

**Data Ethics**

**Leaders or Followers? What is our industry’s role in data privacy and transparency?**

**Roundtable Summary**

- More personal data are being collected now than ever before and is increasing every year. Not only are more data being collected, but more kinds of data as well. What we buy, the websites we visit, what we search for, what we say on social platforms and even our location via mobile devices can be collected and used for marketing purposes. Because the amount of data is so expansive, the risk of creating both literal and reputational harm is substantial. This roundtable will explore how marketers can take these risks and turn them into opportunities for leadership in this arena and building trust.

Objectives

Understand how members of our industry can be leaders in data transparency & privacy. Discuss whether current legislation goes far enough or too far.

Discussion Points

- Brief conversation about data privacy and transparency, and a short history of how we got to GDPR, CPRA, etc.
- Do current and proposed legislation go too far? Not far enough?
- How are we reacting to these data transparency & privacy regulations in our roles and as an industry?
- What is the role of our industry in data privacy? What recommendations do we have for the industry and/or for oversight bodies?
- What are our moral and ethical responsibilities as owners/users of massive PII data?

**Discussion Background: Data Privacy & Transparency**

More personal data are being collected now than ever before and the amount increases dramatically every year. Not only are more data being collected, but more kinds of data as well. What we buy, the websites we visit, what we search for, what we say on social platforms and even our location via mobile devices can be collected and used for marketing purposes. Because the amount of data is so expansive, the risk of creating both literal and reputational harm is substantial. This roundtable will explore how marketers can take these risks and turn them into opportunities for leadership in this arena and building trust.

While the new and expanding data privacy rules clearly present risks to the advertising ecosystem, they also suggest an opportunity for the industry to provide leadership. Companies that collect, manage and/or use personal data must do so in a way that is consistent with laws, yes, but they also have an ethical responsibility to proactively protect the data privacy of those individuals sharing their information. It is imperative to not to lose sight of the fact that these protections are essential for the proper management and use of such information.

Recently, some firms have launched to provide independent third-party certification of data privacy and transparency in order to create a greater sense of trust in the ecosystem that companies are doing what they say they are doing. Independent third-party verification for data privacy and transparency may be just as important now as it has been for decades in ad delivery, audience validation and brand lift studies for the same reasons.

Much of this industry is built upon the willingness of consumers to share portions of their personal data for access to services or other forms of value exchange, and each violation of their trust by one company has the potential to endanger the entire ecosystem. We must protect data privacy because it is the right thing to do, and we must protect data privacy because the advertising industry depends on it.

**Roundtable Chairs**



**Steven Millman**  
Global Head of Research & Data Science  
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Steven leads all data science and research activities at Dynata. He is a prolific speaker and author, multiple Ogilvy award winner, patent holder, and recipient of the prestigious Chairman's Prize from the Publishing & Data Research Forum. Steven is also a member of the Board of Trustees for the Advertising Research Foundation and a member of the Market Research Council.

Cecilia Dones is a 15+ year Data and Marketing Analytics Evangelist. Her interests lie in the intersection of technology, data, and how people and organizations make decisions. She has extensive experience in driving change in both large and small organizations. She is an expert in maximizing value from data by delivering quick analytical wins, operational excellence, and long-term advantage with analytical innovation.