



**GPDP**

GARANTE  
PER LA PROTEZIONE  
DEI DATI PERSONALI



DATA PROTECTION, NOT A COST BUT AN ASSET

Guido Scorza  
g.scorza@gpdp.it

**Good afternoon**





**Let me start with my favourite  
disclaimer**

**I'm only a quarter of the board of Italian data  
protection Authority and then ...**





**...I will share with you only some  
personal opinions about the privacy in  
the business activities**





**I chose to talk about this topic here because...**



**...this is the heart of the right to data protection today but also because I believe that's the only sustainable approach in the business context...**

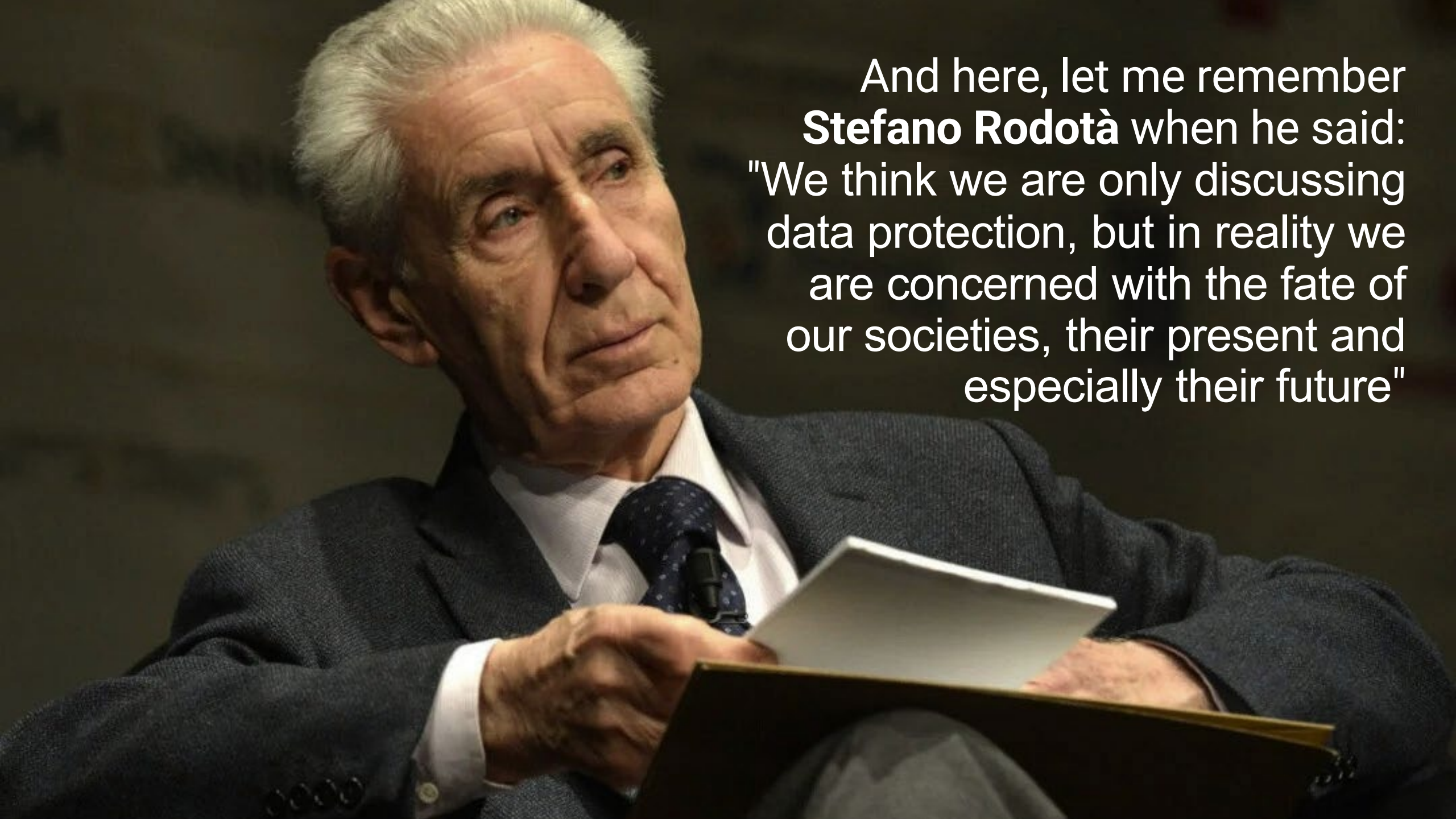
To be continued...

