



Ministerial
Programme 2012

Mobile Privacy – A local and global challenge: Risks and opportunities for Africa, Asia and Latin America

Monday, 27 February 2012

11.30 - 13.00, Cristal Room, Fira Palace Hotel,

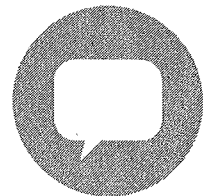
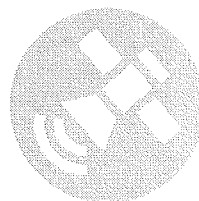
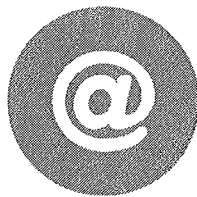
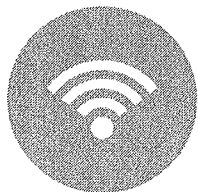
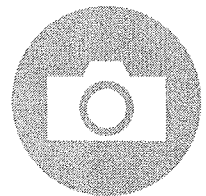
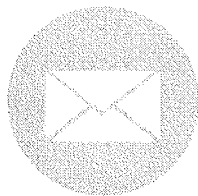
Barcelona

Pat Walshe (GSMA), Stephen Deadman (Vodafone), Kjetil Rognsvag (Telenor)



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So what do we mean by privacy?





So what do we mean by privacy?

- Consumer attitudes and concepts of privacy are changing
- Technology is shaping attitudes towards privacy
- Local to global influences

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Why does privacy matter in mobile?



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Why does privacy matter in mobile?

- Mobile central to connectivity and people's lives
 - For example, 98% of internet access in Kenya is made via mobile
- Consumer concerns?
 - Location, Tracking, Profiling, Targeting, Security
- Challenges?
 - Multiple technologies, fragmentation, lack of standardisation

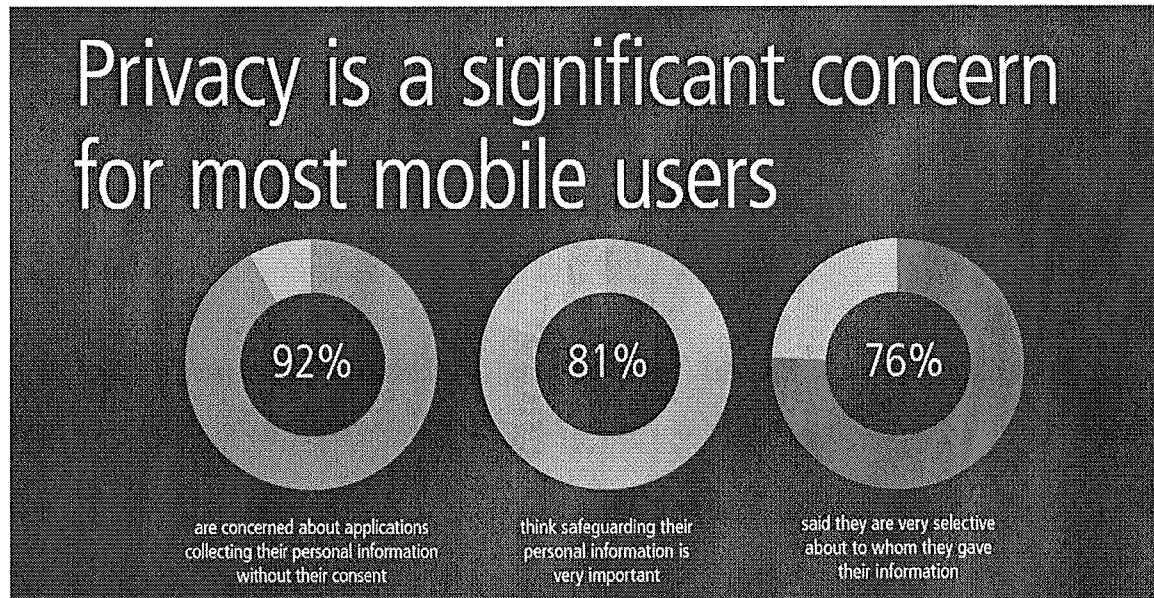


Real life challenges: App example





What does this mean for mobile users?



