

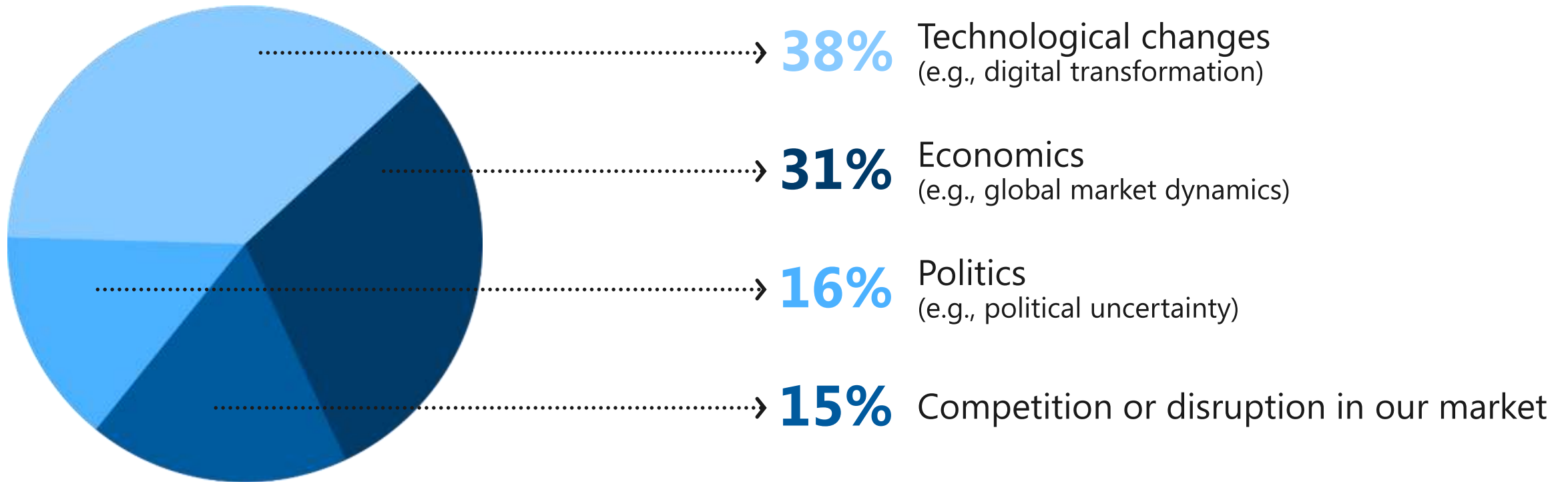
# Maintaining and enhancing customer trust amidst technological & policy change(s)

Jeremy Rollison  
Director, EU Government Affairs, Brussels

4° Data Privacy & Protection Conference  
Athens - 25 June 2019

# Technological change dominates business thinking

"Which of the following will have the greatest effect on your business decisions over the next 12 months"







“Each one of us in our institutions, in our organizations, whether it’s public sector or private sector, will have to build our own digital capability. **Because now every company is a software company, every company is a digital organization.**”

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**Satya Nadella**  
CEO  
Microsoft



Technology is driving  
change like never  
before ... but trust  
is essential







We're working to  
protect privacy as  
a fundamental  
human right



# We're all in on privacy



Privacy is a fundamental human right and it's not just for Europe, that's why we're advocating for strong privacy laws all over the world



EU



Brazil



Canada



Japan



USA

And many more...

# EU Policy landscape - post-GDPR:

## Current term, ongoing

- ~~General Data Protection Regulation (GDPR)~~
  - Ongoing compliance, DPA/EDPB guidance
- ~~Free Flow of Data Regulation~~
  - Interplay with mixed datasets
- E-privacy Regulation (ongoing)
  - Overlap(s) with GDPR
- E-Evidence package (ongoing)
  - Implications for law enforcement access requests
- International data transfer mechanisms (ongoing)
  - ECJ referrals, decisions pending on SCC's, Privacy Shield



# EU Policy landscape - post-GDPR:

Next term, upcoming

- EU & AI – Ethics guidelines, policy & investment recommendations
  - Impact(s) on GDPR interpretation, possibility of new proposals
  - Algorithm transparency, Facial Recognition?
- Data access, data sharing
  - Sector-by-sector, or horizontal approach
- NIS Directive – Review
  - Likely expanded scope, data breach overlap(s)

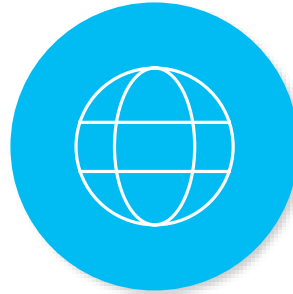




# Our technology and policies evolve constantly to keep pace with maturing privacy laws



We mobilized thousands of our best engineers and legal experts to develop processes and technology to help our customers meet their GDPR obligations



