Privacy & Patron Data

What should we be doing?

Facilitated by James English
Who stewards your patron data and privacy? You or your vendor?

“On September 18, 2015, Comcast reached a $33 million settlement over claims that it published personal information of more than 75,000 customers — even though those customers had specifically paid a fee for their information to be kept private.”

Source: Tech Crunch

You Are Worth $182 To Google, $158 To Facebook and $733 To Amazon!

The world’s most valuable resource is no longer oil, but data.

The Economist - May 2017
According to the IMLS...

Public libraries served 297.6 million people throughout the United States, a number that is equivalent to 96.4 percent of the total U.S. population.
The Future Value of Your Data

Estimated value of data per Internet user in 2025 (per month)

- Global average value: $2.36
- Europe average value: $3.18
- U.S. average value: $9.82

Tomorrow’s Data Heroes
strategy+business
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How much is your patrons online data and activity worth?

If their annual individual value is $9.82 per month...

Annual individual worth is $117.

So by 2025, their collective data and online activity value is worth well over $35 Billion.
Question

Do we care if out patron data is a commercial market opportunity?
Question

Should our patron activity and data be a commercial market opportunity?
Question

Do we do a good job contractually or in practice in regards to patron privacy?
What should we be doing to do better?
Question

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Question

Do we know what GDPR is?
Question

Should we be GDPR Complaint?