

FORRESTER® EVENTS

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“Companies make **digital** transformations without **ethical** ones. That results in corporate practices that have wildly diverged from the customer expectation of **privacy and security.**”

*Can Barbie keep a secret? No.*



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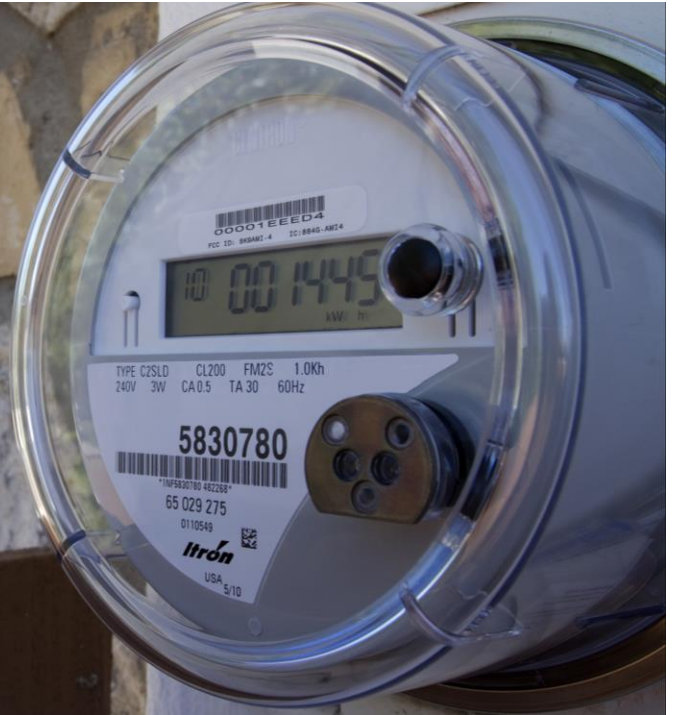
## Utility Industry Timeline

**1882**  
Thomas Edison opens the first power plant that creates and distributes electricity to customers.

**2009**  
Recovery and Reinvestment Act



Customer Benefit?



I know what you're cooking.



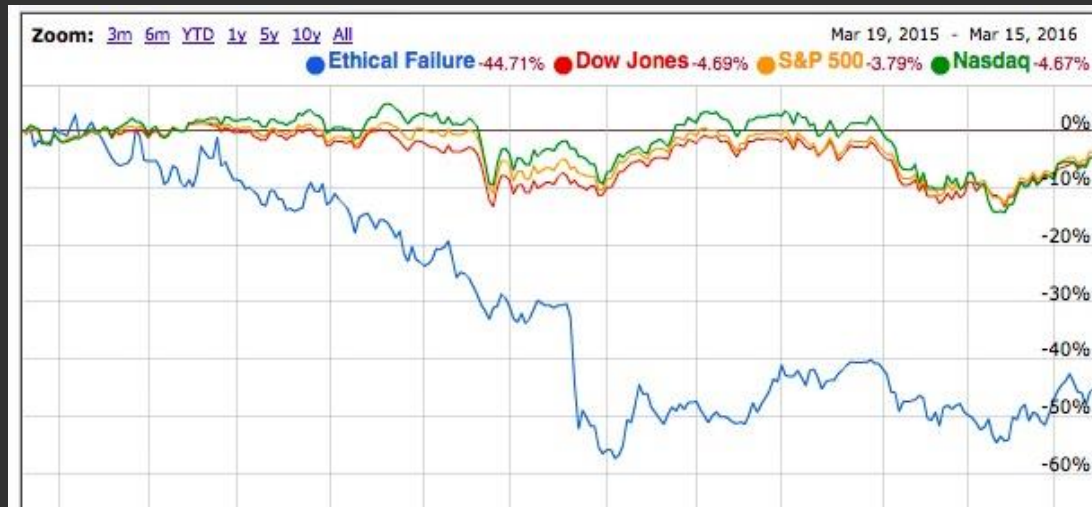


**CALIFORNIA REPUBLIC**



**One more thing...**

# Ethical Failure



## Recommendations

- › Work with product managers and marketers to understand what data is being collected and how it is being used.
- › Understand your unique regulatory requirements (federal and state) and work with marketing and product management to meet those security and privacy requirements.
- › Introduce risk mitigation strategies to data collection and storage activities.
- › Don't be CREEPY!

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Thank you

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