

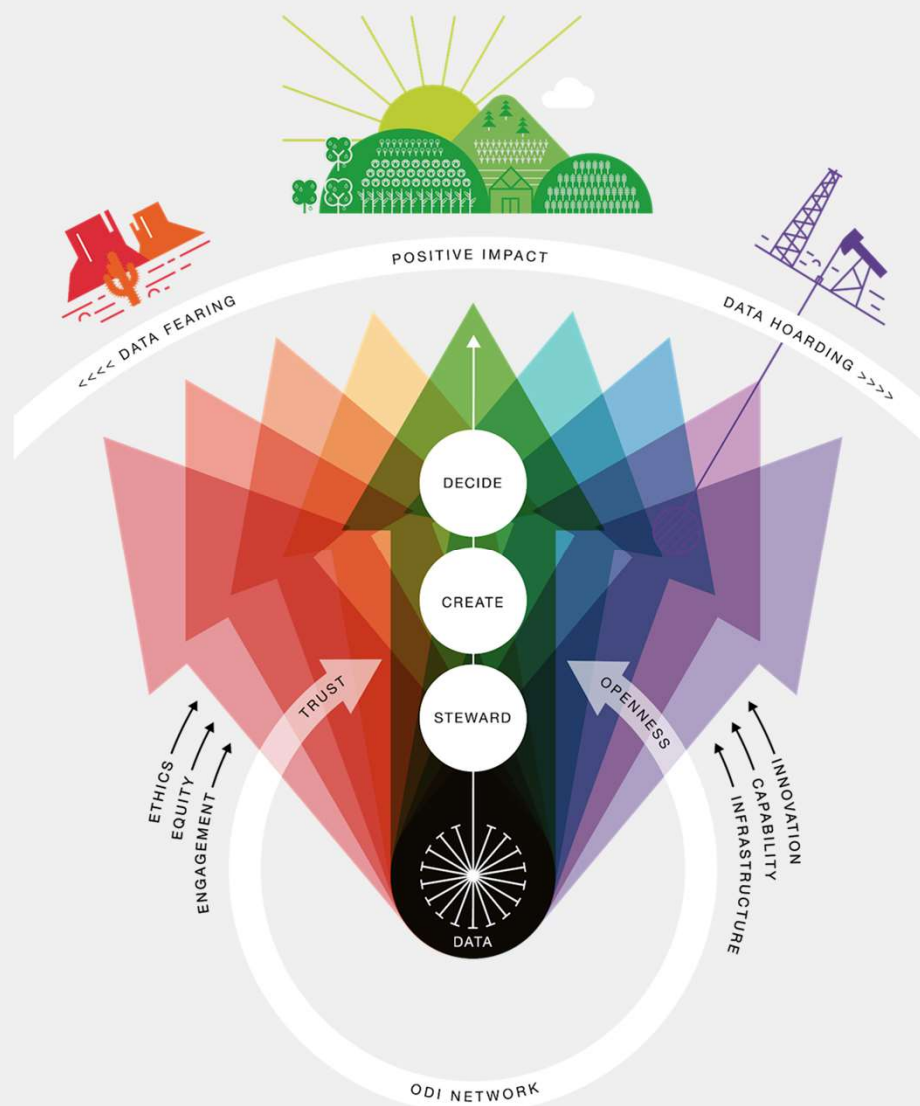


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Use versus protection: **The ODI**

**We want data to work for everyone** – for people, organisations and communities to use data to make better decisions and be protected from any harmful impacts



## Use versus protection: **What worries me**



### **data protection as a barrier**

setting up use vs protection as a trade off, leading to privacy concerns being ignored



### **distrust by association**

conspiracy theories that arise when public organisations work with untrusted companies



### **normalising the emergency**

assuming current use of data is a new normal, when the acceptability of use of data is highly contextual



# openness & transparency

**So there are no surprises.  
So everyone can benefit.**



# learning governance

**So decisions will be scrutinised.  
So approaches can change.**

