

International Mobility Days 2021 #imdays2021

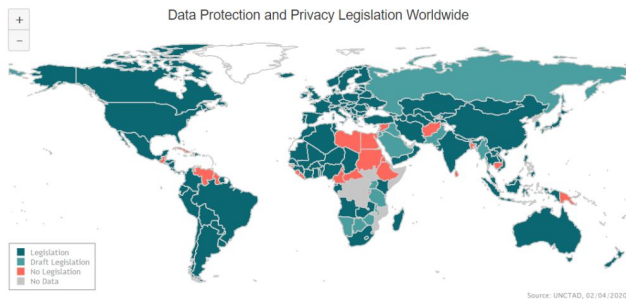
Strengthen your value chain with privacy



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Data Protection and Data Volume



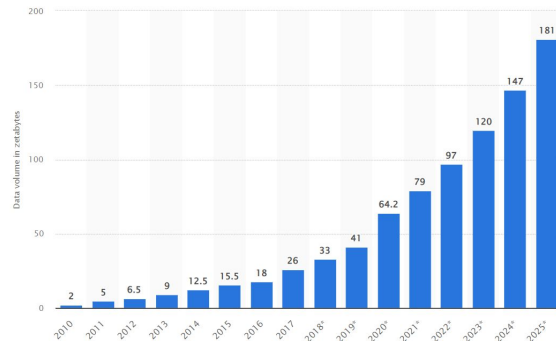
Regions covered by data protection laws

EU, California, Canada, China, Brazil, ...

€1.3 bn GDPR fines since 2018 [1]

Customers are demanding privacy

61% of people said they **won't buy from a company if they don't trust how it handles their data**. [2]



Growing data volume

Total data volume is expected to at least **double** over the next 3 years [3].

Massive challenge for automotive

Autonomous cars generate more than **300 TB of data per year** [4].

Map source: <https://www.lickslegal.com/post/data-protection-and-privacy-mapping-in-the-world>

[1] <https://www.enforcementtracker.com/?insights>

[2] https://www.cisco.com/c/dam/global/en_hk/products/security/security-reports/2019_cisco_cybersecurityseries_data_privacy_benchmark_study_en.pdf

[3] <https://www.statista.com/statistics/871513/worldwide-data-created/>

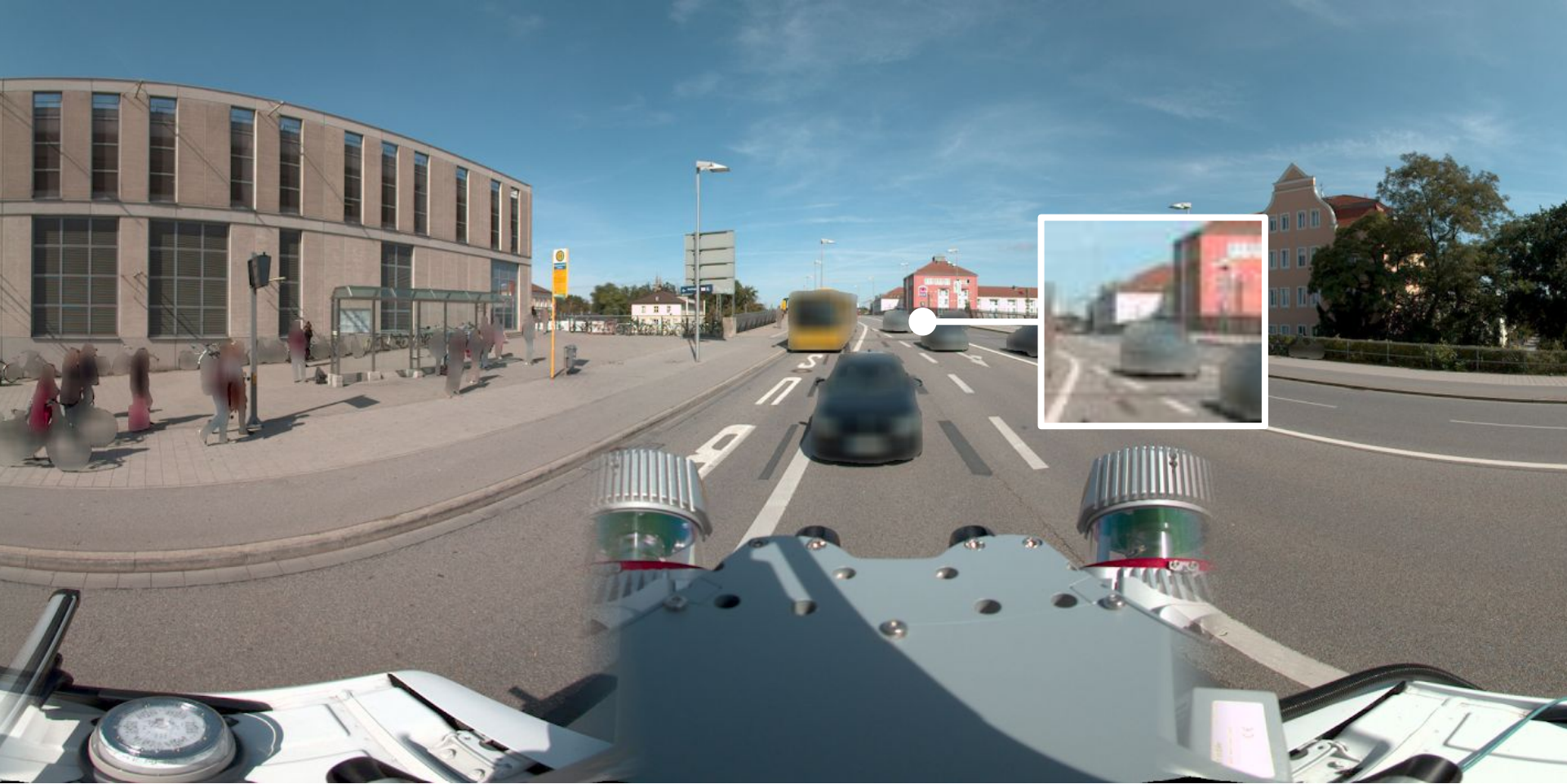
[4] <https://www.tuxera.com/blog/autonomous-cars-300-tb-of-data-per-year/>