**We cannot keep asking companies to invest more and more in security and data protection "just" because the law**



# BUT

**Let me say that I really believe that take care about security and data protection today, in a business perspective, simply is the right thing to do**



And here, let me remember **Stefano Rodotà** when he said:  
"We think we are only discussing data protection, but in reality we are concerned with the fate of our societies, their present and especially their future"



**This statement was  
extraordinarily true twenty years  
ago and I believe it is even more  
so today, in the data society in  
which we live**





Today, every aspect of our lives, every important moment, every choice depends on the personal data we share or do not share or someone can access or not





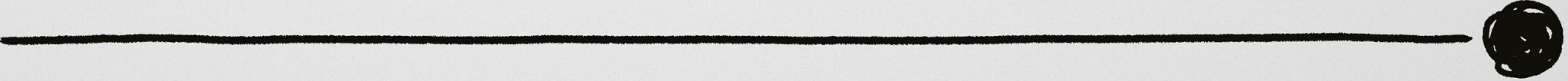
**And it is the same for the life of public and private entities...**



**...their success or failure, their reputation, their value depends on how they invest in protecting the personal data of their customers, their suppliers, their employees.**



**But this could be the  
conclusion of our  
reasoning**





**Let me rewind the tape for a few minutes**





**More than 20 years ago our authority organized an international conference with a title extraordinary close to my today speech: "Privacy, from a cost to an asset"**



