

MIND



Just Because We Can, Doesn't Mean We Should

Operationalizing The Ethical Application Of Data In Media

DATT Unplugged, 2022

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1:21



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DATA ETHICS

DATA QUALITY

DATA COMPLIANCE



Weekly Report Available

Mon 09:28

Your screen time was up 30 % last week,
for an average of 5 horas y 10 minutos a
day.


16



42% of organizations are establishing a data-driven business culture



27% of organizations are executing data driven strategies to improve campaign ROI



46% of organizations leverage data driven strategies to improve customer experience



 **NBC NEWS SPECIAL REPORT**

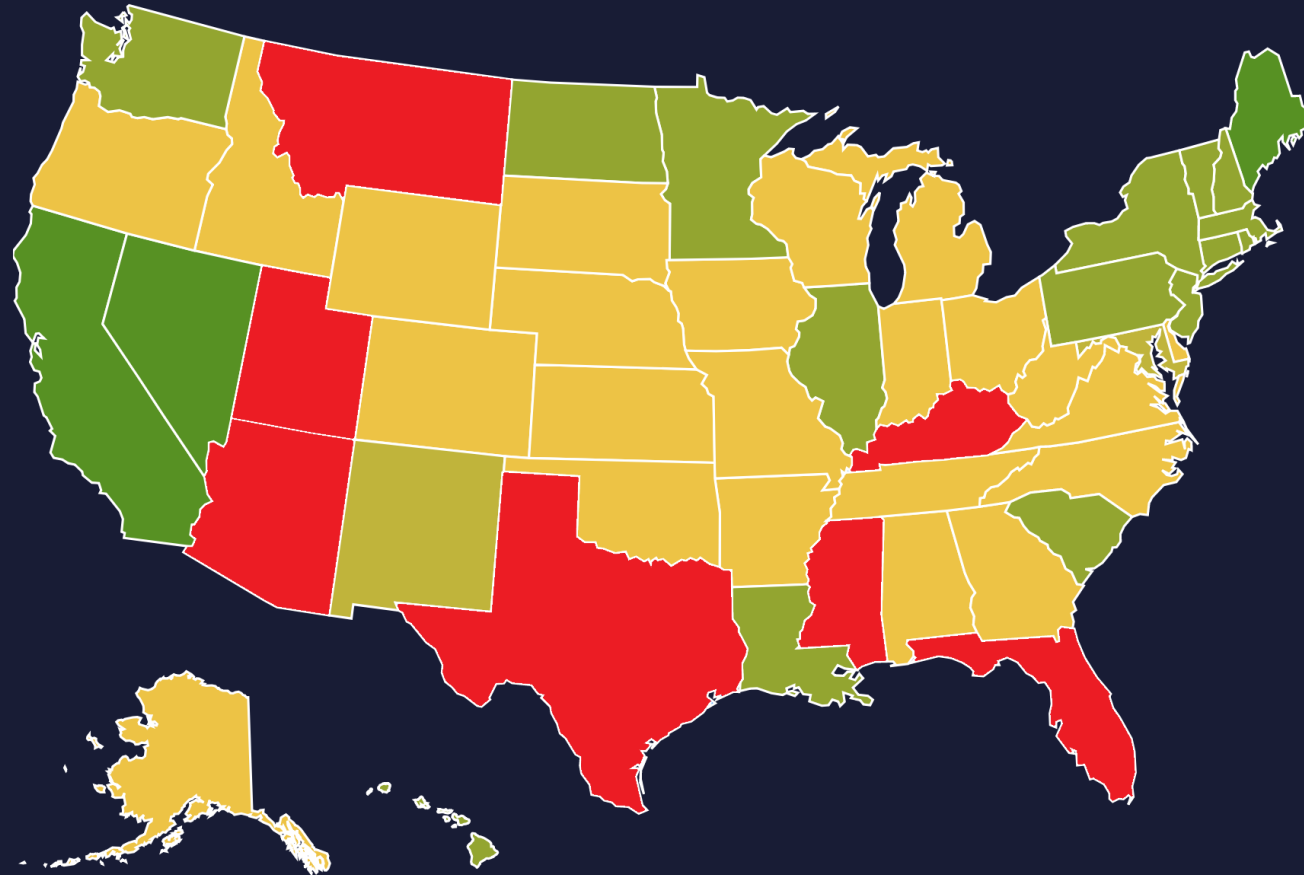
FACEBOOK CEO MARK ZUCKERBERG TESTIFIES BEFORE SENATE

MR. HATCH

LIVE


NBC NEWS

DATA PRIVACY IN THE US



- States with passed data privacy legislation
- Proposed and pending legislation
- Postponed data privacy legislation
- No proposed legislation as of 2020
- Failed data privacy legislation

Your Tim Hortons Coffee App Knew Where You Were at All Times

TECHNOLOGY

Everything We Know About Facebook's Secret Mood-Manipulation Experiment

It was probably legal. But was it ethical?