But GDPR is still young—we will continue to refine our approach as the new EU law and others like it around the world develop

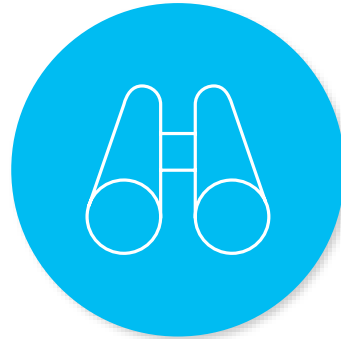


We are doing this to help you meet the expectations of our customers, regulators, and business partners

# We are transparent about what happens to your data



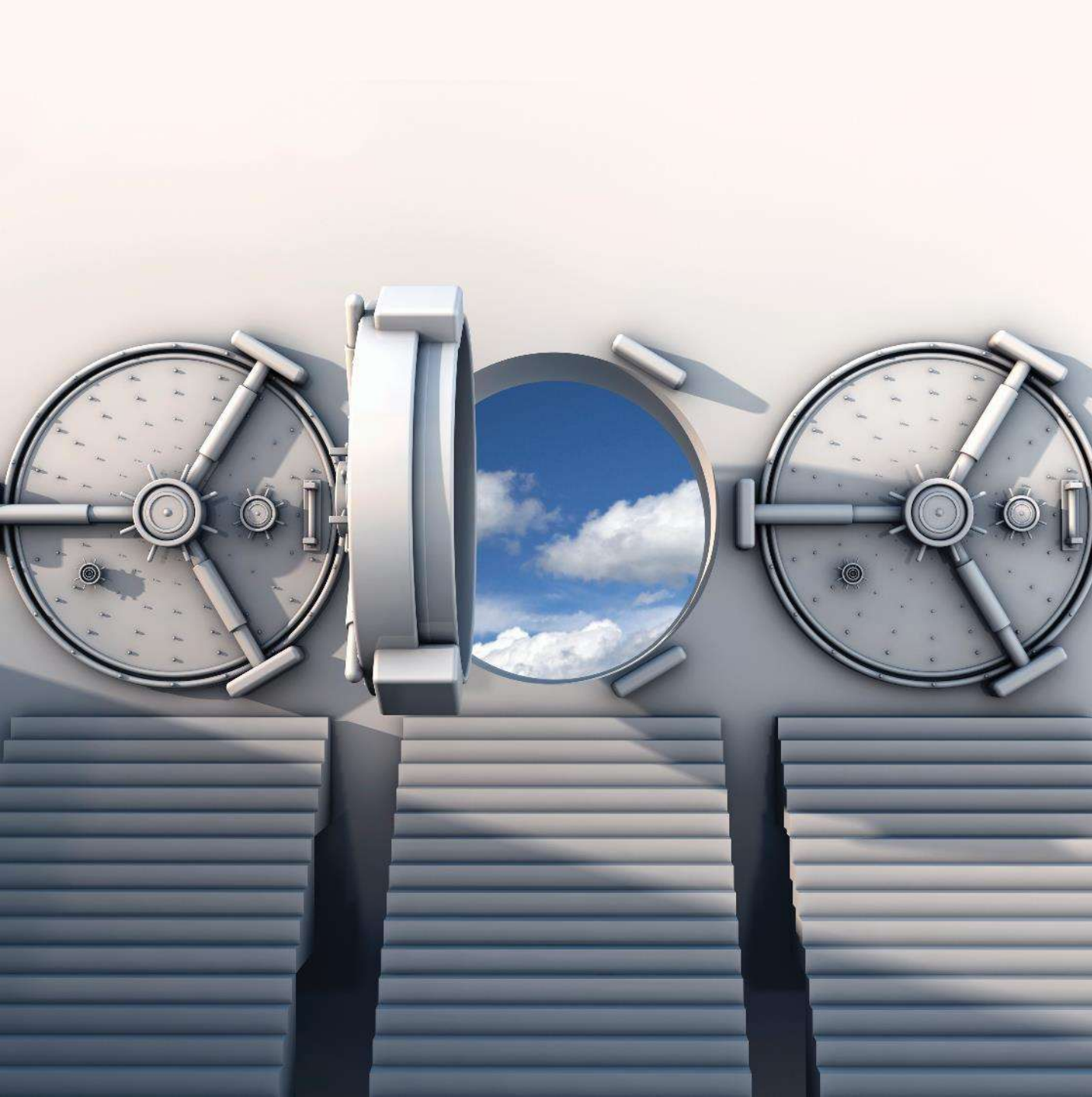
We tell you where your data is stored (what region, what country, what data center)



We give you visibility into what we do with your data, how we protect it, and how you are in control



We report to you regularly about government requests for data stored in our cloud



