Grow Personal Data Value by Turning Risk into Opportunity: Equity

Five principles of corporate digital responsibility:
- Digital Stewardship
- Digital Transparency
- Digital Empowerment
- Digital Equity
- Digital Inclusion

**Digital Equity:**
Clarifies the benefits customers receive in return for sharing their data.

To strengthen digital equity, businesses can enhance financial incentives to customers for sharing their personal data and deliver benefits real-time.

Accenture outlined actions to help companies build digital equity and use personal data responsibly:

1. Map the flow of data-related benefits between the organization and its customers
2. Assess customers’ perceptions of the fairness of benefit distribution
3. Clearly communicate the benefits customers receive at each point of interaction with the organization
4. Partner with service providers to enhance the customer experience
5. Explore data-management service opportunities

Let Accenture help you enhance value creation and increase your customers' benefits with **Digital Equity**.

Stretch your boundaries. Securely.

Learn more at www.accenture.com/digitalresponsibility

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