



zynapp
everything you.

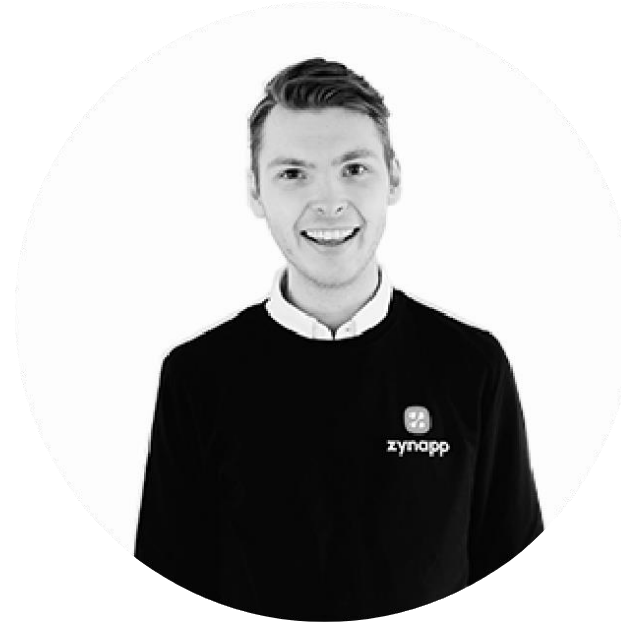
AI-Marketing & Juridik: Ett olyckligt äktenskap

AI for Marketing Summit, 6 mars 2019.





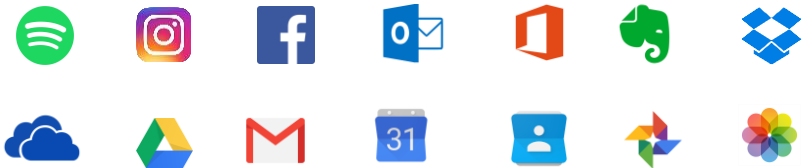
Hanna Kjellman
Privacy & Legal Officer



Linus Jonsheden
~~Community Manager~~
Head of Global Analytics Development
& Lead Digital Customer Engineer

Ett privat valv för din data

Zynapp **samlar** innehåll från olika tjänster och enheter så att du kan ta **kontrollen** över dina kontexter och **hitta** snabbare i ditt innehåll.



VISION

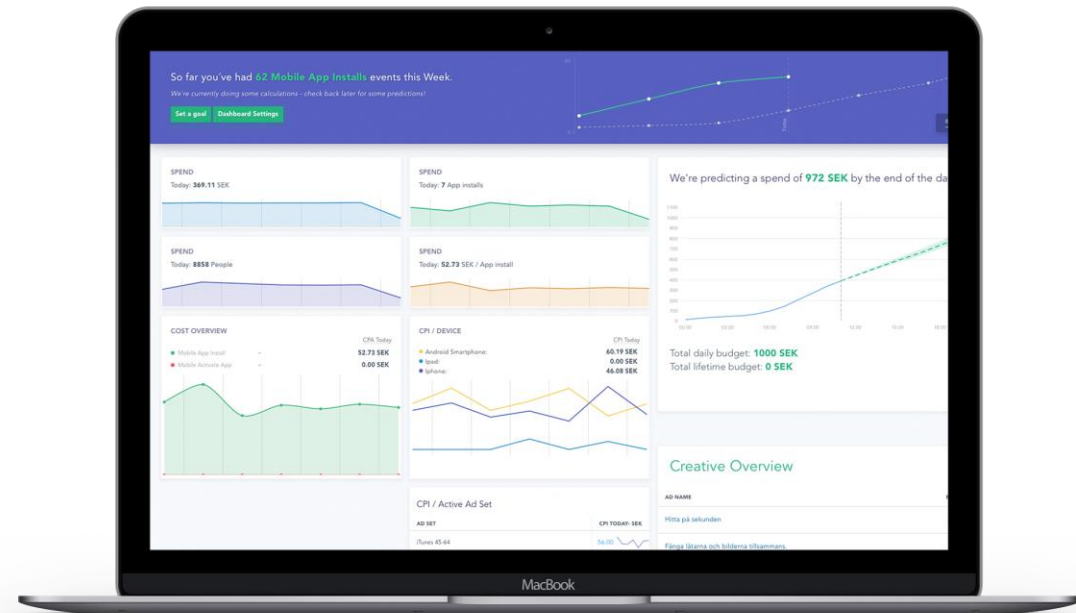
**A society where the power over
data belongs to the people**



