

## Privacy vs. Data: Business Models in the digital, mobile Economy

### Lecture 14

### Lecture Summary & Written Exam Info

SS 2017

Dr. Andreas Albers



- Course Topics Recap
- Written Exam
- Lecture Take Aways
- Open Questions

# Topics covered by the Course

Introduction to the Digital Economy

Personal Data as digital Assets

Privacy & Privacy Protection

Cloud, Security & Identity Management

Data vs. Privacy

Outlook on the Digital Age



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- Focus of Final Written Exam
  - Lecture content covered by exercises
- Balance between Knowledge and Transfer
  - Majority of questions is transfer related
- Date of Written Exam
  - Please check with the examination office



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# Looking back: Buzzword Bingo or NOT in the Age of Digitalisation?



NSA 3D Printing

Internet of Things

Virtual Reality

Profiling Industrie 4.0

Wearables Surveillance

Cloud Computing

Artificial Intelligence

Trust Chat Bots

Privacy 5G Mobile Networks

Security Drones

Dark Commerce Block Chain

Ad Blockers

Reputation Ransom Ware

Smart Data

- Digitalisation is in full swing and is moving faster each year
- Mobile (for now) will remain at the center of the digitalisation trend
- Data / attention are the most important assets fuelling the “machines” of the digital industry/economy
- Protecting these assets becomes even more crucial than ever before
- Information security is essential but not 100% possible
- Privacy will be harder to protect for individuals as digitalisation progresses



- **Media competence**

- is the foundation for individuals to navigate securely through the digital sphere
- is founded on a basic understanding for the capabilities of technology in the digital age, digital business models, the rationale behind them and eventually the means to balance benefits and privacy of digital offerings for oneself.



## Thank you

- Make sure you enjoy all benefits the digital age has to offer but also always do keep an eye out in order to
  - carefully protect your most valuable asset (identity/personal data)
  - wisely distribute your most scarce resource (attention)



## Thank you for attending the course

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# Open Questions?