Vehicle far away, persons inside a car
© American University of Beirut

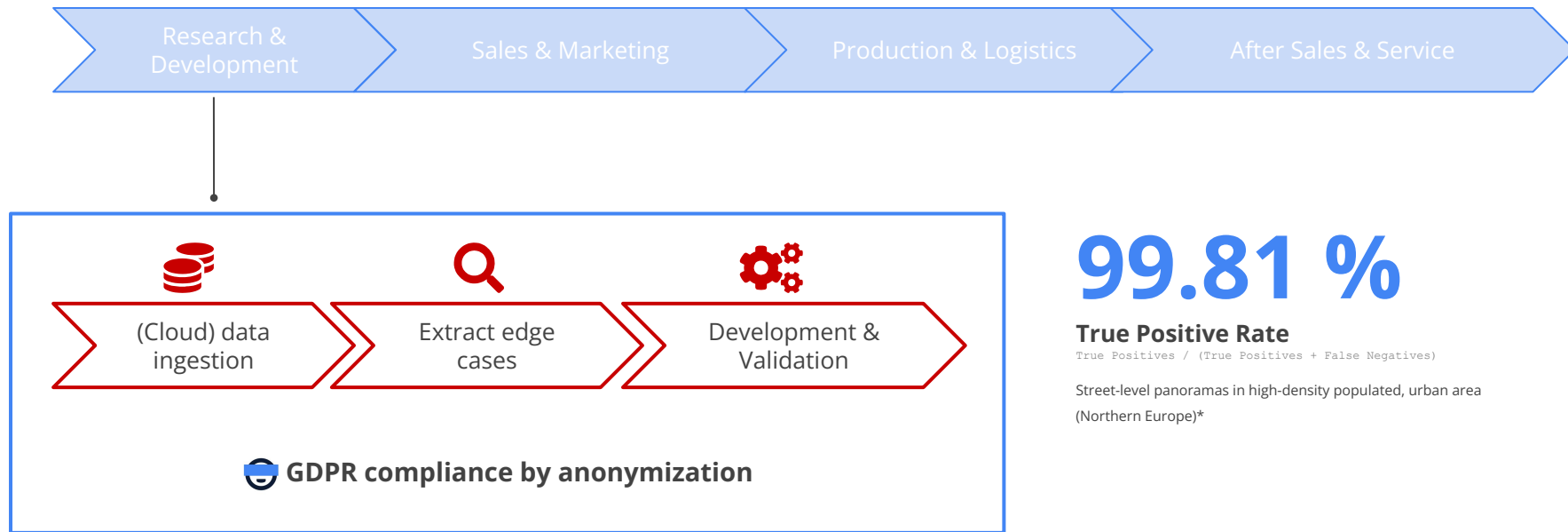




Blurring of bodies and vehicles
© STRABAG AG



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99.81 %

True Positive Rate

True Positives / (True Positives + False Negatives)

Street-level panoramas in high-density populated, urban area
(Northern Europe)*

*Manual review of 1000 out of 15840 panorama images. 1071 True Positives (correctly anonymized personal data), 2 False Negatives (missed personal data)



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Thank You!



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