By Robinson Meyer

PRIVACY AND SECURITY

These Companies Know When You're Pregnant—And They're Not Keeping It Secret

Gizmodo identified 32 brokers selling data on 2.9 billion profiles of U.S. residents pegged as "actively pregnant" or "shopping for maternity products."

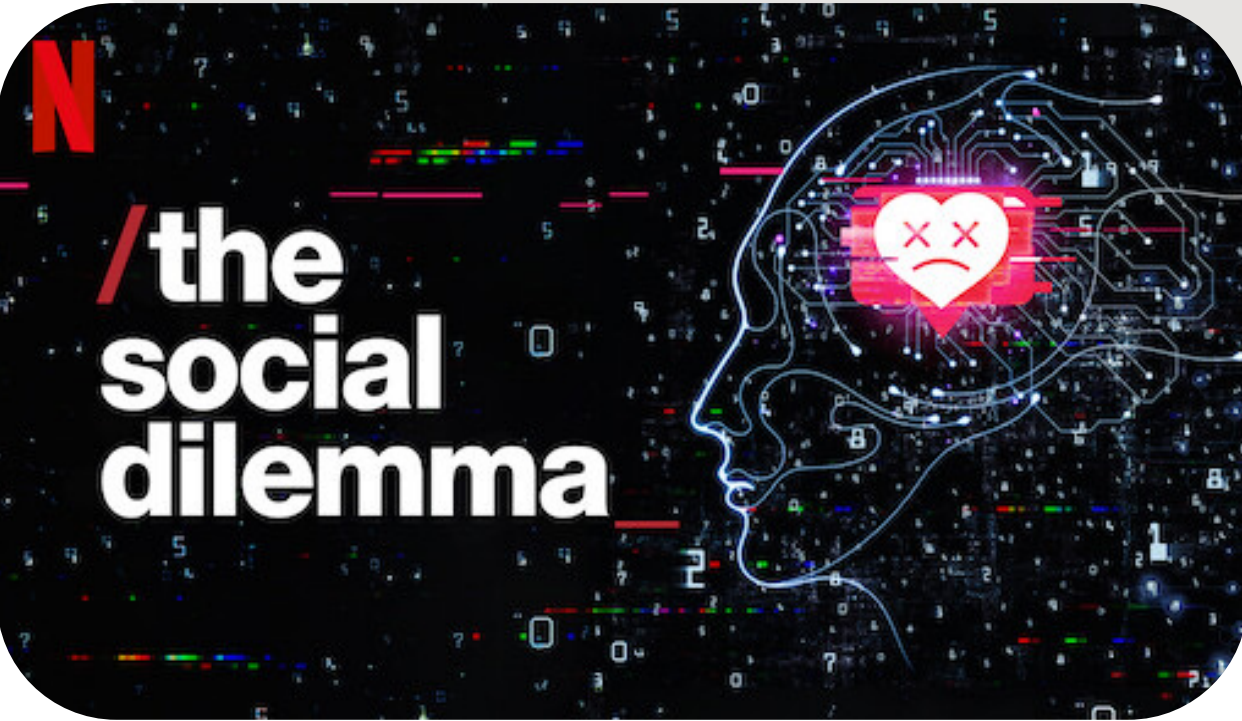
Nothing Sacred: These Apps Reserve The Right To Sell Your Prayers

Prominent venture capitalists are flocking to invest in Christian worship apps. The apps say users' prayers are a business asset.