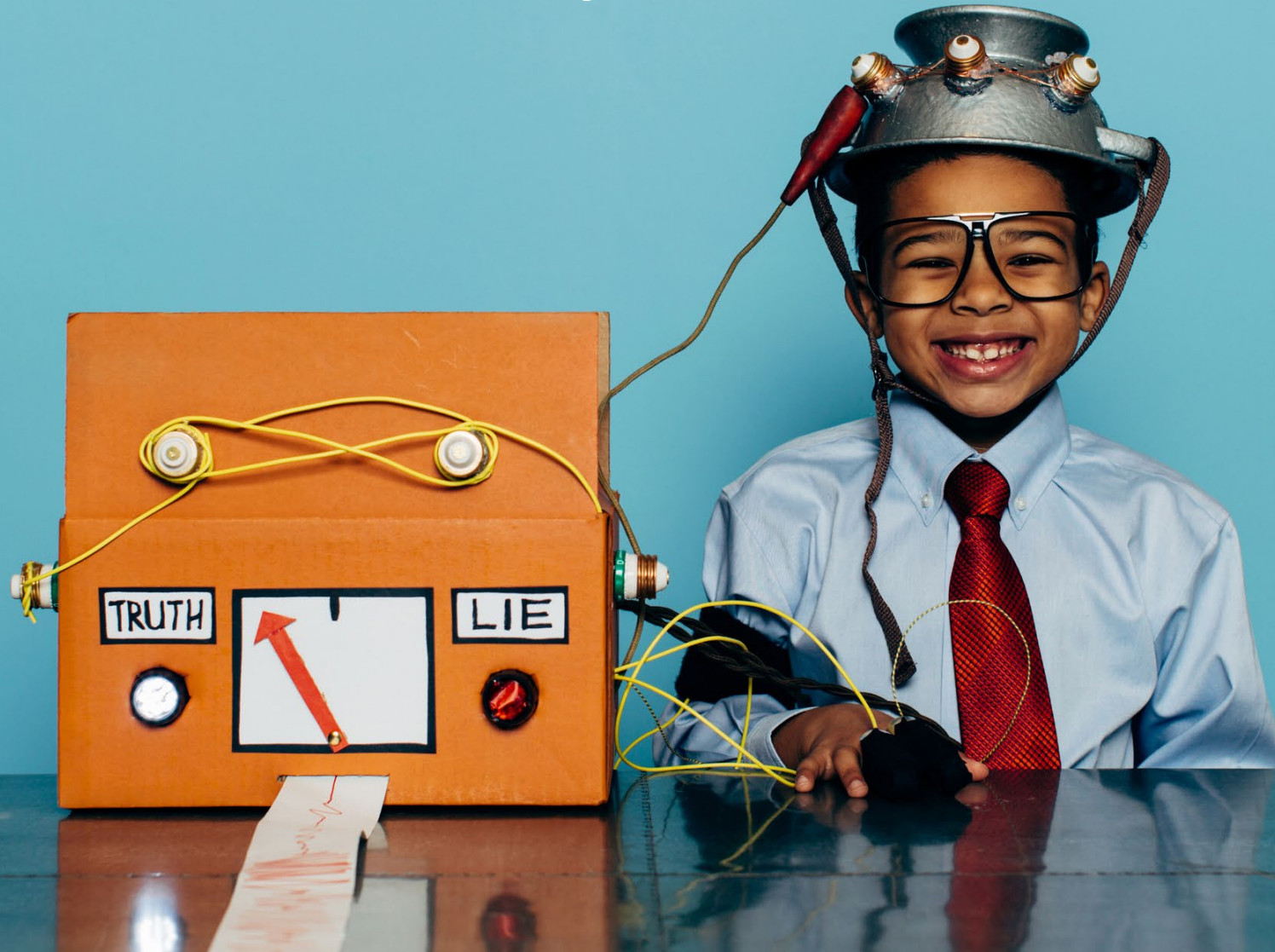


In Italy, we were at the starting point of the implementation of the **first Data Protection Law** and we would like to suggest that privacy should be seen by companies **more than as a cost or a set of obligations as an extraordinary opportunity**

LEADER

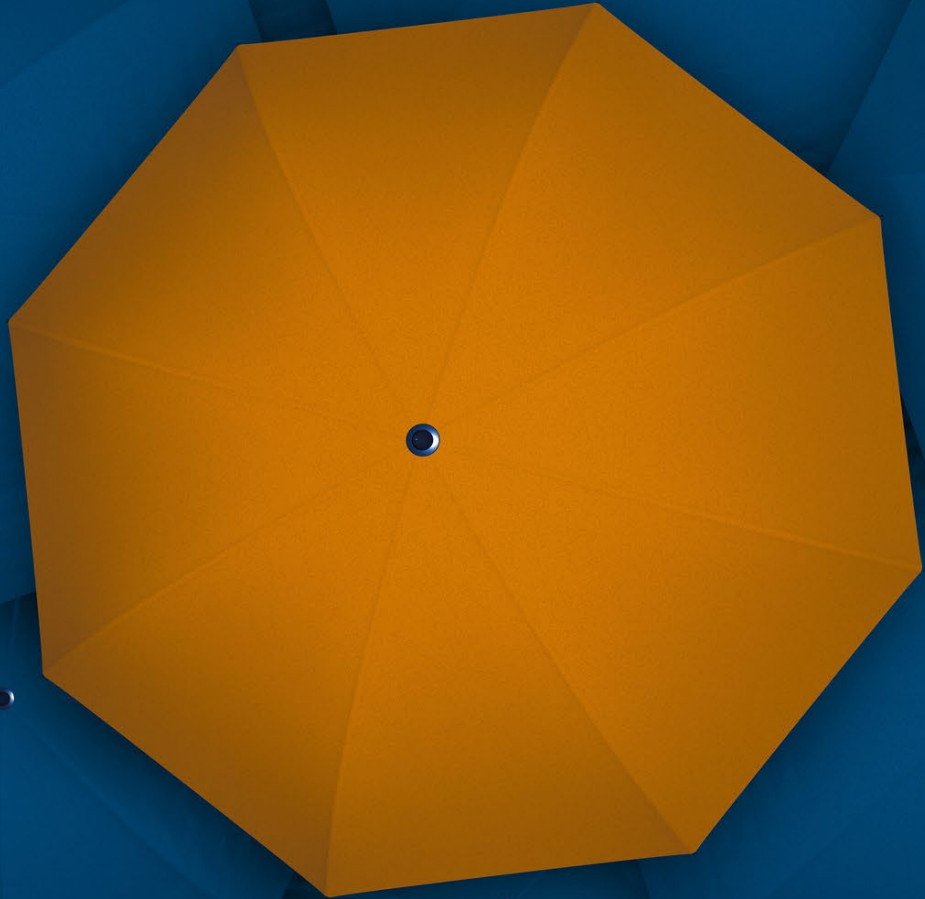


Let me be very honest: i think that for many years we missed this goal: for companies, data protection was essentially a problem of compliance and then, at the very end, a cost.





