

GDPR – det er da ikke så viktig...

Nils Ola Bark, CDMO Atea Norge

@NilsOBark

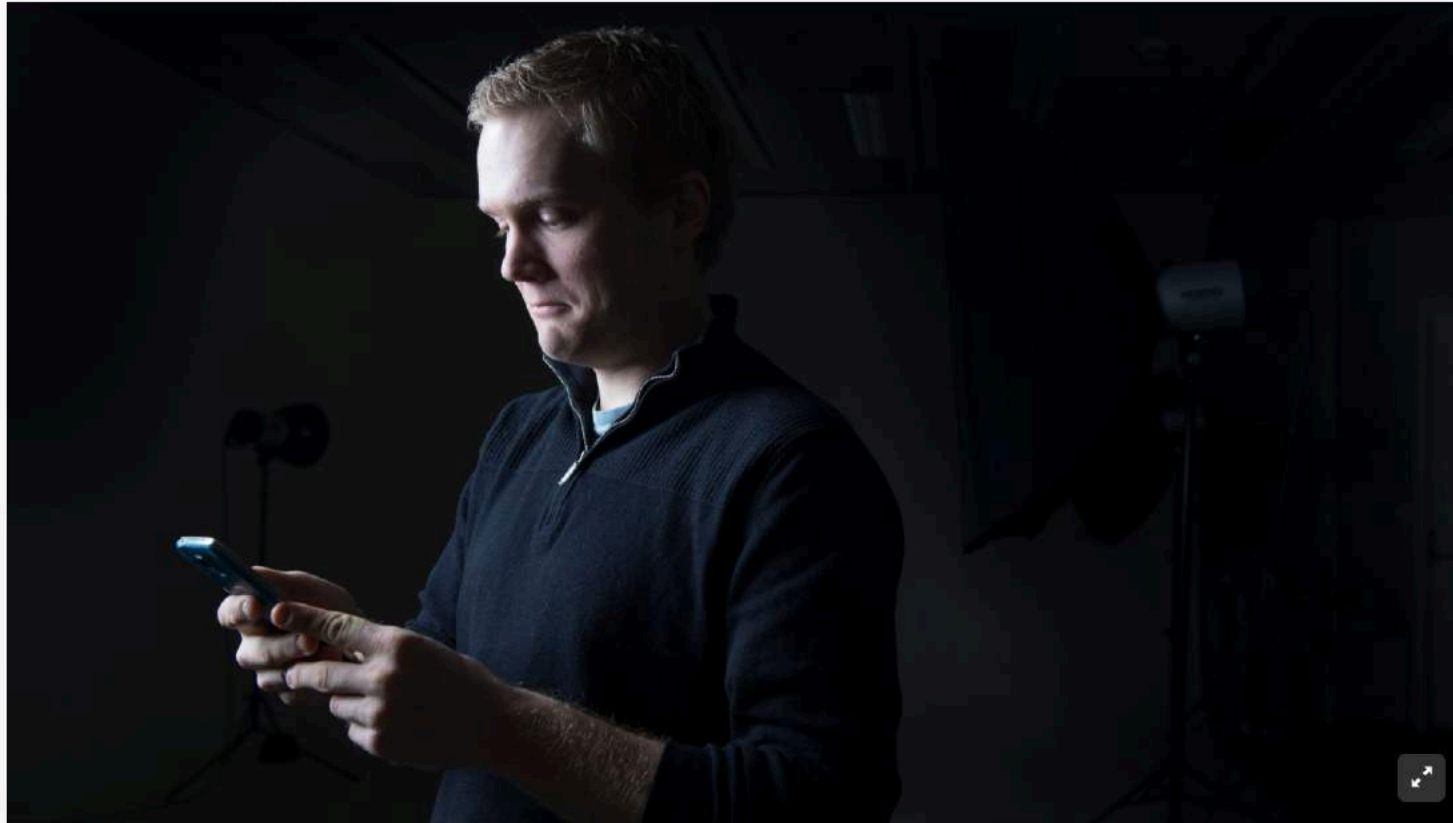
Om Atea

- Syv land i Norden og Baltikum
- Ca. 6 800 medarbeidere
- Markedsleder i Norden og Baltikum
- Tredje største IT-infrastrukturleverandør i Europa
- Omsetning 9 mrd NOK i Norge
- Omsetning 31 mrd NOK i hele konsernet


Situasjonen i 2017

Photo by Leon Yaakov / [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)

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– Dataene i bakkant av appen var fullstendig åpne, uten noen form for autentisering, sier it-utvikler Hallvard Nygård.

