

Telefonica

BASECAMP

#TEFberlin

SOCIETY

DATA DIALOGUE

A MEETING OF EXPERTS AT THE
TELEFÓNICA BASECAMP, BERLIN



Data is the fuel of the future. It provides the basis for future technology-based applications; it's valuable and requires special protection. Data protection is not just a question of security policies. It is also a question for everyone in society. At the **Telefónica BASECAMP** in Berlin, we therefore have set up discussions with a number of different target groups and are exploring topics related to mobile freedom. **In the video, follow discussions between Valentina Daiber**, Director for Legal and Corporate Affairs at Telefónica Deutschland, **Prof. Rolf Schwartmann**, Head of the Cologne Research Centre for Media Law, which is part of the Technical University of Cologne, who is also Chair of the Society for Data Protection and Data Security (GDD) e. V., and **Matthias Kreienbrink**, Social Media Editor and freelance journalist.

Data and mobility

Mobility faces new challenges, and its future seems to be data-based. How can the data of individuals be advantageous for many people?



“In order for there to be applications that deal with collecting and evaluating data of social use, we need legal security as a company. We also need to develop transparency criteria for our customers on this basis.”

“At Telefónica NEXT, we, together with the Fraunhofer-Institut, analyse mobility behaviour in Stuttgart based on anonymised data in order to improve traffic flow.”

Valentina Daiber

“I travel a lot and use local public transport. I prefer buying a travel card using an app. How exciting would it be if the apps could also tell me which trains are particularly full and which detour could make particular sense?”

Matthias Krienbrink

“In order to collect and use personal data, we always need justification. Consumer protection and economic freedom are played off against each other as a result of the data protection ordinance. As a user, I always have the right to find out what data about myself is saved and to take it with me, for example if I change suppliers.”

Prof. Dr Rolf Schwartmann

Data and security

Data protection and data security are subjects that many consumers deal with. What obligations do companies have here?



“The individual responsibility of the consumer and the obligation of companies providing solutions to ensure sufficient transparency are an important matter. In addition, as a company we must put educational facilities in the position to teach media literacy. In doing so, we must involve all societal groups and enter into dialogue with them. That’s exactly what we do in projects, studies and at the Telefónica BASECAMP.”

Valentina Daiber

“The user must understand what they’re doing when using data-based services. The risks must also be explained to them. It is only then that they can make a decision and develop trust in the solution.”

Prof. Dr Rolf Schwartzmann

“When we talk about digital topics, it’s mostly in a language that excludes many people. When elderly people are involved in communication, they feel heard and want to understand the advantages digital services offer for them in particular.”

Matthias Kreienbrink

Data and privacy

Thanks to social media, is there a new definition of privacy? How do we get clarity when handling data when it comes to the protection of children and young people?



“There must be awareness of the fact that the Internet is not detached from our other life: I can always object when I don't want something or if something violates my personal rights.”

Matthias Kreienbrink

“We need to take care that young people are informed of the rights, protection obligations and consequences when exchanging data on social media. With projects like Think Big, which we launched with the German Children and Youth Foundation (DKJS), we inspire young people to use digital media at the same time teaching media literacy.”

Valentina Daiber

“There are people who say privacy isn't important anymore and they have nothing to hide. However: As long as animals find a secluded spot to die and I shut my front door behind me when I come home, there will always be privacy. When we give that up, we are giving up an important part of our humanity. And we also need to be careful that it doesn't happen to us.”

Prof. Dr Rolf Schwartmann

Hotspot for digital subjects: the Telefónica BASECAMP

Events take place almost every day at the Telefónica BASECAMP. They deal with the progress or even the consequences of digitalisation, which is currently turning all areas of our lives upside down.

telefonica.de/video-basecamp-2017 ↗

telefonica.de/telefonica-basecamp-photo-album ↗



DIGITAL TECHNOLOGIES OFFER OPPORTUNITIES FOR A MORE SUSTAINABLE WORLD

Responsible management, strengthening life in the digital world and protecting the environment and climate: these are the cornerstones of the Responsible Business Plan, in which Telefónica Deutschland defined important sustainability goals for the company and stakeholders. All initiatives and programmes are geared towards these goals. Using digital technologies, we want to contribute to solving societal challenges and advance sustainable development.

Responsible management

The key to our success in the digital world and in developing sustainable solutions is the trust of our stakeholders. Fair conduct towards customers, employees, suppliers and all other stakeholders is therefore of the utmost importance for us. This is why we have set the goal that, by 2020, we will achieve consistently good to very good results in relevant external assessments and our stakeholder surveys.

