Chapter 3: At a glance

The Issue

Data can enrich people's experiences and opportunities, but people often do not feel in control of their personal data and security risks are increasing.

How much control do you feel you have over the information you share online?

- 50% Partial control
- 31% No control at all
- 15% Complete control
- 4% It depends on the website
- 1% Don't know

Source: Eurobarometer (2015)

Our Belief

01. NEW DATA ETHICS
A human-centric approach should empower people to decide how and when their data is used.

02. TRANSPARENCY AND CHOICE
People should have access to their data and to all the information generated by them while having meaningful choices to be able to enjoy the value of their data.

03. NEW FORMS OF PUBLIC AND PRIVATE COOPERATION
New forms of public-private cooperation as well as additional efforts to improve the security of products and services are needed.

04. GUARANTEEING SECURITY
It will be important to create a level playing field to enhance cybersecurity across the whole value chain.