 FOTO: Anders Minge

Kundenes handlelister lå åpne i Rema 1000s Æ-app

INA GUNDERSEN

OPPDATERT: 01.FEB.2017 13:26 | PUBLISERT: 01.FEB.2017 10:10

Surveillance

Privacy experts fear Donald Trump running global surveillance network

Concerns raised that current US and UK surveillance system is 'ripe for further abuse under an autocratic, power-obsessed president'



This article is 3 months old

2,145

Spencer Ackerman in New York and Ewen MacAskill in London

Friday 11 November 2016 17.34 GMT



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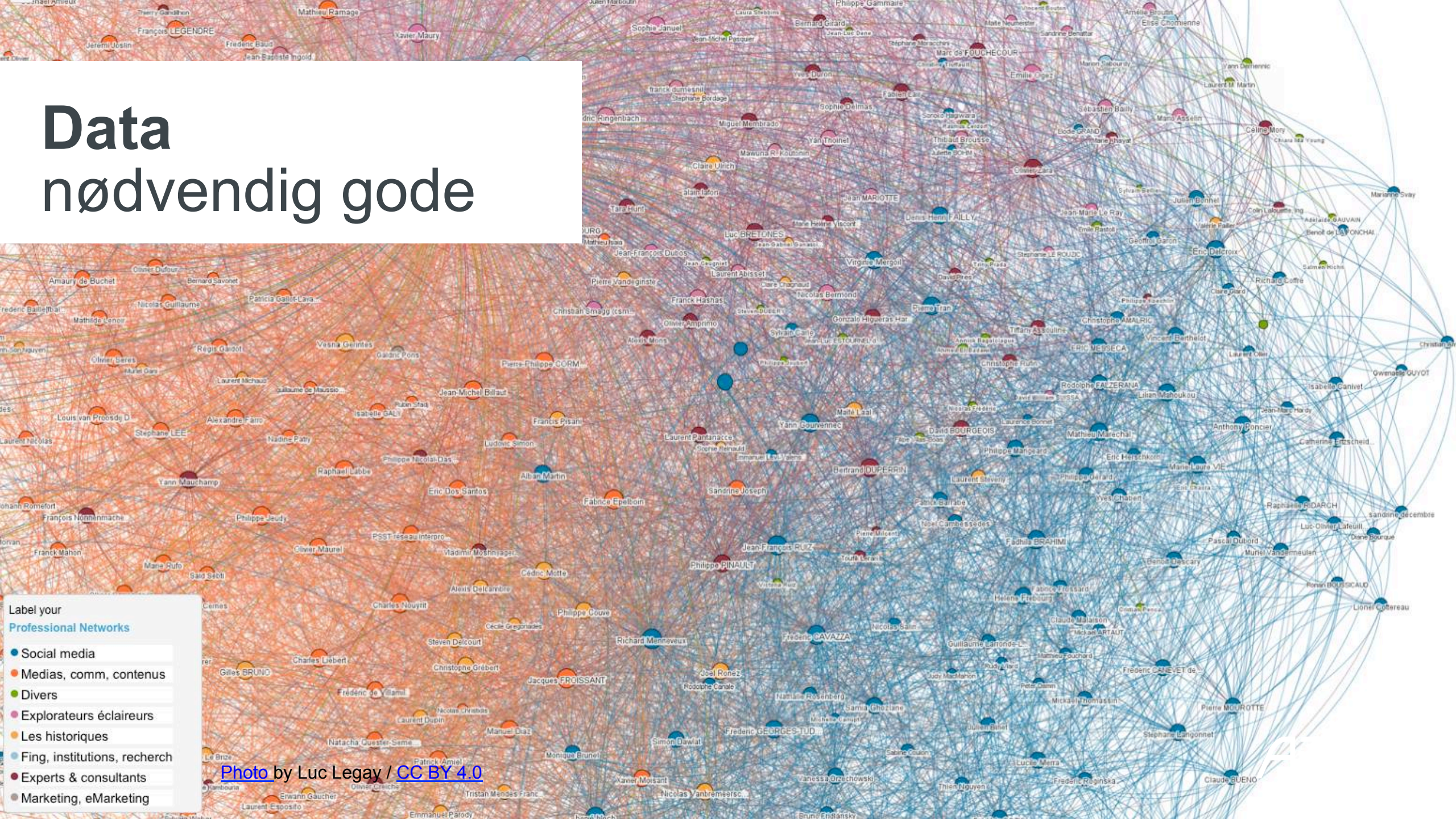
FOUNDED
2008

OVERVIEW
Meitu is a global innovator in mobile photography and video apps, including proprietary facial recognition and virtual makeup try-on technologies. Since launching in 2008, Meitu has built a suite of apps including MeituPic, Meipai, SelfieCity, BeautyCam, BeautyPlus, Airbrush and MakeupPlus that are installed on more than 1 billion unique devices, and growing by more than 200 million new activations ...