Strengthening life in the digital world

We want people from all age groups to participate in digitalisation. That's why the [Think Big](#) programme of the Telefónica Stiftung and the German Children and Youth Foundation (DKJS), together with O₂, is inspiring young people to come up with their own ideas. In contrast, in our project with the Digital Opportunities Foundation, "Digital mobil im Alter" (old-age digital mobility), elderly people can try out tablet PCs. A 2017 [project study](#) showed that older people benefit from mobile Internet.

Protecting the environment and climate

Thanks to digitalisation, we are saving on raw materials and energy. This means that by 2020 we will reduce our direct and indirect CO₂ emissions by 11 % and our energy consumption per data volume by 40 % compared to 2015. Each year, we purchase 100 % of the energy that we procure and control ourselves from green energy. Furthermore, via our mobile phone recycling programme, we safely dispose of old devices or prepare them for further use and support NABU (the German Nature and Biodiversity Conservation Union) in the renaturalisation of the lower river Havel with its proceeds.

A portrait of Valentina Daiber, a woman with reddish-brown hair, wearing a black top with a decorative neckline. She is smiling and has her hands clasped on a grey surface. The background is a blurred office interior with large windows.

As Chief Officer for Legal and Corporate Affairs, Valentina Daiber is responsible for the areas of legal, compliance, data protection and corporate security in addition to the company's regulation work, relationships with officials and government bodies, PR and corporate responsibility on the Executive Board of Telefónica Deutschland. Ms Daiber also manages the representative office in Berlin and the Telefónica BASECAMP.

VALENTINA DAIBER

"I am completely convinced that we can contribute to conquering societal challenges and drive sustainable development forward using digital technologies."

GUIDO EIDMANN

“Personal and business cybersecurity should be as normal as locking your front door.”

No one can deny: digitalisation brings huge opportunities for our society. Every individual profits in everyday life from things becoming easier, companies can break into new business areas, and potential digital solutions are emerging for global problems like the destruction of the environment and hunger. But there is another face to technological advance: cyberattacks on individuals, companies and society as a whole are on the rise. According to an IBM study, in 2016 alone more than four billion data records were stolen – as many as in the previous two years combined. This ranges from the theft of patents and expertise to cyberblackmail. In May 2017, for example, “WannaCry” – a typical “blackmail Trojan” – quietly locked up the data on more than 230,000 infected computers. Although Telefónica Deutschland was not affected, we immediately installed an update on several thousand notebooks, PCs and servers to protect ourselves against any potential further attacks. In my opinion, this kind of rapid and preventive security is exactly what will work in the future.

Increased confidence in digitalisation

Digitalisation cannot be successful while we are permanently worrying about criminal attacks in the digital world. In a Bitkom study in 2017, six out of ten companies see the risk that they will fall victim to hackers or cybercriminals as very high. Scepticism about some parts of the digital world is growing. That is why I argue in favour of finding a pragmatic way of working with cybersecurity and increasing public confidence in digitalisation.

As Chief Information Officer, Guido Eidmann is responsible for IT strategy and the company's digitalisation.



Telecommunication companies have a central role to play in this. As the provider of mobile telephony to the majority of people in Germany, we are very much aware of this responsibility. Telefónica Deutschland wants to see mobile freedom in the digital world – and this freedom needs to be based on confidence. With a smart security strategy, we can protect our customers' data and our own infrastructure.

As well as data security, data sovereignty is a priority for us. We are convinced that only by customers being able to decide what happens to their data will we create the necessary level of acceptance to allow society and business to seize the opportunities offered by Big Data. Customers need to be free to decide who they will grant access to which data. We allow them to weigh up the usefulness of smart analysis of their anonymised data for business and for society. To achieve this, we have developed our own TÜV-certified anonymisation process.

Data security is everybody's business

What is beyond any doubt, however, is that data security and control cannot just be managed by the telecommunications industry alone. Of course, companies need to defend themselves against cyberattacks by using comprehensive security strategies and training their employees.

But I would also like to see public authorities and government offices becoming more active in combating cybercrime and politicians creating strategic alliances with business. In private life, too, total protection is not possible in a digital world – but a high level of security is. Personal protection from cyberattacks, therefore, needs to become just as normal as locking your front door.

The huge opportunities of digitalisation should inspire us to master the challenges of cyberattacks.

In a nutshell, that means: we need to protect critical infrastructure better, politicians and business need to come closer together in relation to cybersecurity, and every private individual needs to take more responsibility for themselves.