

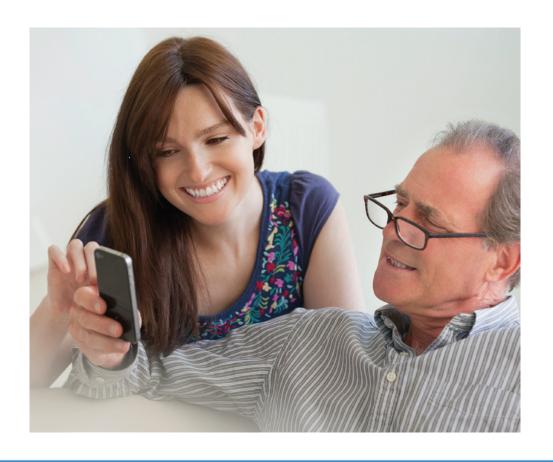
NAVIGATING THE "DATA-SCAPE"



We are all citizens of THE DIGITAL NATION

DECODING THE CONSUMER The New Science of Customer Behavior





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NAVIGATING THE DATA-SCAPE...

A VAST AND LIMITLESS DIGITAL EXPANSE



Building Digital Trust The role of data ethics in the Digital Age Accenture Labs www.Accenture.com/DataEthics



Universal Principles for Data Ethics



I. Respect the persons behind the data.



2. Account for the downstream uses of datasets.



3. Design practices that incorporate transparency, configurability, accountability, and auditability.



BUILDING A STRONGER, MORE SECURE DIGITAL NATION



THE POTENTIAL OF BLOCKCHAIN TECHNOLOGY



THE VOICE OF THE CONSUMER/ PATIENT