Five principles of corporate digital responsibility:

Digital Stewardship; Digital Transparency; Digital Empowerment; Digital Equity; Digital Inclusion

Digital Transparency:
Demonstrates openness from businesses in how they use the personal data collected.

Businesses should clearly communicate how they collect, use, store and dispose of customers' personal data.

They can also build customer confidence by seeking independent accreditation for ethical data management practices.

Accenture defined specific steps to help organizations increase digital transparency and use personal data responsibly:

1. Map the flow of personal data from collection through disposal
2. Open up different elements of the data life cycle to user scrutiny
3. Establish clear, understandable privacy terms, conditions and policy statements
4. Consider regular publication of a transparency report detailing third-party data requests
5. Work with watchdogs to gain external accreditation

Let Accenture help you demonstrate openness in your organization's use of personal data.

Stretch your boundaries. Securely.

Learn more at www.accenture.com/digitalresponsibility
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