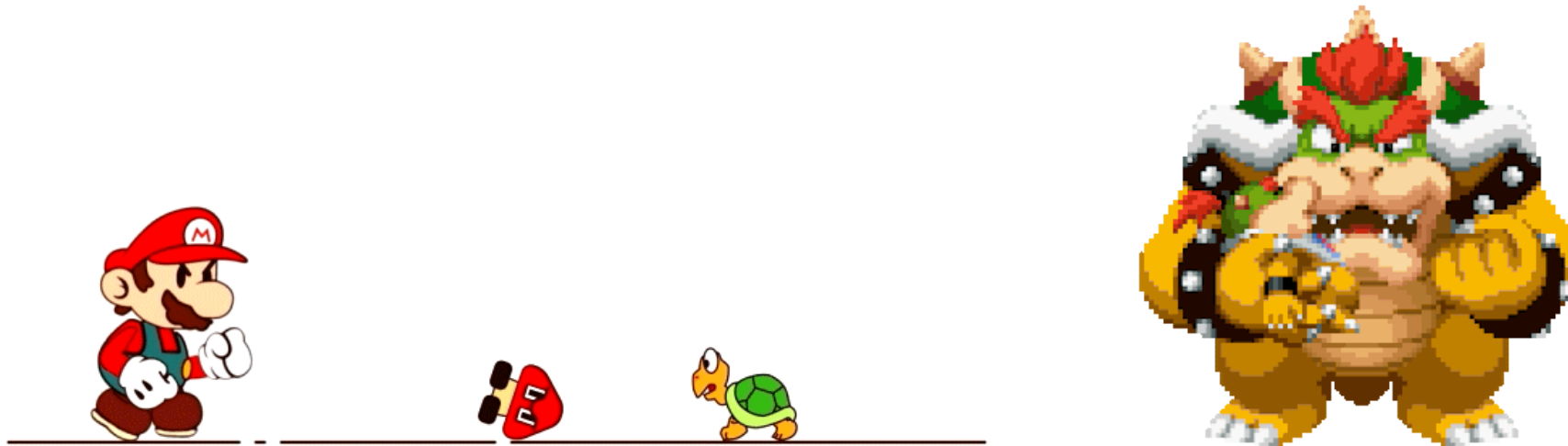
zynapp

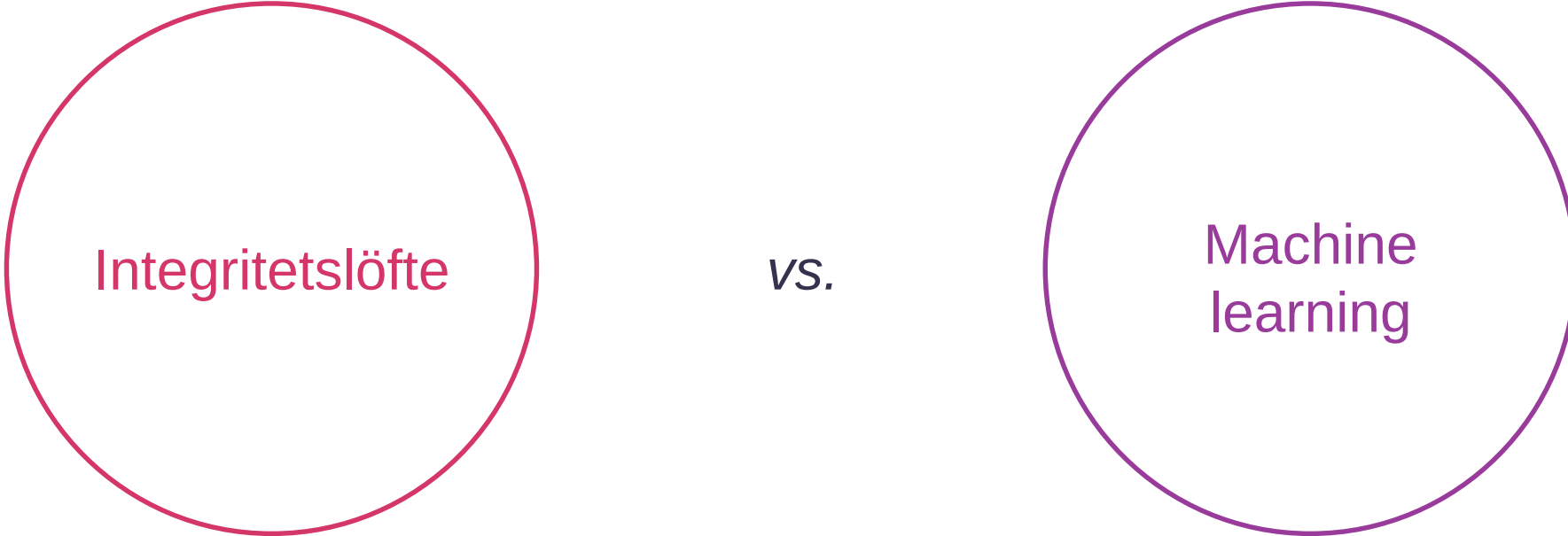
Hur jobbar vi med AI?

