

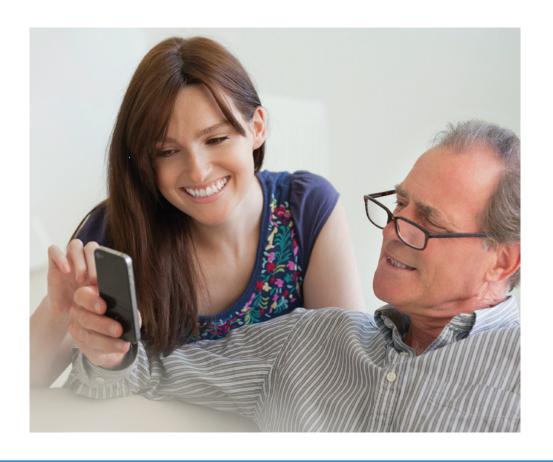
#### **NAVIGATING THE "DATA-SCAPE"**



## 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