

## **Privacy as innovation driver for new services**

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Most web-based business and business ideas today are based on data collection and exploitation. Their dominating business logic on massive data gathering has constructed an environment in which individuals are constantly surveyed and evaluated, investigated and examined, categorized and grouped, rated and ranked, numbered and quantified. Is corporate data "greediness" the only business logic in digital economies? Can privacy also be seen as an opportunity for new forms of services and products, where privacy by design and "lean" data becomes a competitive advantage? The presentation will draw on examples of companies and organisations that create services and products which address data ethics and privacy.