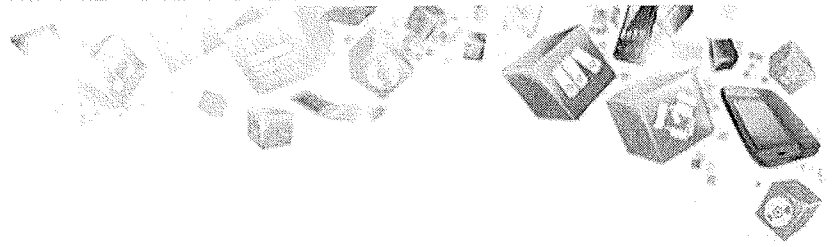
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It's not just about the law...

- Mobile users want consistent treatment of their privacy
- ... and they don't want to be burdened
- What matters is creating consistent privacy experiences for users that also support innovation
- Regulatory inconsistency may lead to legal uncertainty, a loss of consumer trust and could hinder innovation

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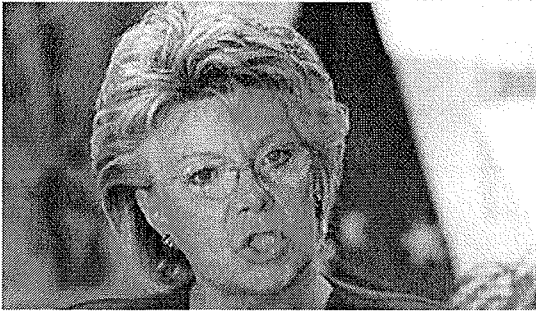
What are the key challenges for policy makers?

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What are the key challenges for policy makers?

- Many industry players with access to users personal information... governed by different local privacy laws
- Current regulation tends to focus on communications service providers
- Technology continues to outpace legislation...
- New regulatory frameworks are increasingly being proposed...
- ... likely to have cross-border implications and apply to all players



EU case study

- Stronger and new rules proposed
 - Extending definition of personal data (to include location, online identifiers.)
 - Apply to companies outside EU targeting EU citizens
- Impacts on local developers and businesses (outside EU)
 - Additional costs for companies
 - Economic consequences
 - Awareness raising
- Adopting EU model needs careful consideration

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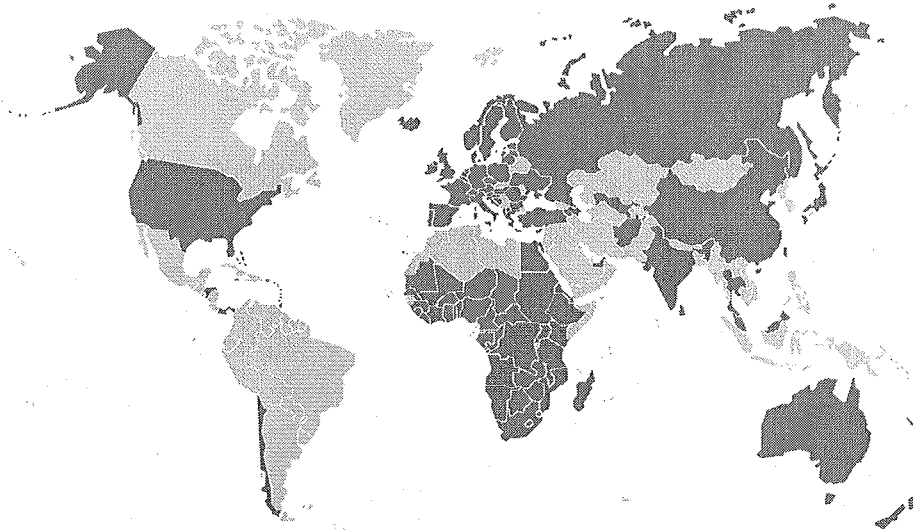
Vodafone Case studies on mHealth

Stephen Deadman
Head of Legal, Privacy, Security and Content Standards
Vodafone Group

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Vodafone – the world’s largest multi-national mobile network operator

2011



31 equity markets
40 partner markets

Annual revenue
~GBP45 billion

>400m proportionate
customers

Active in mHealth
since late 1990's

BrandFinance global
ranking

7th

Most valuable brand
(2009: 8th; 2008: 11th)