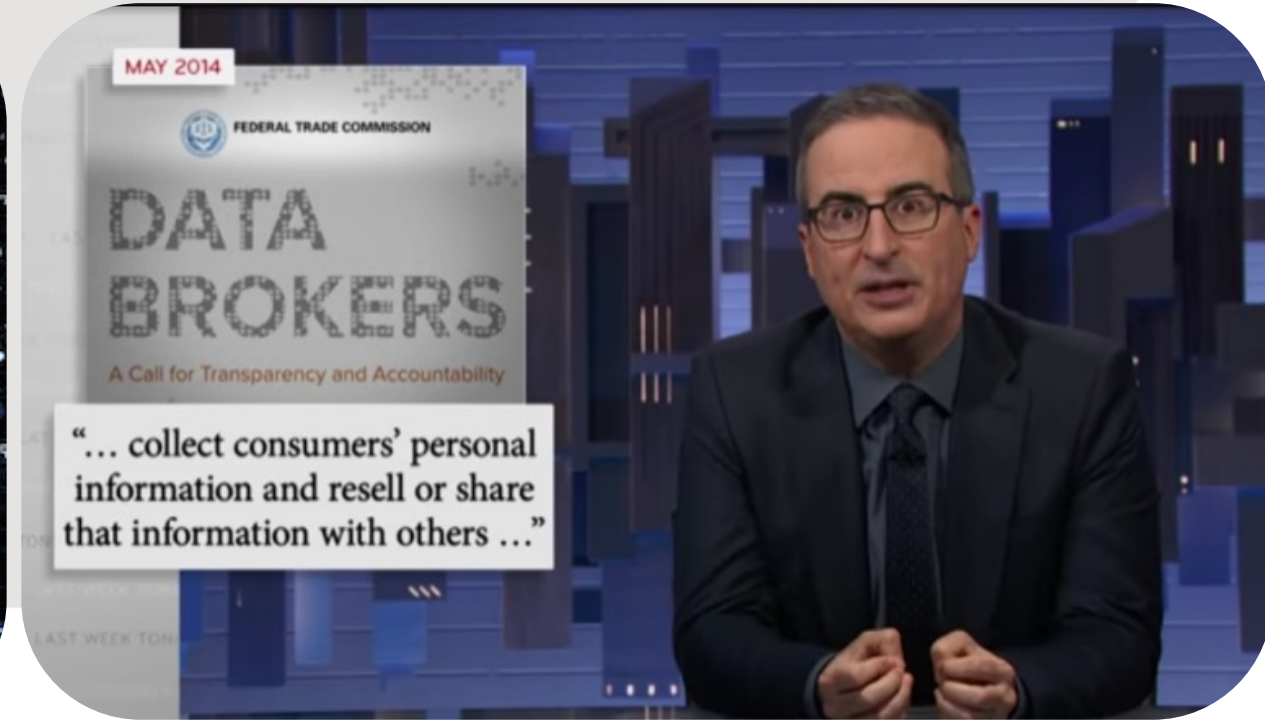
Period tracking app Flo rolls out 'Anonymous Mode' on iOS, Android launch coming next month

Priest outed via Grindr app highlights rampant data tracking

Privacy activists have long agitated for stronger data privacy laws, although in the U.S. they only exist in a few states, and then in varying forms.



Netflix releases The Social Dilemma in 2020 to educate on Big Tech and Social Networking



John Oliver exposes data brokers on the Last Week Tonight show

Despite the global adoption of privacy laws, consumer mistrust in big tech & media has never been higher

77% of consumers globally have concerns with how companies use their data, up from 72% last year

37% of consumers feel digital ads are too intrusive

6 in 10 say they are less inclined to use a product if their data is used for any purpose

38% indicate that they have taken more action to restrict access to their data this year

#1

Brand trust = brand growth



#2

Continue to put your
consumer first

**56% OF CONSUMERS WANT MORE
CONTROL OVER THEIR DATA**

#3

Safe-guarding for
future legislation

SEPHORA

**California fines Sephora \$1.2 million for
selling consumer data**

The fine marks the first public enforcement action under the state's landmark consumer privacy law — something that could be undermined by legislation brewing in Congress.