**But today is different...or start being different**



**Think about Apple with the very impressive advertising campaign based on privacy...**

**Privacy. Questo è iPhone.**

**It is obviously part of a specific strategy aimed at making life more difficult for competitors, but it is, however, a major bet on privacy as a driver of consumer choice**



But think also to...



...the new approach to  
breach notification.

Today we received more  
than the double  
notifications of breach  
than 2 or 3 years ago



THEN  
NOW





**Privacy is...**



**...a matter of advertising.**

**Privacy is a matter of fairness**






The background of the image is a blurred newspaper page. It features several line graphs with red lines, likely representing stock market trends or financial data. The text on the newspaper is also blurred, but some words like 'MARKET' and 'FINANCIAL' are faintly visible. The overall tone is professional and business-oriented.

AND MUCH

M O R E





**One european  
citizen in two is  
concerned  
about the use of  
their data by  
public  
administrations  
and companies**

**Eurobarometer, 2021**



**Privacy is...**



**...a matter of branding  
reputation.**

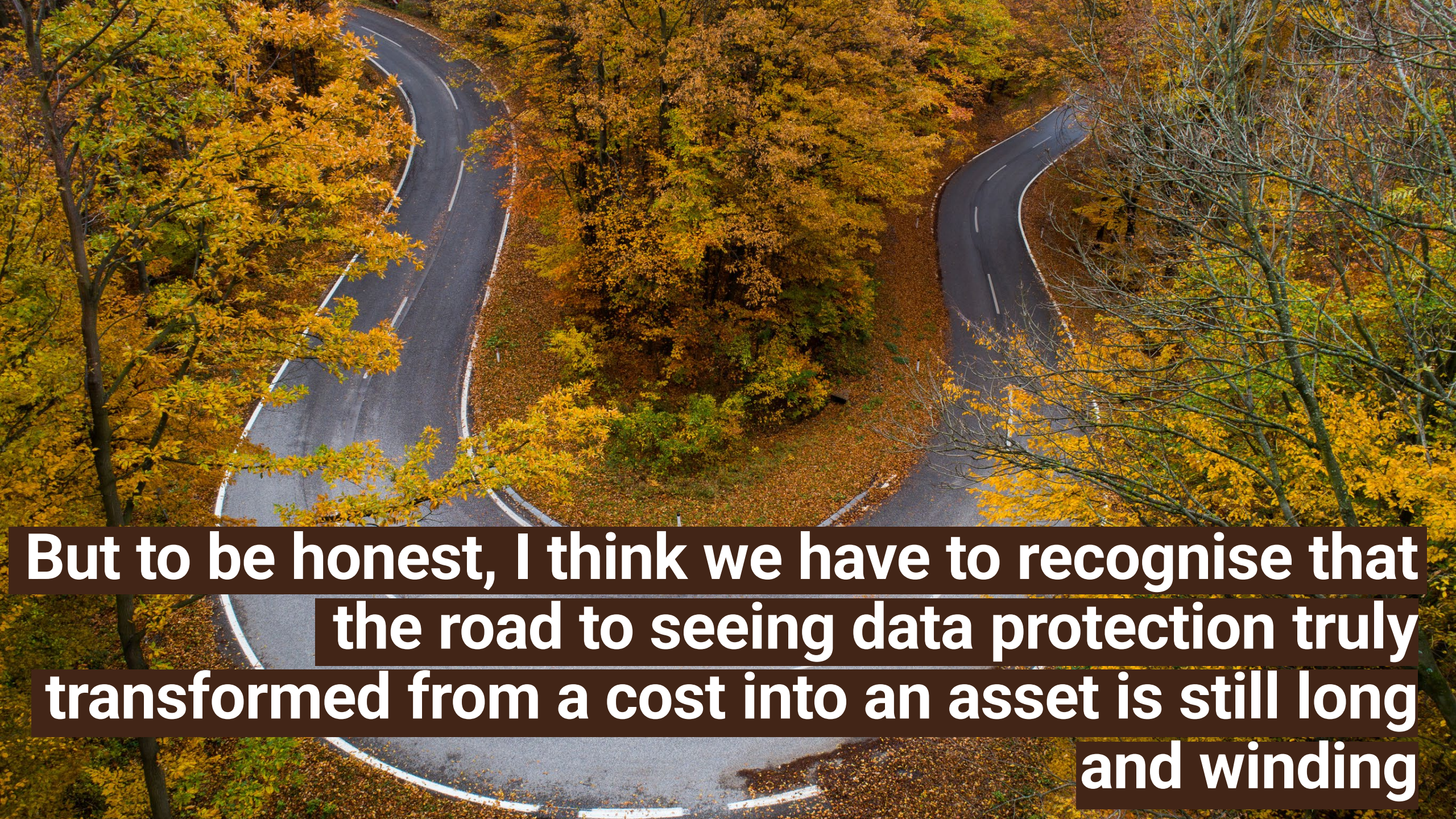




**I think we can  
begin to say that  
more attention is  
paid to data  
protection,  
greater is the  
value of a  
company**







**But to be honest, I think we have to recognise that the road to seeing data protection truly transformed from a cost into an asset is still long and winding**





Think of the modest impact that a scandal like Cambridge Analytica had on Facebook's user numbers and on the value of its shares...most part of us today is still on Facebook.

**If Facebook had been a bank involved in a financial scandal it would have gone bankrupt**






ARTIFICIAL  
INTELLIGENCE



**ChatGPT**

**Or to what happened in Italy a few months ago when we ordered OpenAI to temporarily suspend the processing of personal data collected in Italy because of certain violations of the privacy of the data subjects: hundreds of thousands of users and hundreds of companies and investors challenged our decision and accused us of wanting to stop progress**



A hand is shown holding a single puzzle piece, which is the focus of the image. The background is filled with many other puzzle pieces, some of which are slightly out of focus, creating a sense of depth. