

Information Privacy: Balancing Trust in, and Value from, Personal Data

Panel Session moderated by

Aaron Weller from PwC

Professional Techniques - Session T32





Panel

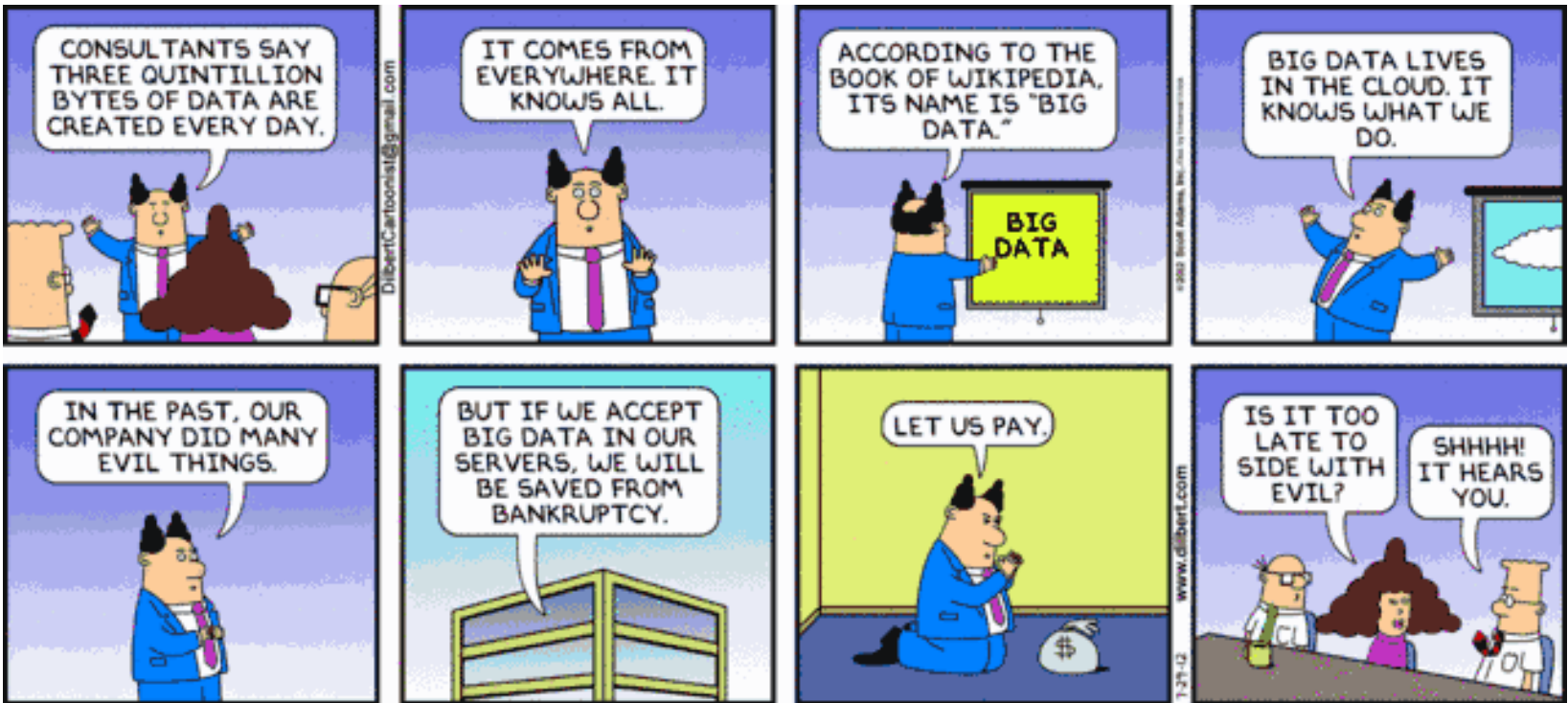
Panelists:

- **Ian Fyfe**, Big Data Product Evangelist and VP of Product Marketing, *Pentaho*
- **Pravin Kothari**, Founder and CEO, *CipherCloud*
- **Marcus Morissette**. Director of Privacy, North American Markets, *eBay*

Moderator:

- **Aaron Weller**, Leader Western Region Data Protection & Privacy Practice, PwC

A couple of thoughts to set the stage for our discussion...





**BIG DATA DOESN'T KILL PRIVACY.
PEOPLE KILL PRIVACY.**

**HOW DO WE DEFINE, COMMUNICATE,
AND MAINTAIN AN APPROPRIATE
BALANCE?**



Some balances to consider

Thinking about these from the perspective of each affected stakeholder:

- Trust and Value
- Benefits and Drawbacks
- Tactical vs. Strategic outcomes