LOCATION
Xiamen, 07

CATEGORIES
Social Media, iOS, Mobile

Data nødvendig gode



Label your
Professional Networks

- Social media
- Medias, comm, contenus
- Divers
- Explorateurs éclairés
- Les historiques
- Fing, institutions, recherch
- Experts & consultants
- Marketing, eMarketing

Photo by Luc Legay / CC BY 4.0

Alternativet kan bli fatalt

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GDPR-undersøkelsen

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1. Nesten **ingen** har satt seg inn i
ny personvernlovgivning

2. Få har startet tilpasningsarbeidet
og **1 av 3** kjenner ikke til lovgivningen

3. Halvparten av norske ledere vet ikke hvorfor arbeid med personvernrutiner ikke har startet i virksomheten

4. Kun 2 av 5 norske virksomheter mener de har gode nok personvernrutiner

5. Kun 2 av 5 norske virksomheter oppfyller krav til dokumentasjon om innsamlede personopplysninger

**Slik gjør vi det
i Atea**

AETA
IT-Security

AETA



Michael Jacobs @JacobsMichja · Feb 5
aftenposten.no/meninger/debat... @AteaNorge #gdpr



Neste år vil norske bedrifter møte et nytt regelverk som krever kraftig ...

Det gjelder å ha startet spurten tidlig, før EUs nye personvernregler trer i kraft om et drøyt år.

aftenposten.no

← 1 ↻ 17 ❤️ 18



Bjørn Erik Thon @bjornerikthon · Feb 5
 @JacobsMichja @AteaNorge @Aftenposten Hmmm, dette var merkelig kritikk. Hva savnet du? Foredrag? Veiledere? Konkrete råd? Møter?

🌐 Translate from Norwegian

← 1 ↻ 1 ❤️ 1



Michael Jacobs @JacobsMichja · Feb 5
 @bjornerikthon Gjerne mer av alt. Snakk mer og "høyere" om GDPR i media, slik at norske virksomheter skjønner alvoret@AteaNorge@Aftenposten

🌐 Translate from Norwegian

← 1 ↻ 2 ❤️ 2



Bjørn Erik Thon @bjornerikthon · Feb 5
 @JacobsMichja Ikke overvurdert effekten av skremsler, og det er skivebom å dømme innsatsen ut fra antall medieoppslag.

🌐 Translate from Norwegian

← 1 ↻ 1 ❤️ 1



Michael Jacobs @JacobsMichja · Feb 5
 @bjornerikthon Opplysning er ikke skremsler. Tror ikke ledere kan nok om viktige tema. La oss få det høyere på agendaen. Felles arrangement?

🌐 Translate from Norwegian

← 1 ↻ 1 ❤️ 1



Bjørn Erik Thon @bjornerikthon · Feb 5
 @JacobsMichja Vi gjør masse godt infoarbeid,, men er udmyk: Norge har 100 av SMBs og oppgaven er formidabel. Felles arrang? Absolutt!

🌐 Translate from Norwegian

← 1 ↻ 1 ❤️ 1



Michael Jacobs
 @JacobsMichja

Following

@bjornerikthon Flott. Vi tar initiativ.

🌐 Translate from Norwegian

6:31 PM - 5 Feb 2017

← ↻ ❤️

Se mulighetene
til å bygge relasjon



ATERA

**Se mulighetene
til å rydde**



ATEA



Security is not just a feature. It's our foundation.

Every design decision in 1Password begins with the safety and privacy of your data in mind. It takes a combination of policy, innovative thinking, and a deep respect for your right to privacy.

Control where you keep your most important information.





GDPR er da ikke så viktig...

Mvh

Topp 10 reklamebyer i Byråprofil



Olivier Corradi

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French & Danish - Building Artificial Intelligence for a sustainable future

Feb 29, 2016 · 10 min read

How we're creating a privacy-preserving AI for your smartphone

Snips is about instantly accessing your personal data (places, meetings, colleagues, bookings...) on your smartphone, and providing you with a quick access to associated apps. To do that, the Snips AI constructs a knowledge graph of your personal data, and understands how you interact with that data in a given context. It understands that you go to the gym on Tuesdays, and that you communicate with your sister using WhatsApp.

Building a product heavily based on Artificial Intelligence is a challenging task. We face three main challenges when building such an AI-based product:

1. People tend to have a **mental model** of how a product works. They

Lykke til!