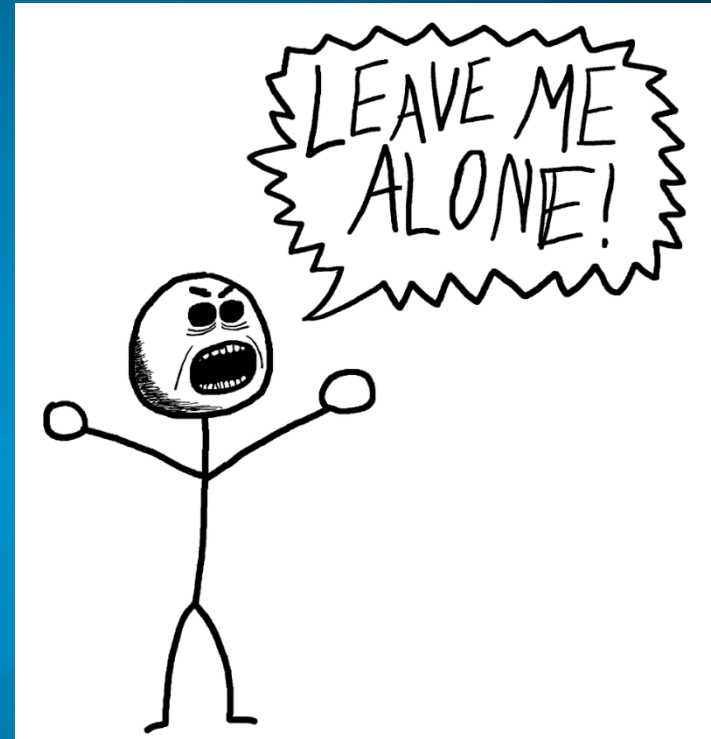
Vice President, *efamro*

# Background

- The 3 'R's
  - Rights
  - Reputation
  - Risk
- Future challenges
- How business needs to evolve
  - The 'must-haves'

# Rights

- To be forgotten
- To control data usage
- To privacy



# Rights: To be forgotten...

## Google

- Launch of official request process on May 29, 2014
- Across Europe there were 145,000 appeals by individuals wanting links removed
- An average of more than 1,000 requests a day

# Rights: Data

- Orange study – *Future of Digital Trust (September 2014)*
  - On average, consumers attribute a value of approximately €15 to an individual piece of data with a brand they already know
  - This increases by 20% to approximately €19 for unfamiliar organisations

# Rights: Social Contract

- **The ‘social contract’ between business and society is out of balance**
  - 80% respondents know that their personal data has a value for business
  - 67% of respondents believe organisations benefit the most from the sharing of data

<http://www.orange.com/en/content/download/21358/412063/version/5/file/Orange+Future+of+Digital+Trust+Report.pdf>

# Reputation

- 81% of large organisation had a security breach
- 55% of large business were attacked by an unauthorised outsider

*To read the report: [www.pwc.co.uk/assets/pdf/cyber-security-2014-exec-summary.pdf](http://www.pwc.co.uk/assets/pdf/cyber-security-2014-exec-summary.pdf)*

# Risks

A wireframe head profile is shown in profile, facing right. The head is composed of a grid of lines, giving it a digital or mesh-like appearance. The background is a vibrant blue with a complex circuit board pattern, featuring various lines, traces, and small rectangular components. The overall aesthetic is futuristic and technological.

- Citizens/research participants changing
- Data Subjects = Data Controllers
- Rise of 'Privacy Fundamentalists'
- Liquid self
- Going 'dark'



# How business needs to evolve

- Your ‘must-haves’
  1. **TRUST – Social Contract**
    - ✓ With respondents
    - ✓ With clients
    - ✓ With society



How? For example the Fair Data marque  
launched by MRS in the UK.

# How business needs to evolve

- Your ‘must-haves’

## 2. TRANSPARENCY

- ✓ What you do
- ✓ How you do it
- ✓ Distinguish between research and other activities
- ✓ Clear communications

# How business needs to evolve

- Your ‘must-haves’

## 3. PRIVACY-CENTRIC

- ✓ Privacy by design for new research tools
- ✓ Go beyond minimum
- ✓ Embrace high ethical data standards
- ✓ Clearly communicate ethical policies

# How business needs to evolve

- Your 'must-haves'

## 4. ACCOUNTABILITY & CONTROL

- ✓ Partners
- ✓ Supply-chain
- ✓ Continuous improvement culture

# How business needs to evolve

- Your ‘must-haves’

- 5. ‘BEST IN CLASS’ STAFF

- ✓ Adopt continuous professional development culture
    - ✓ Invest in qualifications, training and accreditations across a broad spectrum of knowledge and skills
    - ✓ Staff are core to delivering the ‘must-haves’