Vodafone stores

9,700

2009: 7100; 2008: 6950

**Today, 1 in 5 mobiles is
connected by Vodafone**



Vodafone mHealth examples

Nompilo ("Mother of Health")

- 100,000 Community Care Givers in South African (CCGs) are backbone of health and social care
- Nompilo allows CCGs better use of their time (2d barcode patient identifier and patient record light) with the help of Nokia smartphones



Electr. Patient Reported Outcomes (ePRO)

- Replaces patient paper diaries with mobile solution
- Patients gain more freedom – pharma companies have better data quality and reduce patient drop-outs by 15-20%
- Experience >500,000 patients in >50 countries
- ePRO is device and network agnostic



Hospital to Home

- Reduce hospital stays, e.g. by providing infusions or cognitive telerehabilitation at home
- Patients are monitored at home via mobile connectivity solutions
- Increased freedom for patients, reduced hospital and specialist costs for governments
- Solutions are often device and network agnostic



Telecare

- 22-30 islands and rural areas in Greece are connected to hospital in Athens
- GPs receive 24h reply from Specialist
- Patients gain freedom, GPs receive specialist support and governments limit additional expenses while improving quality of care in remote areas



Mobile data analytics has the potential to transform public health

futureagenda

The Future Role of Mobile

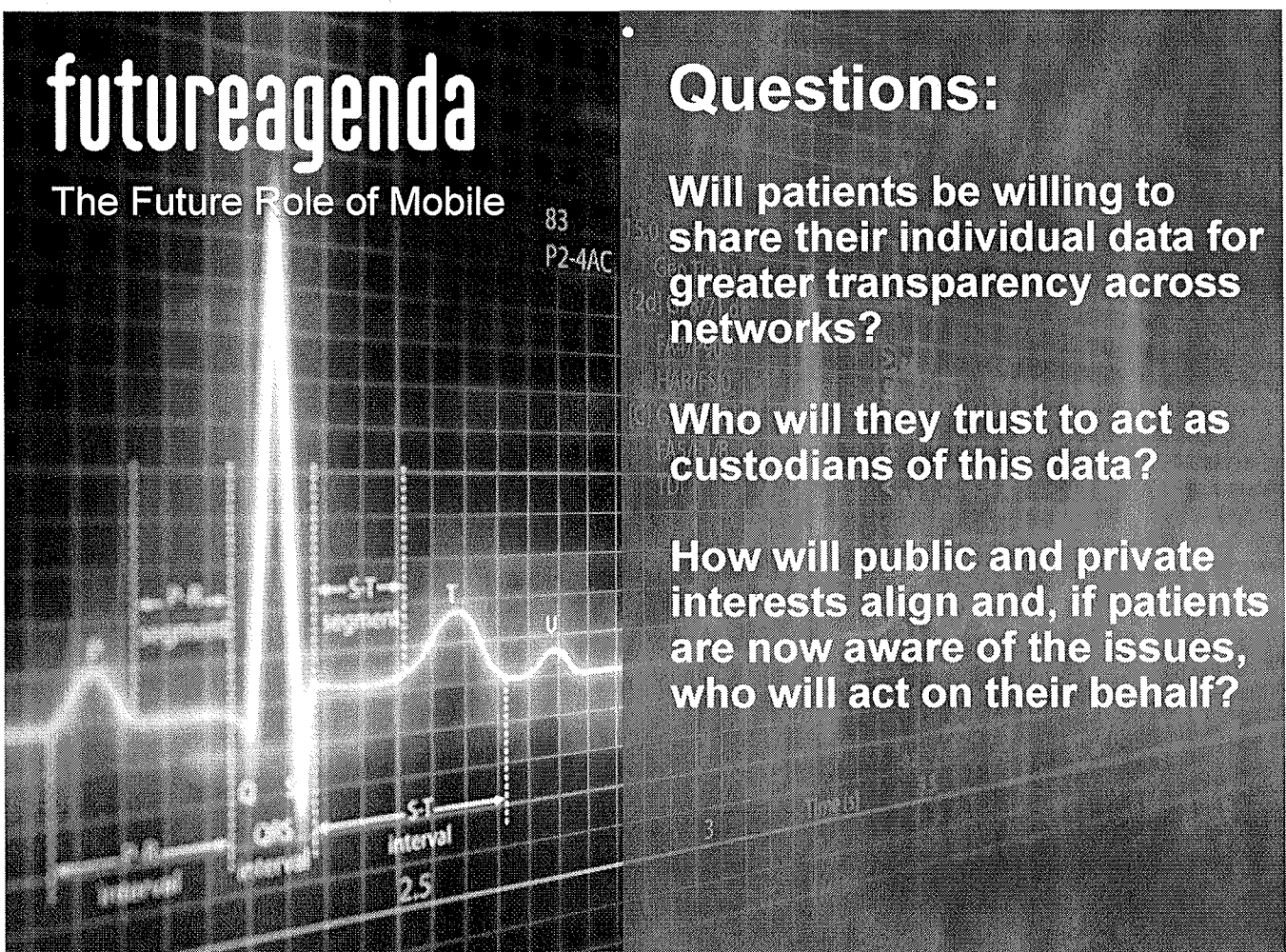
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P2-4AC

