

PRIVACY IN A DIGITAL WORLD

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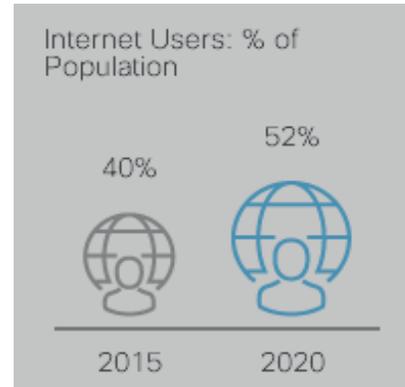


LIFE IS FOR SHARING.

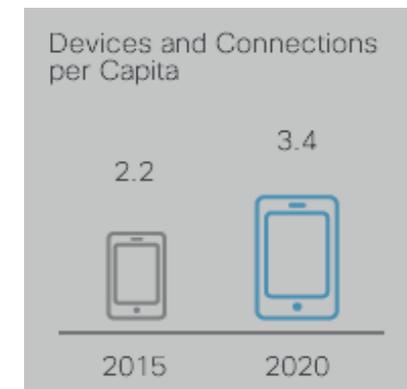
DATA EXCHANGE, PROCESSING AND ANALYTICS CONTINUE TO INCREASE



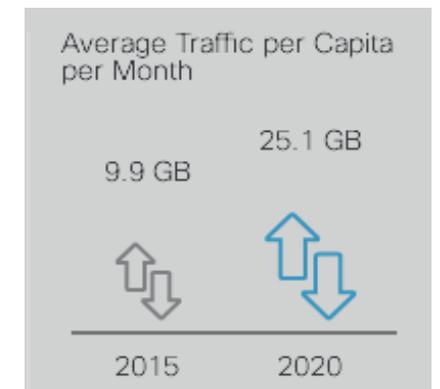
Extensive collection and processing of personal data



Increasing complexity through global data flows



Comprehensive connection of devices and everyday objects



Source: CISCO, VNI Complete Forecast Highlights Tool, 2016

“... in the 60 seconds you've been on this (internet) page, approximately 1354440 GB (1.35 Petabytes) of data was transferred over the internet ...”

TODAY'S DIGITAL SOCIETY IS BASED ON PROCESSING LARGE AMOUNTS OF DATA.



LIFE IS FOR SHARING.

PUBLIC SKEPTICISM AND LACK OF TRUST ENDANGER DIGITAL BUSINESS MODELS

CERES study "Digital Self-Determination"*

91% of Germans believe that users' **personal data** is accessed on the Internet unnoticed.

82% believe that most companies share their customer data **with other companies**.

85% believe there is **no way to find out** which private companies or government agencies save their customers' **personal data**.

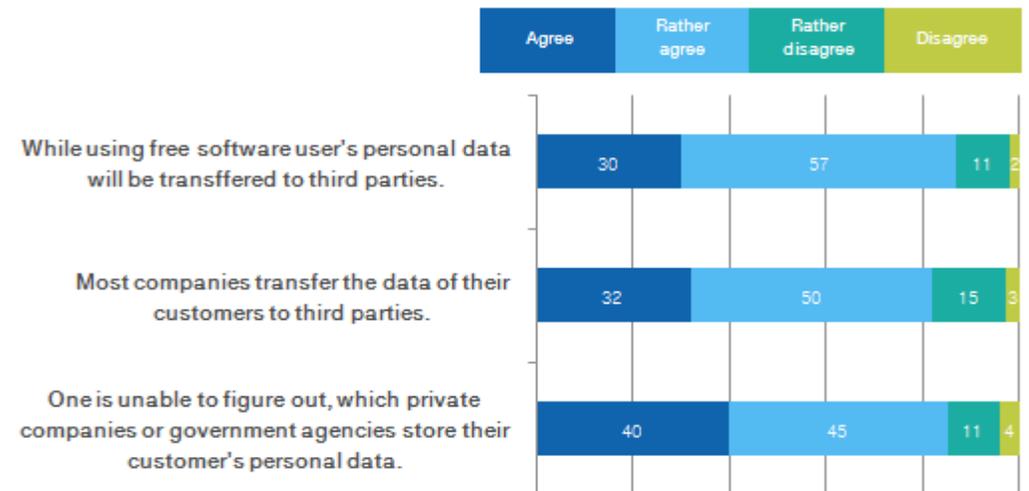
Dimap study "EU and Digitization"**

80% of Germans aged 18-24 want politicians "to pay special attention to **strengthening privacy protection**."

NTIA survey – U.S.***

45% of 41,000 surveyed American **households** stated that they limit their Internet use due to **privacy concerns**.

Example excerpts from CERES study*



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* Source: Study "Digital Self-Determination"; CERES (Center for Ethics, Rights, Economics and Social Sciences of Health) on behalf of Deutsche Telekom 2016

** Source: Study "

***Source: Study

"; Dimap on behalf of the German government's Federal Press Office, April 2016 (NTIA), May 2016

CUSTOMERS EXPECTATIONS AND DEMANDS*

TRANSPARENCY AND "DIGITAL SOVEREIGNTY"

91% of those surveyed want to know which data is available about them online.

95% want to be notified about the further use of their data.

88% want to have personalized influence over how their data is used and processed on the Internet.



* Source: Study "Digital Self-Determination"; CERES on behalf of Deutsche Telekom 2016





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