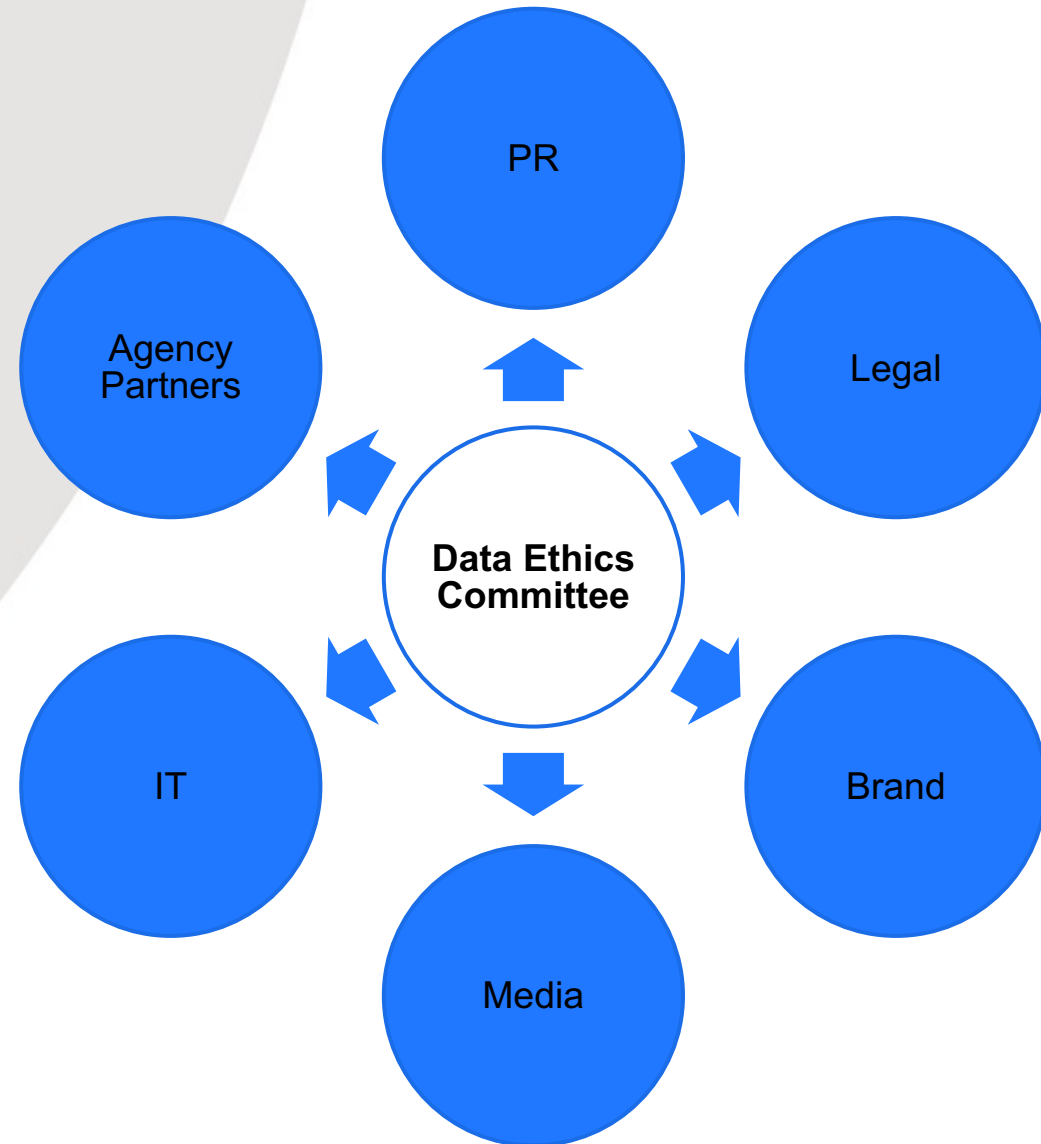
A blue circular button with a white border, set against a yellow background. The button has a slight shadow and a reflection on its surface. The text is in a bold, yellow, sans-serif font with a black outline.

**IT'S THE
RIGHT
THING
TO DO!**

Five Things You Can Do To Operationalize The Ethical Application Of Data

#1

Create a cross functional data ethics committee with c-suite sponsorship and diverse representation.



#2

Implement a decision-making process and socialize with organization.



ADWEEK

New Data Ethics Compass Looks Beyond What's Simply Legal

GroupM and Mindshare partnered with Unilever to take consumer perspective on data privacy



The Data Ethics Compass aims to answer whether uses of data would feel right to a consumer. Getty Images



Data Ethics Compass



Welcome!

Data Ethics Compass is an internal tool that GroupM and agency teams can use to evaluate the ethical risk level of data assets.

This is not a legal check. Before using this tool, you must ensure your proposed use of data complies with all laws in your market/country (including any privacy and data protection laws), and any platform T&Cs.

