Big Data
Access & Partnership
WE NEED TO BUILD TRUST

IN GOD
WE TRUST
ALL OTHERS
MUST BRING
DATA
PARTNERSHIPS

ARE BUILT ON TRUST.
AND THE SAME GOES FOR DATA SECURITY

“Your recent Amazon purchases, Tweet score and location history makes you 23.5% welcome here.”
PARTNERSHIPS – WE NEED THEM – BUT...

- Are the interests mutual and non-conflicting?
- Are data as a public good equal to expropriation?
- How equal are the partners in relation to interests, capacities and competences?
- Purposes of partnership – what are they?
- And what are the obstacles?
DATA SECURITY

- Core in relation to the trust of citizens as well as politicians
- The right not to be recognized – for individuals as well as companies
- Rules – Regulations – Supervision
- Data Security – a question of culture
- NSI’s manage data security and the right not to be recognized on a daily basis
Thank you very much for your attention

- Niels Ploug – Director, Social Statistics – Statistics Denmark
- Contact: npl@dst.dk