

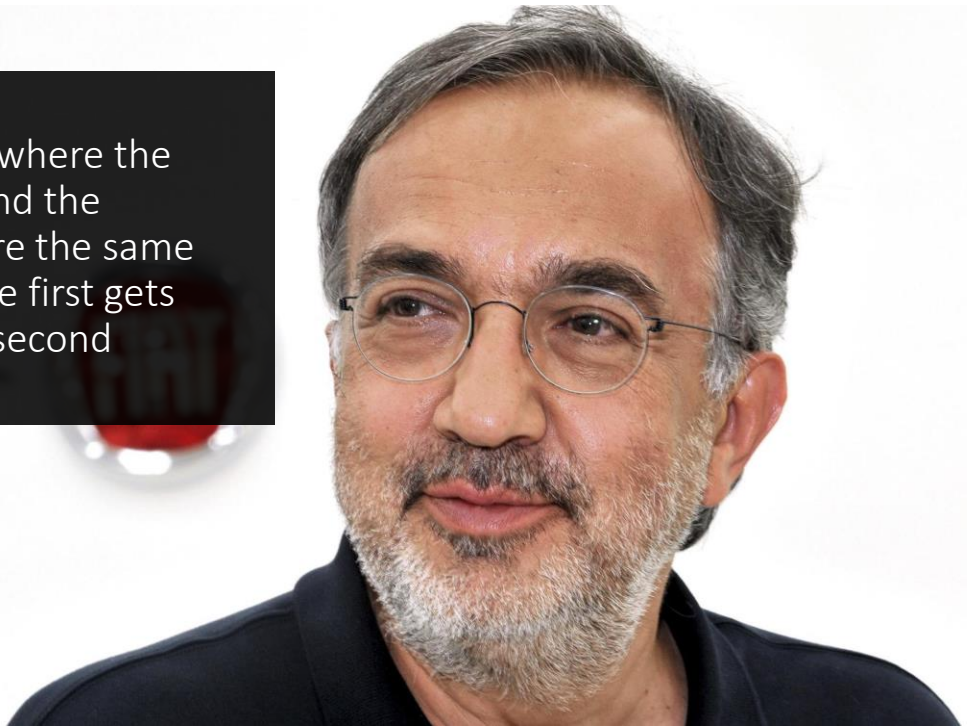
FORRESTER® EVENTS

Exceed The Privacy Expectations Of Your Customers

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"...a system where the employee and the consumer are the same person: if the first gets poorer, the second disappears"





X% of consumers read privacy policies before transacting online



PARTNERS

65% of firms consider a critical priority to roll out effective security training and awareness for employees**

Continuous education cycle

65% of firms educate customers about information security and how to protect themselves*



Forrester's Business Technographics Global Security Survey, 2018 (08202018)

Carphone Warehouse

The screenshot shows three tweets from Carphone Warehouse customers. The first tweet is from David Adamah (@djbadamah) dated August 31, complaining about a disappointing and disgusting experience with Carphone Warehouse in the last 3 days. The second tweet is from Jackie (@jjellett) dated September 1, stating that Carphone Warehouse gives zero customer service and that she will never set foot in their store again, advising others to follow suit. The third tweet is from T (@ohwellsimpson) dated August 31, describing the most disappointing phone service they've dealt with, mentioning being placed in a false sense of security since last week and poor customer service.

The screenshot shows a website page from Hayes Connor Solicitors. The main heading is "CAN YOU MAKE A DATA BREACH CLAIM AGAINST THE CARPHONE WAREHOUSE?". The page includes a "DATA BREACH ENQUIRY" form, a date of "JUNE 12, 2018", "1 COMMENT", and "BY HAYES CONNOR SOLICITORS". The article text discusses data protection obligations and compensation. There are social media sharing icons for Facebook, Twitter, LinkedIn, and others. The Hayes Connor Solicitors logo is visible in the top left corner.

Anthem[®]

Breach Notification, Breach Response, Data Breach

Anthem Hit by Massive Data Breach


As Many as 80 Million Could Be at Risk of Identity Fraud

Mathew J. Schwartz (@euroinfosec) · February 5, 2015 · 0 Comments

       Credit Eligible

BUSINESS NEWS JUNE 23, 2017 / 11:19 PM / A YEAR AGO

Anthem to pay record \$115 million to settle U.S. lawsuits over data breach



It's time to shift gears on privacy and security

Embrace Privacy As A Value To Drive Cultural Change



28 organizations out of the Fortune 100 2018 mention privacy in their CSR report



Anthem | Corporate Responsibility [Anthem Foundation](#) [Company](#) [Workplace](#) [Community Health](#) [Environment](#) [GB](#) [Q](#)

Privacy & Information Protection

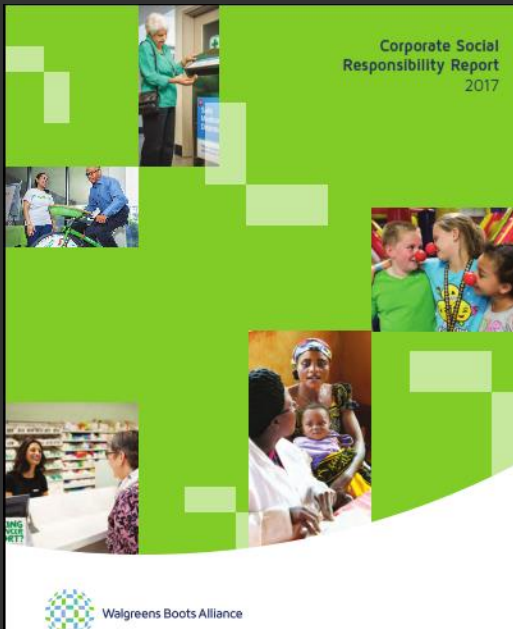
Anthem is committed to safeguarding the personal information we receive from our consumers, customers and employees. We impose standards to maintain the confidentiality of personal information, and we use physical, technological and administrative safeguards to protect it.

Shift from compliance to customer value creation



Shift from compliance to customer value creation

- › Shift from GDPR readiness to sustained compliance
 - Embed GDPR compliance into business' operations and their governance
 - Create a dedicated, multifunctional team to address data subject rights requests
- › Take a “one click away” approach to fulfil data subject rights requests, through online and mobile platforms
- › Collaborate with a team of customer journey architect to design the privacy experience of their customers.
- › Establish CX metrics to measure the success of the program



Align Your Corporate Commitment To Customers' Privacy Expectations

We have also added a section to our report, on data privacy and security, in response to stockholder and customer feedback. Please see page 67 of this report.

Partner with firms that share your privacy culture

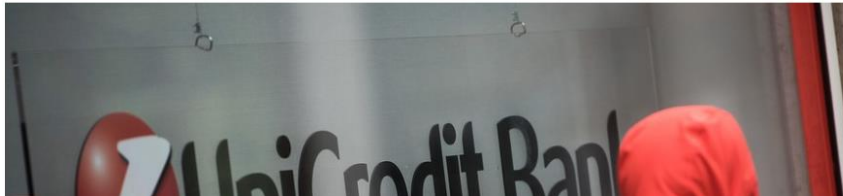
THE WALL STREET JOURNAL

UniCredit, Italy's largest bank, stops advertising on Facebook over ethical lapses

Published: Aug 7, 2018 5:20 p.m. ET



Bank says it stopped doing business with Facebook after Cambridge Analytica scandal



Recommendations

- › Cultural change
- › Customer value creation
- › Commit to satisfy customer expectations
- › Lloyds'
- › Choose partners that share your vision and culture for privacy

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Thank you