- Budgivningsalgoritm
- Machine learning
- Marketing automation system



Marketing vs. Legal





Integritetslöfte

vs.

Machine
learning

FRAM MED MENTOMETERKNAPPARNA

**Har du upplevt direkta effekter av GDPR
när du har jobbat med AI?**

Privacy Policy



At Etsy, we care deeply about privacy. We believe in transparency, and we're committed to being upfront about our privacy practices, including how we treat your personal information. We know you care about your privacy too, so we provide settings that allow you to choose how certain information is used by Etsy. This policy explains our privacy practices for Etsy.com and EtsyStudio.com (we'll refer to Etsy.com and EtsyStudio.com collectively as the "Site"), Etsy's mobile applications (the "Apps"), Pattern by Etsy, Etsy Payments, and our other services provided by Etsy, Inc. or Etsy Ireland UC (collectively, "Etsy"). We'll refer to the Site, the Apps, Pattern by Etsy, Etsy Payments, and our other services as the "Services." If you are located outside of North America and South America, Etsy Ireland UC is the data controller and is responsible for your personal information.

YAHOO!

New Privacy and Terms

Yahoo is now part of Oath, the media and tech company today's top news, sports and entertainment sites and ap

By choosing "I accept" below, you agree to Oath's new [Terms of Service and Privacy Policy](#). Below is a summary of some of our approach to privacy, cl



Product Pricing Integrations & Apps Slack

Privacy Policy

Protecting your privacy is really important to us. Accordingly, we're providing this Privacy Policy to explain our collection, use and disclosure of information that we receive when you use our Services. This policy applies to the information we collect from you and from third-party websites, services or applications, even if they are accessible through our Services. This policy is subject to the privacy policy in effect at the time that information is collected. We may, however, update this policy from time to time. If we make any material changes to this Privacy Policy, we'll notify you of those changes on our Services or by sending you an email or other notification, and we'll indicate when those changes take effect. Please note that, unless we define a term in this Privacy Policy, all capitalized words used in this Privacy Policy have the same meaning as our Terms of Service.

Hi there,

To support the upcoming changes in EU data regulation (GDPR), Splitwise has improved our Terms of Service and Privacy Policy to make it easier for you to understand what data we collect and what it's used for.

What's changing?

- Nothing is changing about the type of data Splitwise collects or how we use it. Splitwise doesn't share your data for marketing purposes, and we don't share your information with other parties without your consent, except for the specific reasons listed in our Privacy Policy.
- We've re-written our Privacy Policy for improved clarity. We've added more information about what your data is used for, and who it's shared with.



Instagram

Please take a moment to review some changes to our Terms and Data Policy. Let us know if you agree to them to continue using Instagram.

Updates to Our Terms and Data Policy

Your Instagram experience isn't changing, and you still own your photos and videos. We are giving you better ways to access your data and understand how it's used.

Instagram has been a part of Facebook since 2012, and we're making some corporate changes. Going forward, our terms will reflect that Facebook Inc. is responsible for Instagram. The Instagram app and the way we process your data are not changing.

Our Terms are now more clear about the service we provide, and what we expect from every member of our community to keep Instagram a safe place for everyone. Here are some updates we want to make sure you know about:



Hi Rebecca,

We're always looking for new ways to improve how you create and work together using Dropbox. That's why we recently launched several new [productivity tools and sharing features](#). And there's more to come. To support these changes, we've made a few updates to our Terms of Service and Privacy Policy.