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the texture of the puzzle pieces and the grip of the hand. The overall color palette is dark and moody, with a mix of blues, greys, and blacks.

**Why and what is  
missing to achieve  
the result?  
What is missing to  
really transform  
privacy from a cost  
into an asset?**



CULTURE



Let me be very honest: we miss a real and popular personal data protection culture...







**Unfortunately, even today, most citizens and consumers still care too little about their privacy because they do not know the value of personal data**





**And so privacy has not yet become a sufficiently important driver in consumer choices...**



But things are changing...







**According to a study by Gartner, investment in data protection has globally risen from 73 billion in 2014 to 154 billion today.**





**The recent Directive 2022/2464 on Transparency in Corporate Sustainability states that companies must ensure transparency inter alia with regard to respect for human rights... as laid down in the Charter of Fundamental Rights of the European Union', which, as is well known, includes the right to privacy.**



**...and i'm sure that what  
happened for green  
sustainability will also happen  
for privacy**





Today when we buy a car,  
between many others factors,  
we are starting to consider  
also carbon emissions...







**Tomorrow, I believe and I hope, the attention a company pays to the protection of our personal data will be one of the drivers that will make us choose it to purchase its products or services**



**That day,  
companies will be  
induced to be  
more concerned  
about data  
protection not  
only to comply  
with the law or to  
avoid sanctions  
but to be more  
competitive on  
the market...**






**...and that day  
privacy will no  
longer be just a  
cost but, finally,  
an investment  
and a very  
important asset**