Questions:

Will patients be willing to share their individual data for greater transparency across networks?

Who will they trust to act as custodians of this data?

How will public and private interests align and, if patients are now aware of the issues, who will act on their behalf?



Regulation

Adaptable and principles-based with safeguards proportionate to risks

Should seek best privacy outcomes balanced with other key social priorities

Collaborative, not combatative, approach by regulators



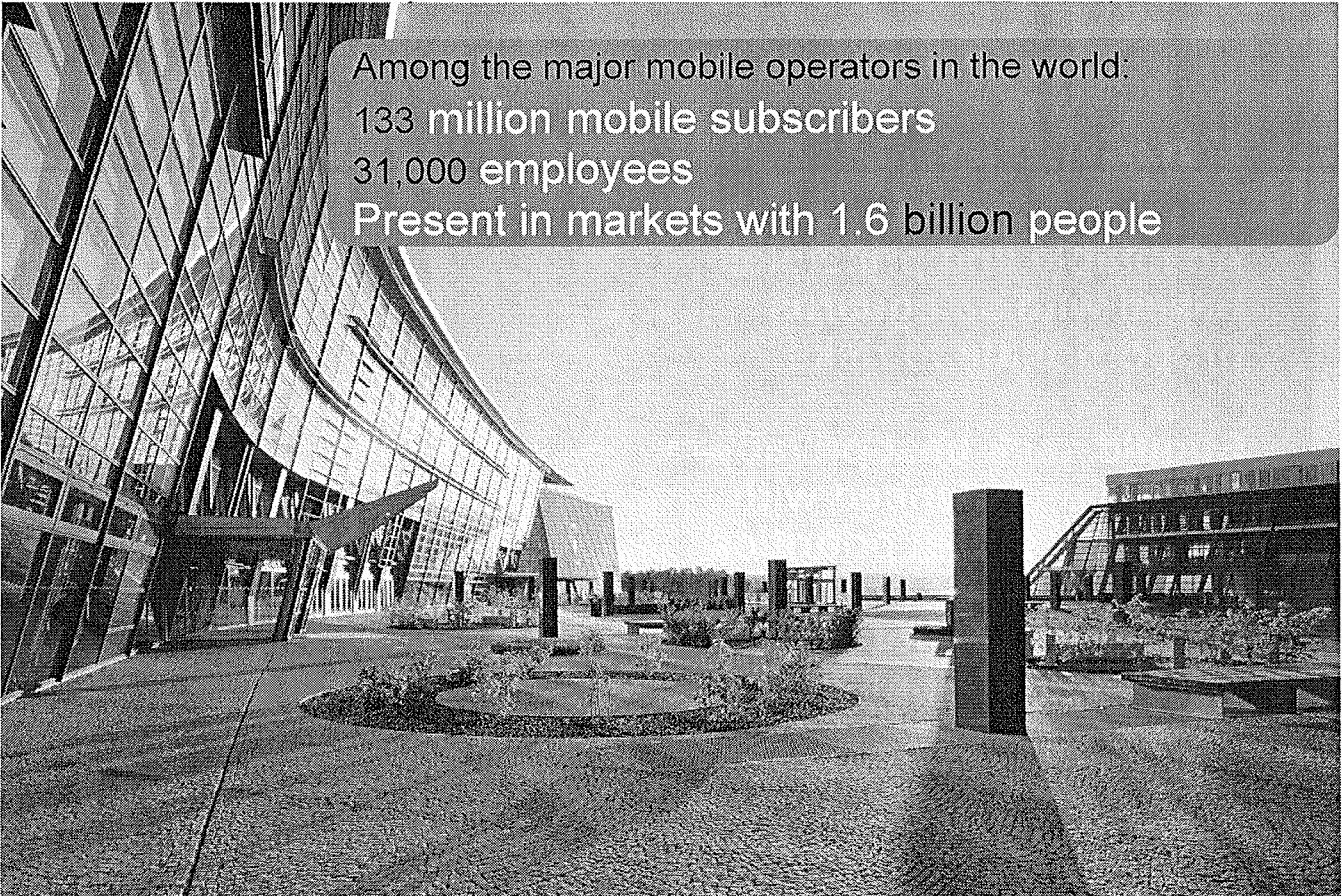
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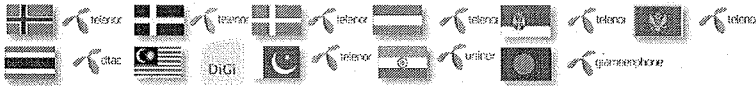
Telenor Case study:

