



# Product Privacy and Future: More Than Compliance, Its About Differentiation

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PRIVACY



# 6 Product Manager Priorities



**Transparency:** We must be transparent about the data we collect, how it is used, and with whom it is shared. Clear and concise privacy policies should be easily accessible to users.



**User Control:** Empowering users to have control over their data is crucial. We should provide granular privacy settings that allow users to choose what information they share and with whom.



**Data Minimization:** Collecting only the necessary data and avoiding unnecessary data retention is essential. We should regularly review and delete user data that is no longer needed.



**Consent and Permissions:** Obtaining explicit consent from users before collecting or sharing their data is imperative. We must also respect the permissions granted by users and not misuse their data.



**Security Measures:** Implementing robust security measures, such as encryption and secure authentication, helps safeguard user data from unauthorized access and breaches.



**Regular Audits:** Conducting regular audits of data handling practices and privacy controls ensures compliance with privacy regulations and identifies areas for improvement.



**CONTROL**

**SECURITY**

**COMPLIANCE**

**CREDIBILITY**

**PRIVACY**

**GDPR**



What now?



By 2025, 70% of Gen Z and Millennials will report abandoning a product or service due to privacy concerns, leading to users abandonment

# Key Challenges



Many product teams struggle to view privacy and security as different goals. Although they share common traits, both disciplines are quite distinct.



Privacy features demand a clear product strategy



Many tech companies fail to see privacy as a product differentiator, missing out on revenue opportunities





## Let's Discuss: Privacy- Enhancing Technologies

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Differential privacy and federated learning protect individual privacy while extracting insights from user data.

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They enable data analysis without compromising personal information.

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By aggregating and anonymizing data, privacy is preserved while valuable insights are gained.

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These technologies address privacy concerns in the age of big data and advanced analytics.

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They comply with privacy regulations and build trust with user





Time to Accelerate Your Journey

# Differential Privacy

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- Adds privacy protection to data analysis.
- Injects controlled noise or randomness into aggregated data.
- Preserves individual privacy by making it difficult to identify specific contributions.
- Provides valuable statistical information while minimizing the risk of identifying individuals.
- Balances privacy and data utility.





# Fly Faster with Federated Learning:

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Decentralizes model training, keeping user data on their devices.

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Models are trained directly on users' devices, without centralizing the data.

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Local computations are performed, and only model updates are sent to the central server.

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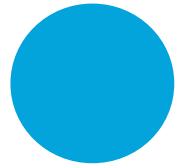
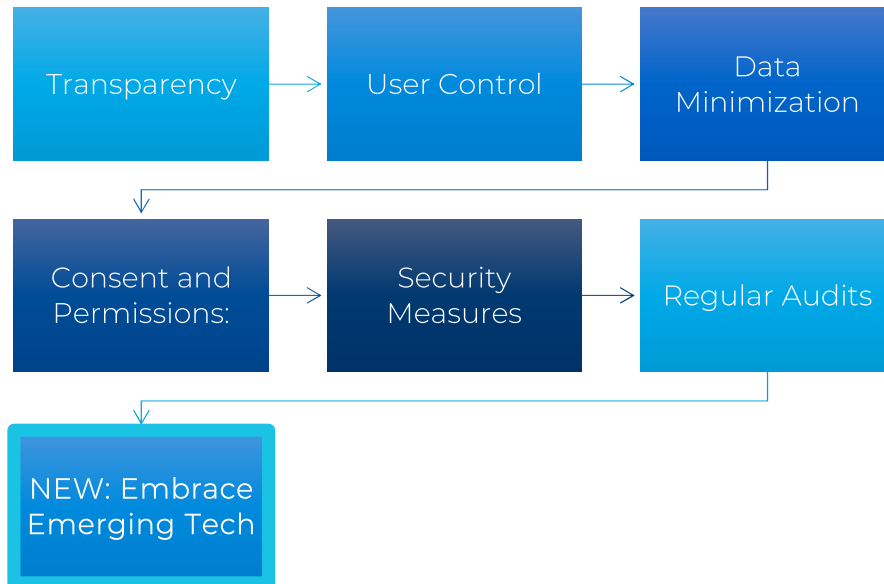
Reduces the risk of data breaches and enhances user control over data.

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Enables insights from diverse data sources without directly accessing individual data.



# 6+1 Product Manager Priorities





# Developing A Product Roadmap, Emerging Tech

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- Advanced Encryption Techniques
- Blockchain Technology
- Privacy-Preserving AI and ML Techniques



# Unpack the Benefits

- Minimizes the risk of data breaches and unauthorized access.
- Gives users more control over their data and preserves their privacy.
- Allows for insights without directly accessing individual data.
- Complies with privacy regulations and builds trust with users.
- Facilitates privacy-conscious data analysis and decision-making





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Questions