



CIAM

Privacy

Marketing

Digital



CIAM Tales from Around The Globe


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Key themes
Drivers
Tensions
Opportunities



A woman with dark hair is looking down at a tablet computer. The screen displays several colorful data visualizations, including a pie chart, two bar charts, and a circular gauge. The scene is dimly lit, with the light from the screen illuminating her face and hands. An orange circle is overlaid on the left side of the image, containing white text.

CIAM
customer centric
context driven
consent based

A photograph of three hikers with large backpacks ascending a steep, rocky mountain trail. The hiker in the foreground is wearing a blue shirt and dark pants, leaning forward as they climb. The second hiker is wearing a dark shirt and shorts, also leaning forward. The third hiker is further up the trail, wearing a red shirt and dark pants. The terrain is rugged with large, grey rock formations and patches of green vegetation. A large red circle is overlaid on the right side of the image, containing white text.

Regulation is driving a shift, with new opportunities we also face new challenges



Open
Banking

Payment
Services
Directive II
[PSD2]

General
Data
Protection
Regulation
[GDPR]

ePrivacy



Data & Privacy Divide

"Individuals have no rights to ownership of the data that is collected about them. Data is increasingly an asset, and when you create an asset you should have the ability to use it, or not, at your choice," Productivity Commission chair Peter Harris said.

"We are proposing the creation of a comprehensive right to data control for consumers that would give people the right to access their data, and direct that it be sent to another party, such as a new doctor, insurance company, or bank. Plus an expanded right for people to opt out of data-collecting activities.

And existing privacy laws would all remain in place."



Data Paradox



@Meeco
we see a
pattern
emerging



Silo Thinking

€
Privacy
\$

€
Marketing
\$



€Million\$
to manage
processes,
identify data,
develop audit
trails

digital
transformation,
customer
centricity & brand
value remain a
challenge



Portfolio Approach






Enterprise networks, linking customers across a portfolio of products and services together with orchestrating adjacent services resulting in a better customer experience

Walled-gardens like Apple, Google, Tesla that will create great value within their respective service offerings, whilst locking that value to the silo

Open networks that link horizontally and enable customers to participate across enterprise networks and walled gardens, providing the crucial links & data

A person's hand is shown holding a smartphone, displaying a colorful image on the screen. The background is a blurred crowd of people with bokeh light effects, suggesting an outdoor event or festival. A large blue circle is overlaid on the right side of the image, containing white text.

Value-chains
are rapidly
evolving to include
people + things



Friction & Fraud





**\$6.3
Billion**
Advertisers
lost to bots in
pay-per-click fees
in 2015

A close-up photograph of a man's face, looking directly at the camera with a serious expression. A large, solid green circle is overlaid on the right side of his face, containing white text. The background is blurred, showing other people in a crowd.

If we are
ad blocking
we will be
eye blocking



What's
required to
make sure real
VALUE is
unlocked?