Banking the Unbanked

Kjetil Rognsvåg,
Group Privacy Officer, Telenor Group

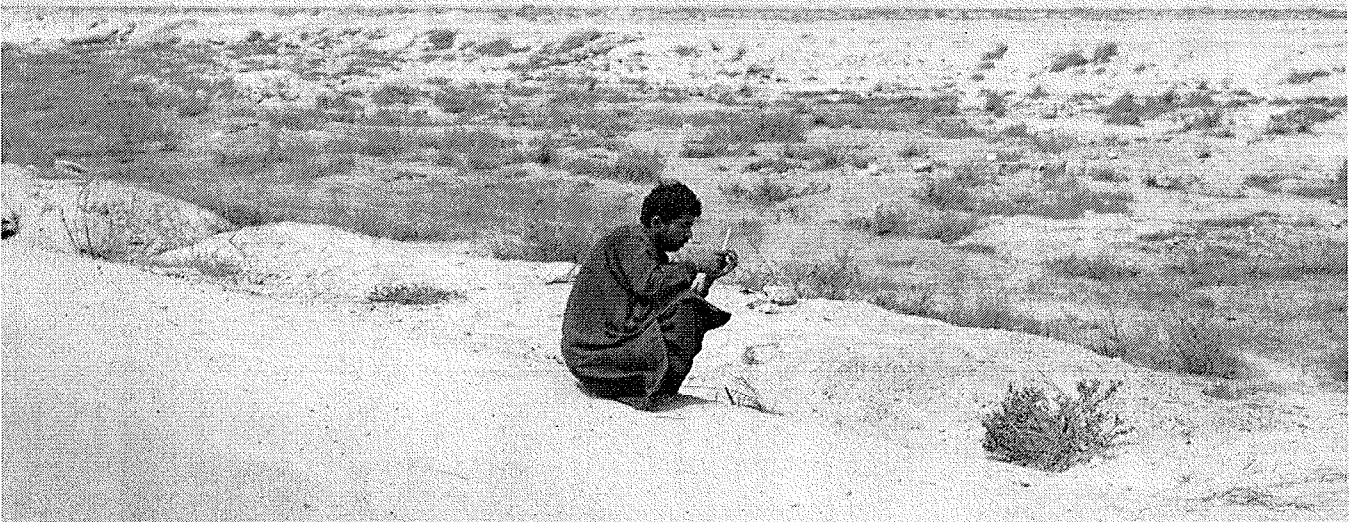


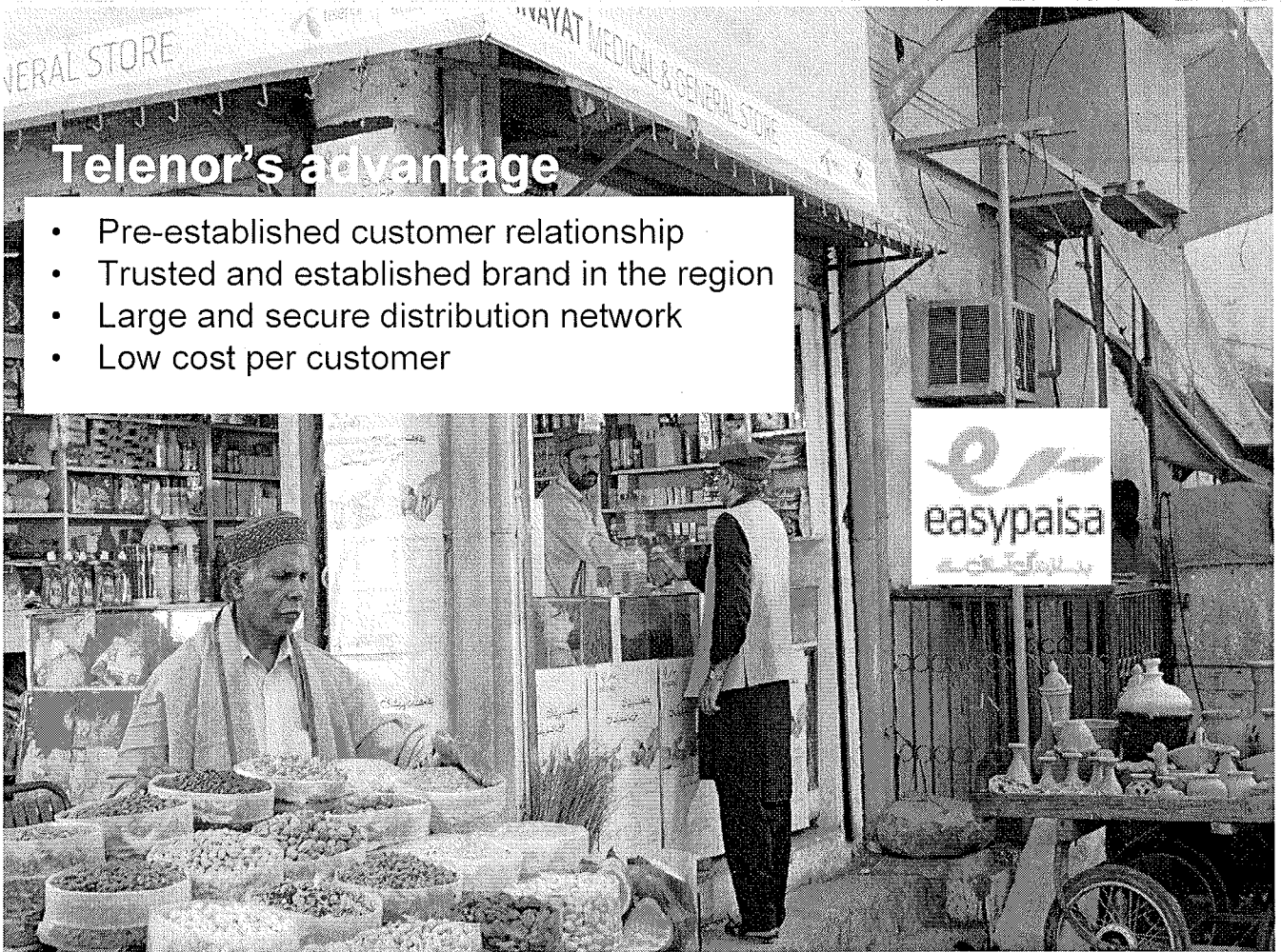
Among the major mobile operators in the world:
133 million mobile subscribers
31,000 employees
Present in markets with 1.6 billion people



How we are developing mobile banking solutions which make people's lives better

- Reduce number of unbanked by 5% - 20% by 2020
- Economic inequality is reduced
- Easy access to savings, credit and insurance products
- Mobile banking boosts economic growth – GDP up 5%

