

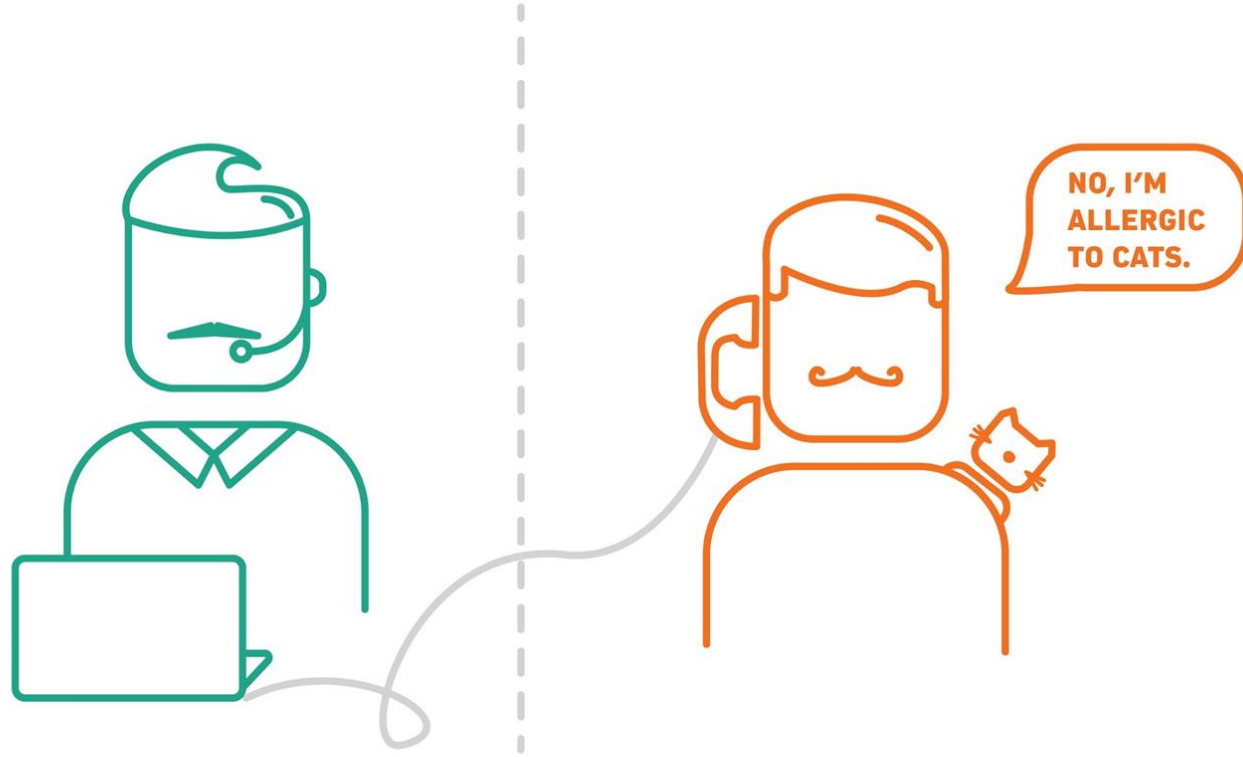
# NAVIGATING ETHICAL CHALLENGES IN DATA COLLECTION

FINDING THE RIGHT BALANCE BETWEEN DATA PROTECTION AND DATA  
UTILITY IN BEHAVIORAL RESEARCH





| IT'S ALL ABOUT BALANCE



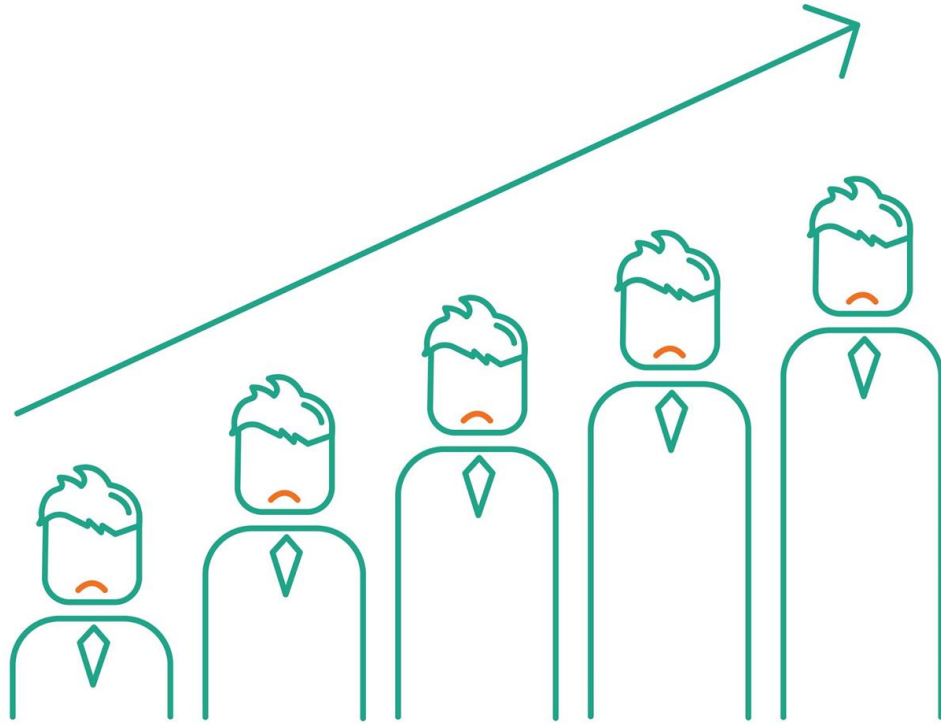
| CONTROL IN THE HANDS OF THE CONSUMER

WEBPAGES  
SEARCH TERMS  
MOBILE APPS  
VISUAL AND VOICE DATA  
DIGITAL FINGERPRINT  
.../.....

UNEXPECTED DATA POINTS



| DIGITAL FOOTPRINTS



| INCREASED CONCERN

RISK BASED APPROACH

TRANSPARENCY AND INFORMED CONSENT

ANONYMIZATION: FILTER BY RISK LEVEL

LABELLING

CONTRACTUAL AGREEMENTS BETWEEN ALL PARTIES

TRAINING AND AWARENESS

| KEY MEASURES TO SECURE DATA

**THANK YOU!**