Current
business models
= collecting, storing
& monetizing
data

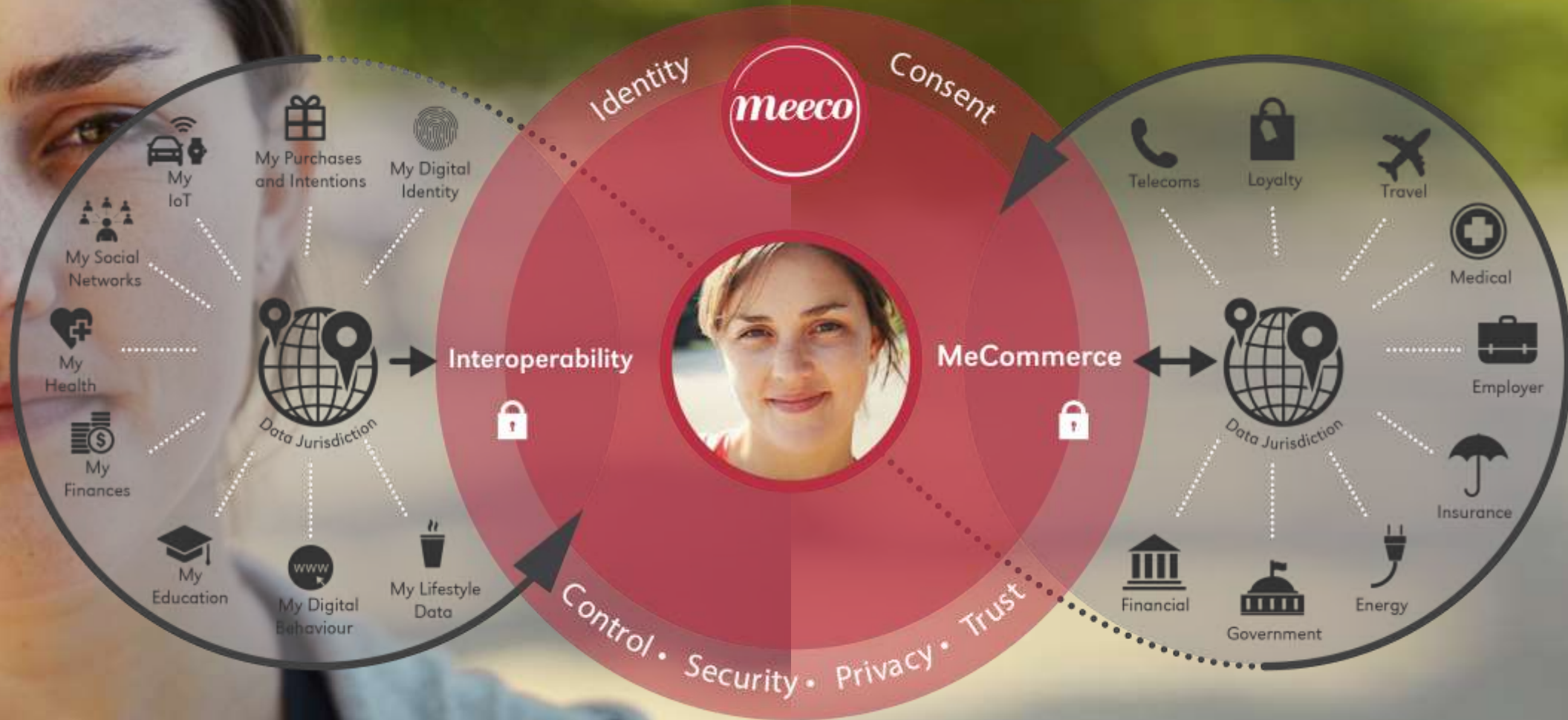


Privacy
Data in silos
Onboarding friction
Diminishing trust
KYC & AML
Regulation



The
power
is shifting
to ME

The API-of-Me I AM The Platform





Minimal
Viable
Collection



Maximum
Viable
Access



Use-cases:
Participation
transforms
business
models

Brands who provision data back are more trusted

More than 50% of participants would use Meeco to browse privately and avoid re-targeting



94%

Of all participants would continue to use the Meeco consent settings when sharing their data

Data is openly shared when a personalised solution is offered



Participants felt more in control of their data which created peace of mind & empowerment



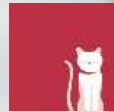
Privacy awareness of participants was increased after the completion of all Labs programs

Enabling User control over data increases engagement

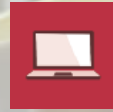
Popular categories for tile creation and personal data storage in Meeco



Family & Friends



Pets



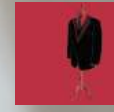
Warranty Details



Address



Health



Clothing size

Most trusted organisations participants would share data with



Government



Finance



Local Businesses

87%

Of all participants were interested in using their data as an asset for value exchange

More accurate data is collected and exchanged when the user is in control

1.
Start
out

2.
Portfolio
approach

3.
Plan for
new end
state

“The hallmark of a future proof organisation will be the willingness to share the data it collects about its customers directly with its customers for mutual value”



Increase revenue



Reduce costs



Manage risk



Create loyal customers