Here's a quick summary.

- **Privacy Shield.** We're excited to be certified under the EU-U.S. Privacy Shield Framework, and have updated our Privacy Policy to reflect this update.



Protecting your privacy

We believe you should always know what data we collect from you and how we use it, and that you should have meaningful control over both. As part of our ongoing commitment to transparency, and in preparation for new data protection laws that take effect next month, we're updating our Privacy Policy to empower you to make the best decisions about the information that you share with us.

You should read our new policy in full, but the key updates include:

- More focus on the controls we offer you over your personal data;
- More focus on how Twitter shares your public data broadly and instantly, including through our developer tools;
- More transparency and control over how we share your data with business partners; and
- More clarity about how we share your data to prevent harm, comply with law, serve the public interest, and keep Twitter safe and welcoming for everyone.



Laglig personuppgiftsbehandling

- ii. For apps, a clear and prominent link that is easily accessible inside your app settings or any privacy policy and from within any store or website where your app is distributed that links to a clear explanation (a) that third parties, including Facebook, may collect or receive information from your app and other apps and use that information to provide measurement services and targeted ads, and (b) how and where users can opt-out of the collection and use of information for ad targeting.
- c. In jurisdictions that require informed consent for the storing and accessing of cookies or other information on an end user's device (such as but not limited to the European Union), you must ensure, in a verifiable manner, that an **end user provides the necessary consent before you use Facebook Business Tools** to enable us to store and access cookies or other information on the end user's device. (For suggestions on implementing consent mechanisms, visit [Facebook's Cookie Consent Guide for Sites and Apps](#).)

Ovan medför alltså skyldighet för er att upplysa om cookies på er webb och andra platser enligt gällande regelverk och att användare samtycker (till cookies – vilket också kan innefatta personuppgiftsbehandling i sammanhanget). Facebook ger också i sista meningen viss vägledning om hur sådant samtycke kan inhämtas. Vi kan generellt rekommendera http://ec.europa.eu/ipg/basics/legal/cookies/index_en.htm#section_5. Vid implementeringen av cookie-notis och godkännande blir det viktigt för er att tillse att Pixel inte aktiveras innan

Case 1: Facebookpixeln

Men slutsatsen blir således att om ni ska vara fullt compliant så krävs dels samtycke på förhand samt full policy information. Det kan dock noteras att det avviker från vad som är branschstandard...

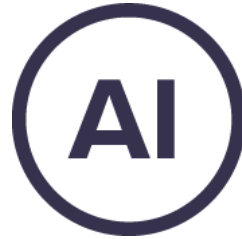
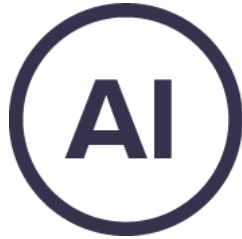
Mvh

Pixeln) eller innan appen börjar användas (om det är fråga om SDK). Här blir det alltså att se över i vilken miljö ni har implementerat Pixel-koden / från vilken plats användaren "spåras" på väg till App Store / Google Play etc. Där ska informationen ges och samtycket inhämtas.

När användaren väl har hamnat i App Store / Google Play har ju behandlingen / cookieplaceringen strikt sett redan ägt rum. Möjligheten för er att informera på rätt sätt och inhämta samtycke kommer därmed bero på hur och var er annonsering sker.

Facebook själva rekommenderar (för appar) enligt ovan att informationen görs "*accessible inside your app settings or any privacy policy and from within any store or website where your app is distributed*" – detta kan ju i praktiken innebära att informationen tillhandahålls vid en senare tidpunkt med då har ni åtminstone agerat i linje med Facebooks villkor.

Men slutsatsen blir således att om ni ska vara fullt compliant så krävs dels samtycke på förhand samt full policy information. Det kan dock noteras att det avviker från vad som är branschstandard...