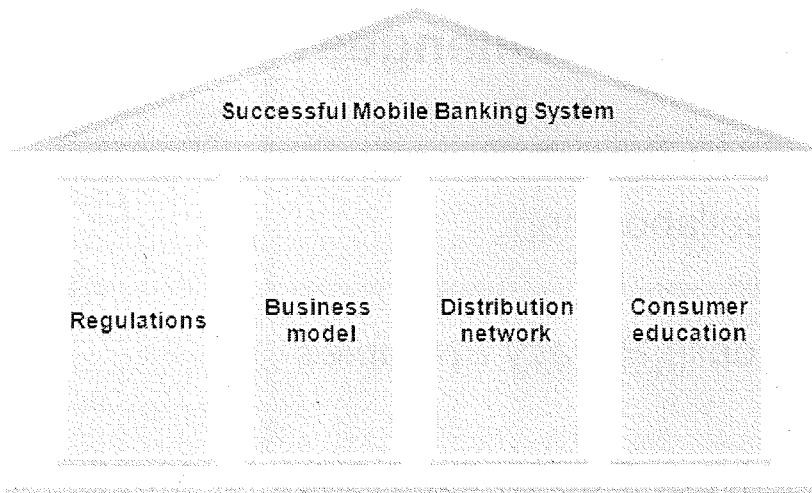




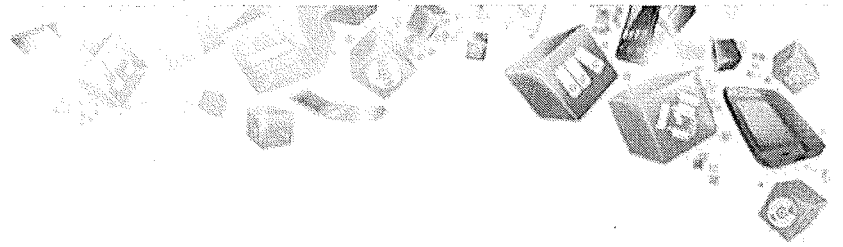
Telenor's advantage

- Pre-established customer relationship
- Trusted and established brand in the region
- Large and secure distribution network
- Low cost per customer

Multiple elements need to be in place



- Too strict regulation could limit new services
- Transparency regarding use of data
- Education of consumers – both regarding new services and the use of information

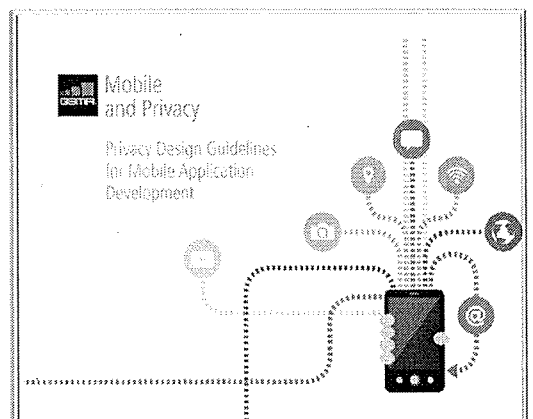


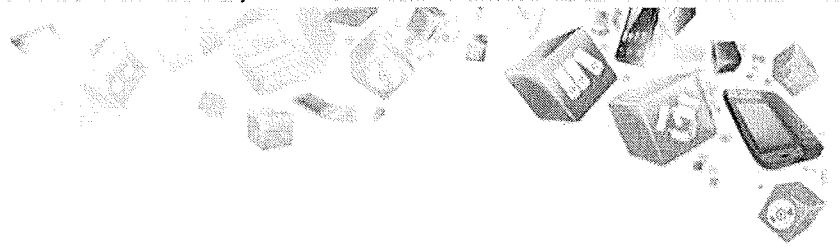
What is the mobile industry doing to address these challenges?



What is the mobile industry doing to address these challenges?

- Industry collaboration
- GSMA Mobile Privacy Principles
- GSMA Privacy Design Guidelines for Mobile Applications
- Operator specific initiatives





What issues should you consider?

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What issues should you consider?

- Framework - adopt light touch and high level principles
- Technology and business neutral – support innovation
- Base on consumer harm and desired privacy experience
- Data protection and privacy supervisory authority
- Inter-governmental dialogue and agreements

- Promote consumer confidence and trust whilst maintaining engagement with mobile and online services

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Questions?

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www.gsma.com/MobilePrivacy