



DATA PROTECTION  
WORLD FORUM



Manetu

# Restore user control for the good of our data ecosystem



Article produced by Manetu in association with Data Protection World Forum.



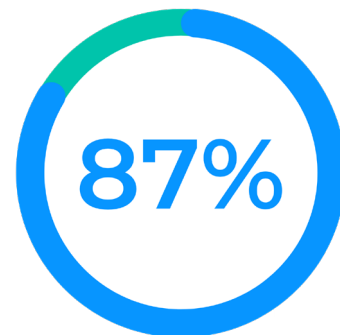
**We are becoming increasingly aware of the value and vulnerability of our digital identities.**

In some Native American traditions, Manetou is an omnipresent spirit capable of both good and evil. It exists within us all, and binds every aspect of the natural world.

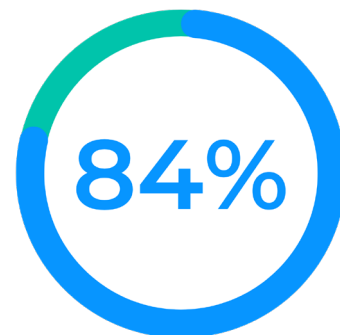
In many ways, data is the Manetou of modern society—an intangible power that is with us through our daily lives, helping us even when we're not aware of it. In commerce, we hand over our personal data, enabling the digital lifecycle to continue, grow and improve our existence. At least, that's the idea.

The integrity of our personal data is now a very real concern; a recent [KPMG survey](#) finds that **87% of Americans** now consider data privacy to be a human right, while **84% of Australians** feel that the issue is important and that personal data should be protected against harmful practices.

Across the world, we are becoming increasingly aware of the value and vulnerability of our digital identities.



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## Closer relationship with technology

The coronavirus has thrown the subject into stark relief: Working from home, conference calls, Zoom parties and online sharing skyrocketed as the virus, and lockdowns, spread. As a result we have all found ourselves embracing technology, or at least living with it, like never before.

This rapid transition to a tech-friendly lifestyle has accelerated online retail trends in the US by between five and ten years, says Walmart CEO, Doug McMillon, while IBM'S US Retail Index predicts ecommerce will grow by 20% this year.

The assessments are echoed by **leading entrepreneurs in the UK**, as global economies venture into “unchartered territory”, **according to research from Deloitte**.

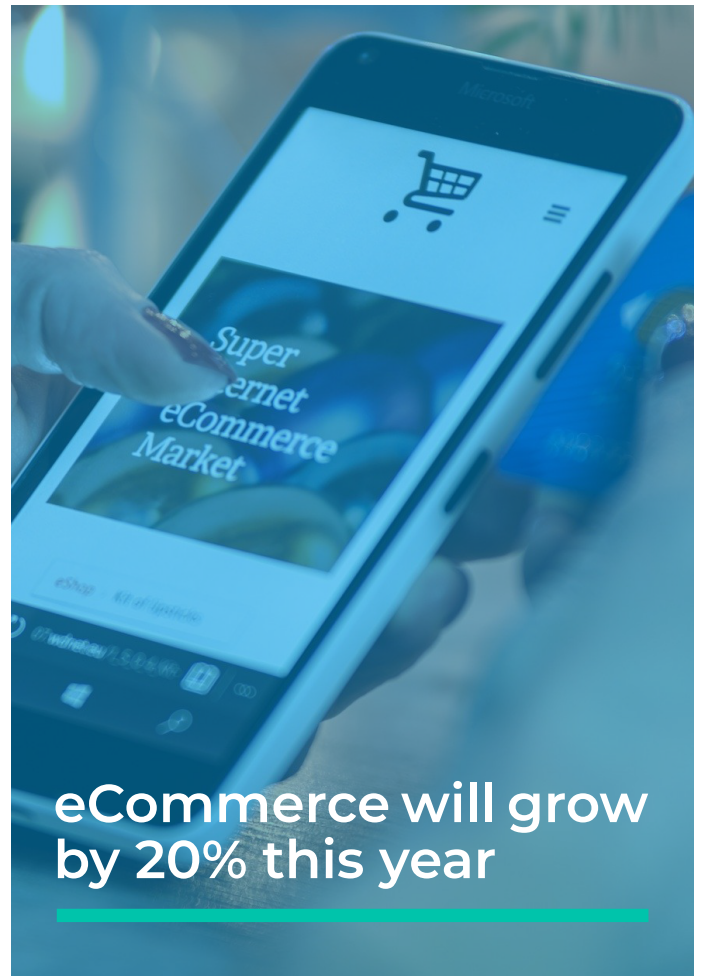
In short, lockdown has provoked a dramatic change in our relationship with personal data.

## What does this mean for enterprise?

But our ability to control our personal data lags behind the rate at which we generate it. Articulating the stark implications for global business, Julie Brill, Microsoft's Chief Privacy Officer recently said:



Today, it is simply too difficult for people to find out what personal data is collected about them or how it will be used. And there have been more than enough high-profile data breaches and stories about the misuse of personal data in recent years to give people pause about whether companies and government are good stewards of their personal data.



The good news is that we are moving in the right direction. Legislative frameworks such as the EU's General Data Protection Regulation (GDPR) have driven accountability and transparency, influencing and driving the evolution of data protection law worldwide.

Slowly but surely, companies are taking responsibility for their data handling, cultivating processes that reduce risk of data breach, thus keeping regulators at bay.

This is improving cybersecurity standards, protecting data and protecting people – real progress that sets us in good stead for the future.



### The final piece of the puzzle

As a global business community, we can do more, and it starts with putting the customer first. This means reaching out to the customer, championing their rights, and giving them full, user-friendly control over their private information.

Only through a data privacy strategy built upon consumer control can we demonstrate that the customer is fully respected as custodian of their personal data, and build trust.

Those who succeed will differentiate themselves through compliance, grow trust and earn greater market share. But more importantly, they will stand out as bastions of ethical data handling and be part of a drive to cultivate a stronger, safer, digital ecosystem for us all.

### How Manetu can help

At Manetu, we work to make this ambition a reality. Manetu's Consumer Privacy Manager (CPM®) is built from the ground up to make compliance simple. Our system ties together your business's sources of personal data using a single, secure, state-of-the-art privacy vault.

CPM puts people first, giving data subjects the ability to control their own data, quickly and easily in a single, easy-to-access space.

For customers, it's the freedom to be in control. For businesses, it's a road to compliance and a fast-track to customer satisfaction in an age when transparency, accountability and user control are paramount.

## Manetu CPM.

**It's data privacy made simple, data privacy done right.**

**Get started today.**

## Contact details

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