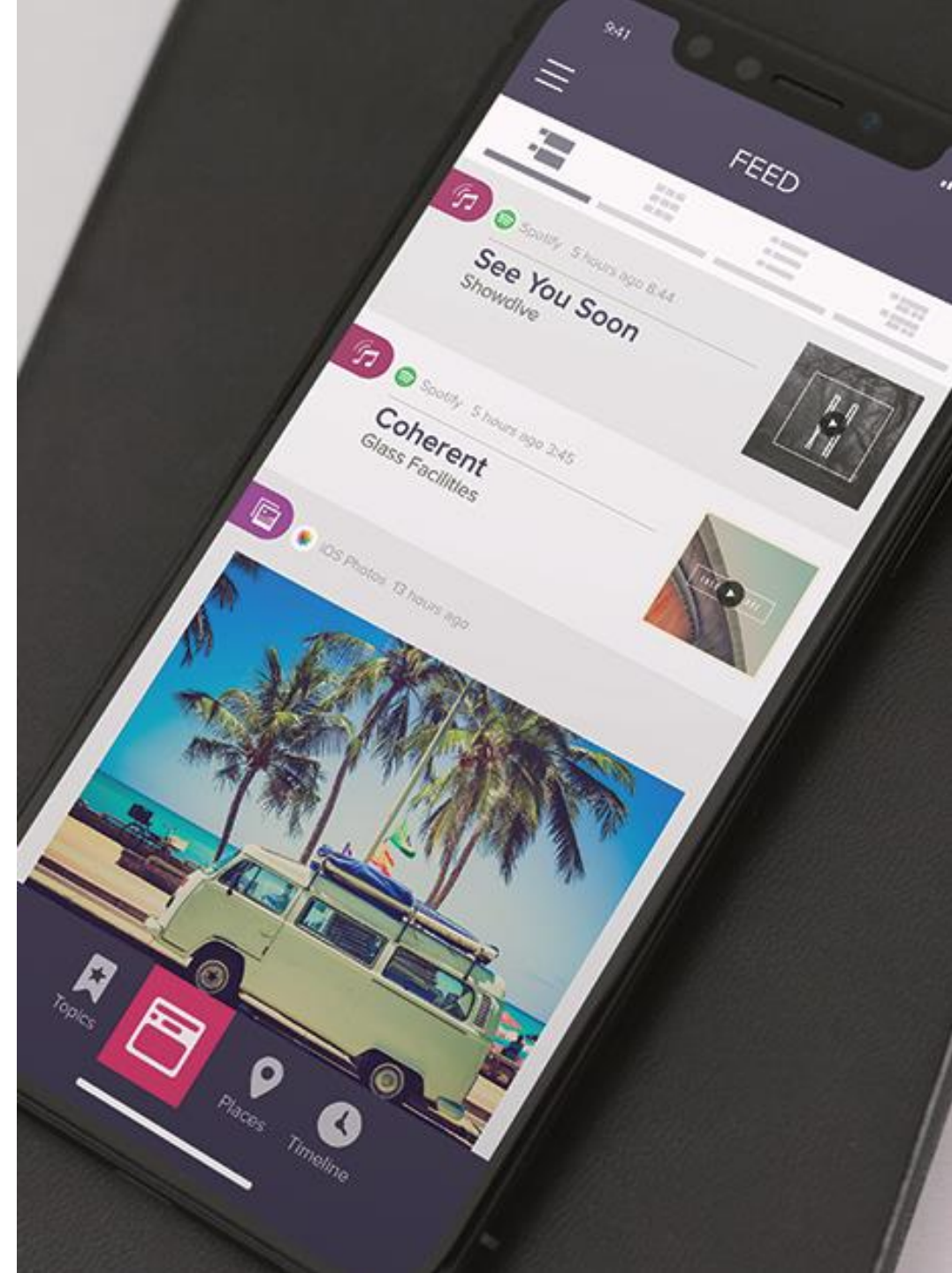
Jag vill jättegärna dela
all min data med Facebook.



Case 1.5

Zynapp har ett starkt integritetslöfte som gör att vi exv. saknar insikter för att arbeta med AI inom CRM, segmentering och så vidare.

Hur kan AI inom marketing påverkas av värderingar?





Tänk på det när du tar en selfie

Relevanta produkter driver user retention, det är givet. Zynapp processar stora mängder data som sen ska göras relevant för användaren.

Kan marknad få ett face recognition-AI?



FRAM MED MENTOMETERKNAPPARNA

Vem tror ni vann striden om Face Recognition?



Men Hanna, vad får man göra då?