[START TEST](#)

300+ ethical evaluations across
26 markets and **25** client sectors*

Assessing for ethical risk is highly situational



CLIENT SECTOR



DATA SOURCE



DATA TYPE



USE CASE

#3

Collaborate with and create ethical partnerships



 invisibly

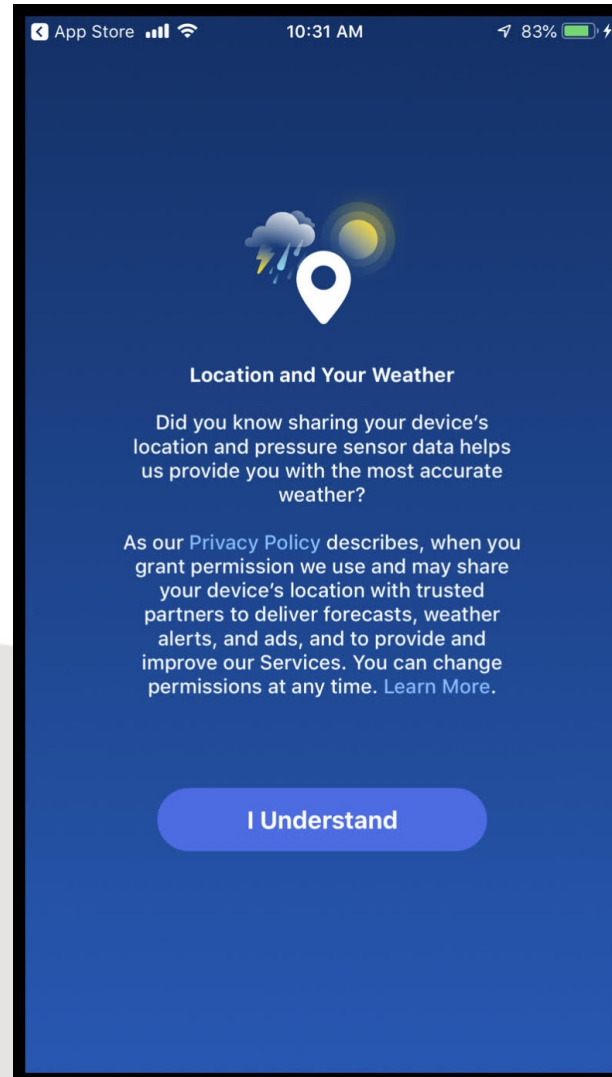
 Sourcepoint



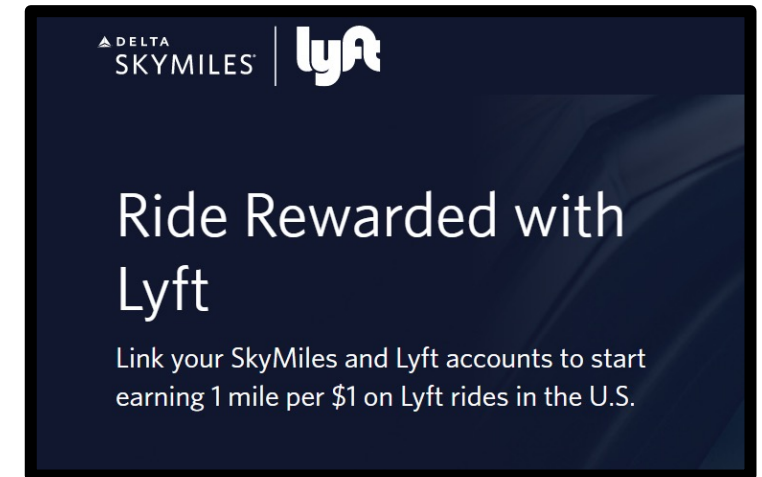
REKLAIM

#4

Be transparent and responsible in your marketing communications



Clear “human” language communication



Value add opportunities for consumer

#5

Adopt an Ethics by Design
mentality



What can you do to operationalize data ethics?

- 1 Create a cross-functional committee
- 2 Introduce a decision making process
- 3 Explore ethical partnerships
- 4 Communicate transparently and responsibly
- 5 Adopt an ethics by design mentality

Why is this important?

- 1 Brand Trust = Brand Growth
- 2 Its what to consumer wants and expects
- 3 Safe-guarding for future legislation
- 4 It's the right thing to do!

**JUST BECAUSE WE CAN,
DOESN'T MEAN WE SHOULD**