

## Data: Always on the Move

In today's digital world, an enormous amount of Data is being generated. By 2020, it's estimated that 1.7MB of data will be created every second for every person on earth. More than 3.7 billion humans are currently using the internet. On average, search engines process more than 55,000 searches every second (around 5 billion searches per day).

Data never sleeps, it's always on the move.

Given its exponential growth and ever fluid nature, it is imperative that consideration be given to the interconnectedness of Data always on the move - from a macro level to an organizational level to an individual level. For example, in May 2018, the EU implemented GDPR (the General Data Protection Regulation) on data protection and privacy for all individuals within the European Union and the European Economic Area. And businesses and people that have customers in the EU, or that work with information processors in the bloc, are also subject. GDPR has a significant global impact.

In this case study, we ask you to choose one or more of the following themes to address:

### Data Privacy / Security:

- Individuals are sharing more and more personal information online. What approach & tools can be utilized to best ensure this information is properly safeguarded?
- How can organizations best protect their sensitive information and processes from theft and corruption? What tools or policies can be put in place to ensure that employees keep confidential information as such during and after employment?

### Data Accuracy / Accessibility:

- Broader accessibility of data triggered by internet expansion has deepened age-old challenges around data accuracy: for example, how to ensure users interpret data accurately, how to prevent misinformation. What are the best ways to address data accuracy in the digital age?
- Many high-quality data sources are behind paywalls. For example, many high-quality medical journals publish valuable data that is only accessible via payment, despite these studies often being government funded. What should the future of data accessibility look like?

### Data Discrimination / Ethics:

- Many countries are already using citizen's online data to make key decisions. What role should an individual's online information and behavior be used in government decision making? What approach and tools can be used to protect private data?
- Companies possessing significant amounts of user data are often caught between individual privacy and governmental interests. What recommendations would you make to companies at their role? How should this influence how companies engage with their users about products?

Be innovative and pragmatic in addressing *Data: Always on the move!*