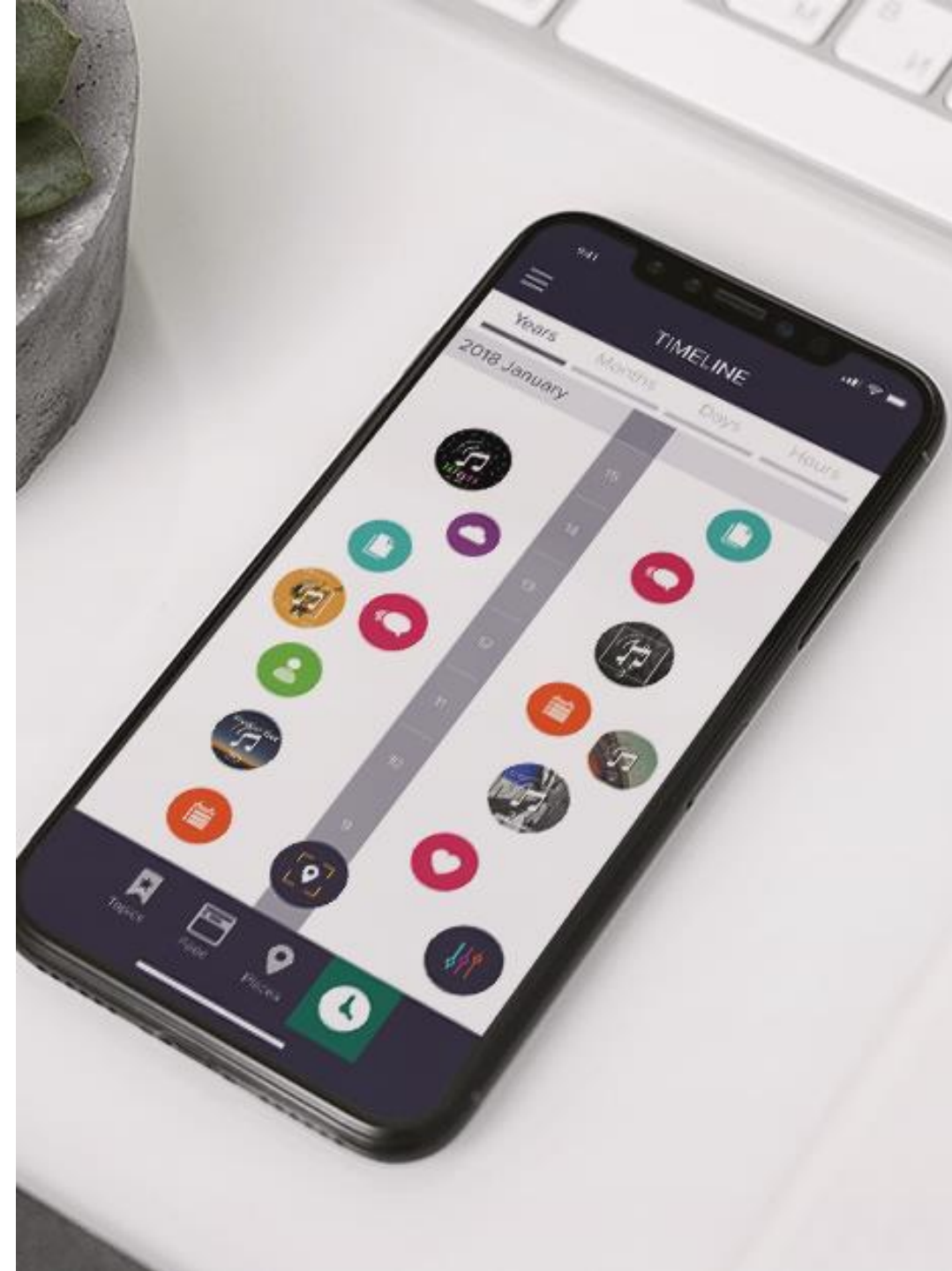
"Det beror på...":

- Uppgifternas känslighet
- Skyddet för uppgifterna (tekniskt, organisatoriskt)
- Hur många som har tillgång till dem
- Hur uppgifterna lagras och hanteras



Framtidens annonsmarknad

- Branschen behöver hjälpa lagstiftaren och vara bollplank i ett tidigare skede
- Självreglering
- Individens ägandeskap av data i centrum
- "The stamp collecting device"
- Transparens gentemot kunder/registrerade ger ömsesidig vinning



SLUTLIGEN

”Move fast and ~~break~~ things”
fix



zynapp

everything you.