



DATA PRIVACY



Common Misconceptions



COMMON MISCONCEPTIONS

Dispelling myths in privacy management

A SELECTION OF COMMON MISCONCEPTIONS SURROUNDING DATA PRIVACY

01 Data privacy regulations are only enforced in certain countries.

Contrary to a common misconception, data privacy laws extend beyond national boundaries. Various countries, including Brazil with its LGPD privacy law, enforce specific regulations that companies must comply with when collecting and processing data within their jurisdictions.

These regulations typically address the handling, storage, and collection of personal data. Whether an organisation is a multinational corporation or a small business operating across borders, it is imperative to be well-versed in the diverse landscape of data privacy laws and regulations.

Some notable examples encompass the EU General Data Protection Regulation (GDPR), EU ePrivacy Directive, California Consumer Privacy Act (CCPA), California Online Privacy Protection Act (COPPA), and Canada's Personal Information Protection and Electronic Documents Act (PIPEDA).

02 It is too expensive to implement.

Many companies, especially companies that are smaller, think that it may be too expensive to implement data privacy and security protocols. Fortunately, data privacy is such a widespread concern that we have affordable solutions that scale to fit.

03 Data Privacy doesn't apply to us.

if you have employee data – or any data that identifies a player or person – then you are responsible for the data privacy of those players or persons. From an Operator that outsources everything to an affiliate that just handles traffic, to a game company, CRM company, or a processor, every company has to have a specific privacy program in operation.

Both your company and the platforms you use have legal and regulatory responsibilities as Data Processors and Data Controllers. If you have data about a citizen that crosses a border, you are also at risk.

04 We have a compliance team.

The typical compliance team does an amazing job with KYC, AML, problem gamblers and in many cases GDPR. However, we find that many compliance teams are using spreadsheets and manual processes, do not have access to legal resources/databases and are often unaware of the constantly changing laws.

Privacy by Design compliance concepts are often not understood by Product teams.

Compliance teams are also not generally involved in product or revenue and would not have the capabilities to take Privacy from a necessary regulatory expense to a multi-million dollar annual revenue stream.

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It is only a concern for large companies

It's a misconception that only large companies face data breaches. While larger organisations may attract more attention due to vast amounts of data, small and medium-sized businesses are not exempt from data privacy regulations. Every business, regardless of size, must prioritise securing sensitive information, as attackers may deliberately target smaller entities with less robust data privacy measures. Neglecting data governance can also make companies vulnerable to insider attacks. In addition to potential compliance fines, data breaches can erode customer trust and damage an organisation's reputation. Even if a company hasn't faced a data attack previously, it doesn't guarantee immunity in the future.

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GDPR makes data protection a one-time effort.

Some people believe that complying with GDPR is a one-time effort and that once the necessary measures are in place, they can forget about it. This is not true. Data protection is an ongoing process and companies must continuously review and update their practices to ensure they remain in compliance with GDPR.

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GDPR only applies to companies in the EU.

This is one of the biggest misconceptions about GDPR. In reality, the GDPR applies to any company that processes the personal data of EU citizens, regardless of the company's location.

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It is only relevant for personal information.

A frequent misconception is that data privacy exclusively concerns personal information, but in reality, it encompasses various data types. While personal data is one aspect, organisations also gather demographic, customer, business, employee, financial, and other data sets for categorization. Safeguarding all these data types from breaches and attacks is crucial for organisations. In essence, data privacy is essential for both individuals and organisations, safeguarding confidential information from unauthorised access and use.

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People don't care about privacy.

Companies have always collected data about consumers. But before, there were no laws dictating what kind of data they could collect, and few consumers placed any real value on protecting their data. That's all changing.

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We have Cookies.

It's not enough; you need a comprehensive privacy program.

130 countries have data privacy regulations creating compliance issues in every country where you operate. Data privacy is a key component of meeting new and increasingly difficult advertising laws. It's also a fantastic opportunity to create new revenue streams.

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Privacy and personalization are at odds with one another.

While data privacy concerns are ticking upwards, research reveals that 80% of consumers are still willing to give out their information in exchange for more value and better experiences. They just don't like most companies' approach; only 22% of consumers indicate the information companies collect about their behaviour makes their online experiences better.

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Marketers are out of options

While throwing your arms up in frustration over the chaotic, complicated privacy landscape may be tempting, there are ways to move forward. Privacy regulation and the death of the third-party cookie are creating opportunities to increase the size and value of privacy-compliant first-party data. In fact, 76% of companies now say they're investing in a first-party data strategy.

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Data monetization is easy and quick

A prevailing misunderstanding regarding data monetization is that it provides a quick and easy path to earning money from data. However, this notion is inaccurate. Data monetization is a complex and demanding undertaking that necessitates meticulous planning, execution, and assessment. The process involves various steps, including identifying data sources, ensuring data quality and security, analysing and interpreting data, designing and testing data products or services and measuring and enhancing the outcomes.

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Data monetization is only for big companies

A widespread misconception surrounding data monetization is the belief that it's exclusive to large corporations with extensive data and resources. Contrary to this, the feasibility of data monetization lies in the quality and relevance of insights rather than the quantity of data. Even small and medium-sized businesses can leverage data monetization successfully by adopting a clear strategy, a defined value proposition and a customer-centric approach. It's not a one-size-fits-all solution but rather a tailored and creative process adaptable to any business model or industry.

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Monetising data is the same as selling data

Another misconception about data monetization is that it is synonymous with data selling. However, this is not true. Data selling is only one of the many ways to monetize data, and not necessarily the most profitable or sustainable one.

- > **Data selling** involves transferring the ownership and control of the data to a third party in exchange for a fee. Data monetization, on the other hand, involves creating and delivering value from the data to your own business or customers, without necessarily losing the ownership or control of the data.
- > **Data monetization** is not a single transaction, but a value proposition that can take various forms, such as data analytics, data visualisation, data enrichment, data sharing, or data as a service.

OUR SERVICES

All-encompassing services for iGaming licensing



Privacy as a service

'Privacy as a service' is a managed service on a global technology platform that provides the necessary capabilities, ensures comprehensive compliance for local operations and cross-border data flows and streamlines consent, preference and inventory management.



iGaming privacy certification program

To meet regulatory, insurance and other legal requirements.



Managed Data Privacy program

Complies with requirements worldwide. EU (GDPR), LATAM, Brazil (LGPD), as well as compliance with new US States' requirements.



Operator solutions

Reputation and regulatory risk management. Scalable for growth in new markets.



Provider solutions

Scalable privacy programs that support client programs worldwide.



Privacy implementation

Design, configuration and implementation of privacy technologies in your enterprise including data-mapping, cookie consent, mobile DSAR and risk management.



Consulting

Our Global privacy team comprises highly skilled privacy experts and lawyers and a technology and process improvement team that use advanced privacy technologies and risk methodologies and are able to offer a comprehensive array of services to address your privacy requirements.

Additionally, we provide retainer-based services including fractional Data Protection Officer, Incident Response Red Team, Privacy Training and Awareness, and Regulatory Compliance Certification.



Data services for advanced advertising

We provide innovative solutions for "privacy-wrapped" data, ensuring compliance with privacy regulations while optimizing advertising efforts. Our services include advanced AI and machine learning-based data acquisition and retention on both 1st party and 3rd party data sets. We manage targeted advertising that adheres to updated national advertising laws, using sophisticated AI algorithms and data models to deliver ads to specific audiences.

In addition, we offer privacy-enabled solutions to meet evolving data privacy laws, including the iGaming Data Privacy Certification process.

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*Focus on growth,
leave the red tape to us.*

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