



CDAO 2023 Toronto

Sustainable Data Programs - The Trust Imperative

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Data for Good



TELUS insights platform provides world-leading researchers access to high quality, strongly de-identified & aggregated network mobility data to support data-driven innovation for social good.



For good outcomes
powered by social
purpose



Leveraging TELUS
network mobility
data and data
science



Developed with
award-winning
privacy standards

An evolving backdrop brings new challenges

Data environment



Increased polarization

“Weaponizing” of Data Practices

Proliferation of misinformation

Impact on ability to innovate



Higher standards for data practices

Scrutiny of regulators

Unnecessarily restrictive legislation

Sustainable tech & data programs are crucial

Trust enables
innovative solutions
benefitting customers,
communities &
the planet



Technology



Transparency



Teamwork

Trust is good for business



8 out of 10
Canadians

Feel that a company's **reputation for how it treats personal information and privacy** changes the way they think about the company or brand

Demonstrating trustworthiness

TELUS Trust Model



Trust



Value



Respec
t



Securit
y

Trust through collaboration & communication

Trustworthy

Continuously
evolving
development & data
practices

Trusted

Building trust with
Consumers

Let's make the future friendly