Grow Personal Data Value by Turning Risk into Opportunity: Empowerment

Five principles of corporate digital responsibility:

- Digital Stewardship; Digital Transparency;
- **Digital Empowerment**; Digital Equity;
- Digital Inclusion

**Digital Empowerment:**
Gives customers greater control over their data.

The two components of digital empowerment: allow customers to update data held about them, and use data analytics to help customers make better decisions.

Accenture outlined actions to help businesses increase digital empowerment and use personal data responsibly:

1. Facilitate real-time adjustment of privacy settings and preferences
2. Analyze existing data and craft strategies to meet customers' demands for decision services
3. Convert data inventories into valuable insights for customers
4. Understand the economic trade-offs from increased customer empowerment
5. Assess the impact of using an “opt in” vs. “opt out” data collection model

Let Accenture help you improve customer satisfaction and apply analytics to help your customers make better decisions.

Stretch your boundaries. Securely.

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