## Our enterprise customers own their data

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We don't use our enterprise customer data for advertising purposes

Our contracts and privacy policies spell out these guarantees in detail





# We always give you the choice of keeping your most sensitive data on your own premises

We are a cloud-first company, but we know some data is so sensitive it should never leave your own premises

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We have an answer for that: we can bring the cloud to your premises with Azure Stack

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It's exactly like using Azure cloud, but the data stays on your own private servers

## Azure Stack

An extension of Azure

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At the edge and  
disconnected



Meet every regulatory  
requirement



Cloud application  
model on-premises

# Tools to help you comply with laws and standards



Microsoft Compliance Manager



Azure information protection



Azure Key Vault



Office 365 Lockbox



We're fighting to  
modernize data  
access laws around  
the world to protect  
you and your  
information







**We cooperate with law enforcement, but we also stand up to governments when they overreach**

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We have stringent requirements for providing governments with information

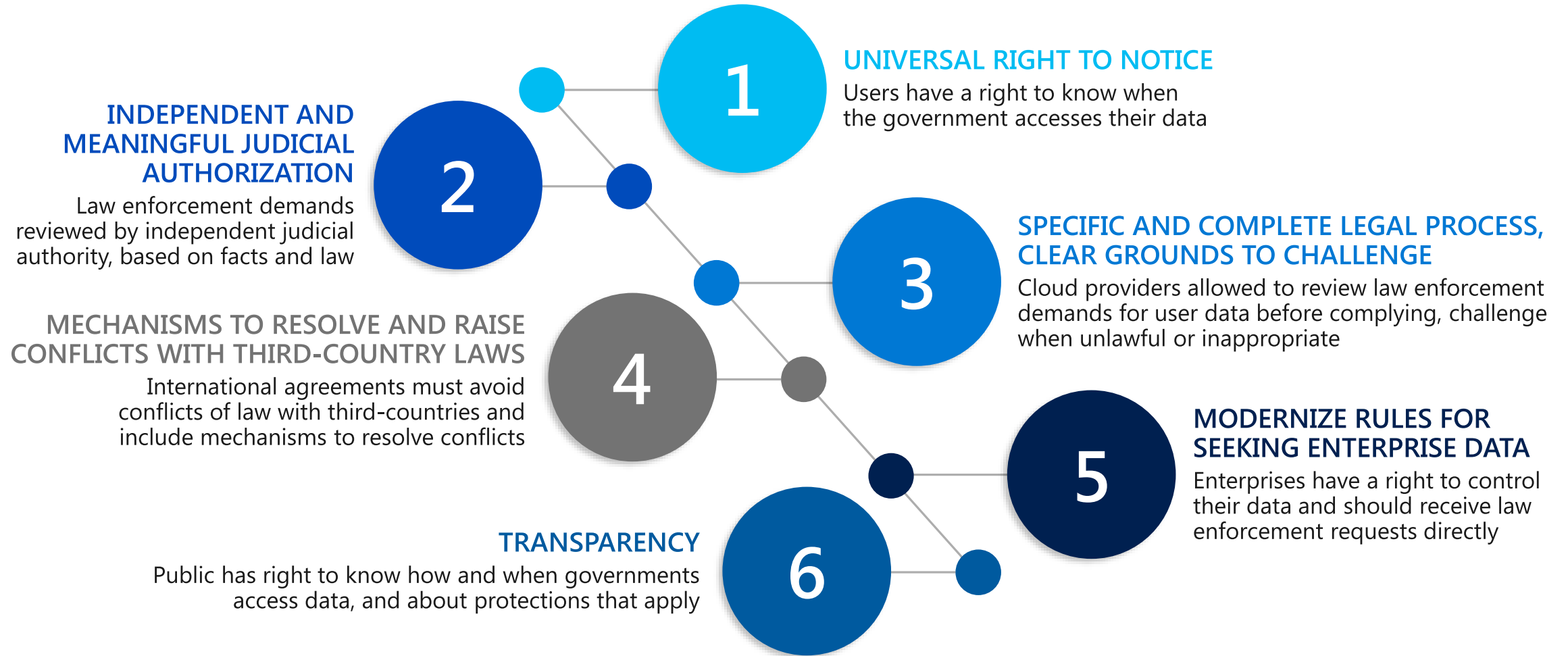
We believe that customers should control their data

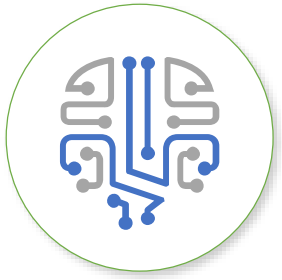
We make contractual commitments on these points

We have a broad commitment to transparency



# Six principles we believe must regulate government access to private data





AI is transforming the world ... and we're working hard to ensure it does so ethically







Thank you