

A large, stylized orange chevron pointing to the right, serving as a background for the text "High performance. Delivered."

**High performance. Delivered.**

## Guarding and Growing Personal Data Value: Transform Risks into Opportunities

Businesses collect massive volumes of data from customers to personalize offerings, innovate products and diversify into new markets.

But companies face growing challenges to their continued use of this data:

First, customers are turning away from companies they do not trust to protect their data;

Second, governments are adding new regulations in response to consumer concerns over data collection and privacy;

And third, watchdog groups are increasing their scrutiny of business data practices and they are influencing your customers.

To help organizations manage these risks, Accenture researched and identified five principles that form the backbone of an important new concept: corporate digital responsibility:

### Digital Stewardship:

Ensures that the management of personal data is consistent with consumers' expectations.

### Digital Transparency:

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

### Digital Empowerment:

Gives customers greater control over their data.

### Digital Equity:

Clarifies the benefits customers receive in return for sharing their data.

### Digital Inclusion:

Puts personal data in service toward social improvement.

Let Accenture help you turn the potential risks associated with collecting and using personal data into opportunities for business differentiation and growth.

**Stretch your boundaries. Securely.**

Learn more at  
[www.accenture.com/digitalresponsibility](http://www.accenture.com/digitalresponsibility)

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