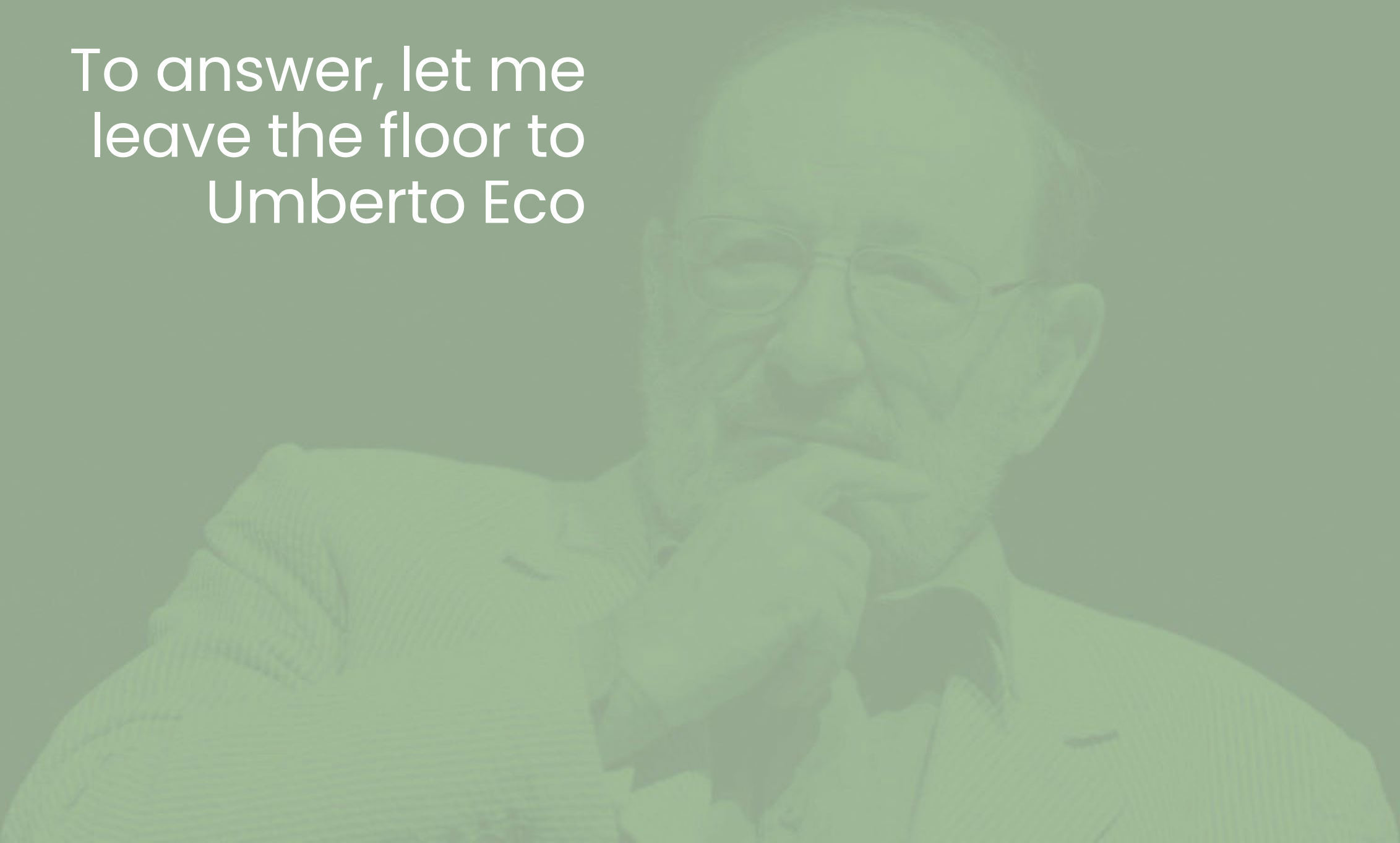


WHAT  
CAN WE DO  
FOR YOU

Here the questions is: as data protection authorities  
what we can do to accelerate this process?



To answer, let me  
leave the floor to  
Umberto Eco





A blue-tinted photograph of a Venetian canal. In the foreground, the wooden deck and a metal fitting of a boat are visible. The canal is filled with water, and several boats are scattered throughout. On the left and right sides, there are multi-story buildings with arched windows and balconies. In the distance, a large domed building, likely St. Mark's Basilica, is visible under a cloudy sky.

25 years ago, in Venice, during an international meeting with all European data protection authorities, he said...


The privacy protection is not just a legal problem, but a moral and cultural anthropological one. We will have to learn to elaborate, disseminate, reward a new sensitivity to privacy.





I believe that we as data protection authorities we must promote more and more the diffusion of a real and effective privacy culture...



The image features a dark background with two spotlights at the top corners, casting a soft, white glow downwards. The text is centered in the lower half of the frame.

**That is also why I'm really very happy having the  
opportunity to join your meeting today to  
discover some news about the TRUST aWARE  
european project!**





**Let me say that I strongly believe that we need moving from principles to tools and from law to education exporting privacy matter outside the inner circle of privacy and cyber security experts...and...**



# ...the TRUST aWARE project goes exactly in this direction!

## Enhancing Digital Security, Privacy and TRUST in softWARE

Project

Consortium



USER-FRIENDLY TOOLS



COLLECTIVE INTELLIGENCE



KNOWLEDGE



**EXCUSES**

**To conclude let me just apologise if, unfortunately, I will probably have to leave before the end of our panel, thank you for your attention and congratulation for the project!**



THE END

[g.scorza@gpdp.it](mailto:g.scorza@gpdp.it)