Grow Personal Data Value by Turning Risk into Opportunity: Stewardship

Five principles of corporate digital responsibility:

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

**Digital Stewardship:** Ensures that the management of personal data is consistent with consumers’ expectations.

Companies with secure data-management approaches that also reflect customers’ expectations of privacy can differentiate themselves from the competition.

Accenture defined the following actions to help businesses become good stewards of their customers' personal data:

1. Create and maintain a data inventory that defines key information assets, the level of sensitivity and the data owners
2. Establish clear data governance structures with board-level responsibility
3. Put in place a company-wide, locally tailored data protection policy
4. Conduct regular resilience tests to model the effects of cyber attacks
5. Create contingency plans for cyber attack responses
6. Assess and monitor suppliers’ data-handling standards

Let Accenture help you ensure that your management of personal data is consistent with your customers’ expectations.

Stretch your boundaries. Securely.

Learn more at www.accenture.com/digitalresponsibility
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