

A close-up photograph of a person's hands holding a smartphone, capturing a photo of a woman in the background. The scene is outdoors with a blurred background of trees and a bright sky. The image is overlaid with a semi-transparent pink banner containing text.

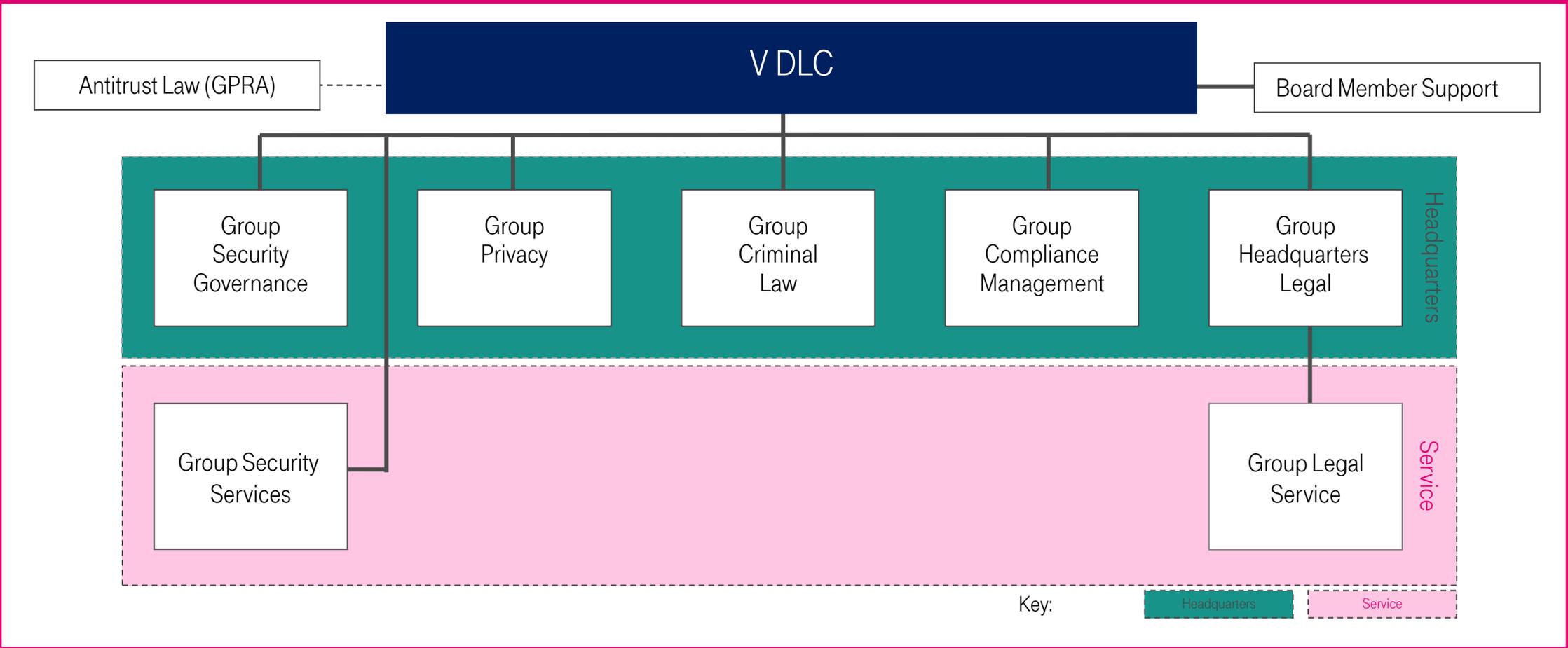
PSA - THE PRIVACY BY DESIGN APPROACH OF DEUTSCHE TELEKOM

Frank Wagner, VP Business, Services & Infrastructure
Deutsche Telekom Group Privacy



LIFE IS FOR SHARING.

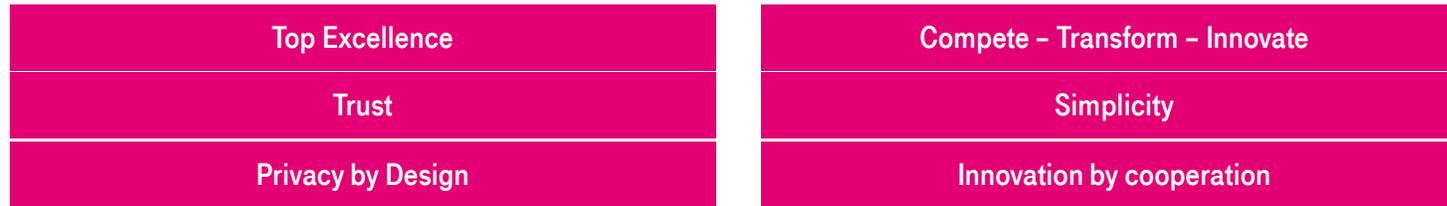
DATA PRIVACY, LEGAL AFFAIRS & COMPLIANCE (DLC) ORGANIZATION



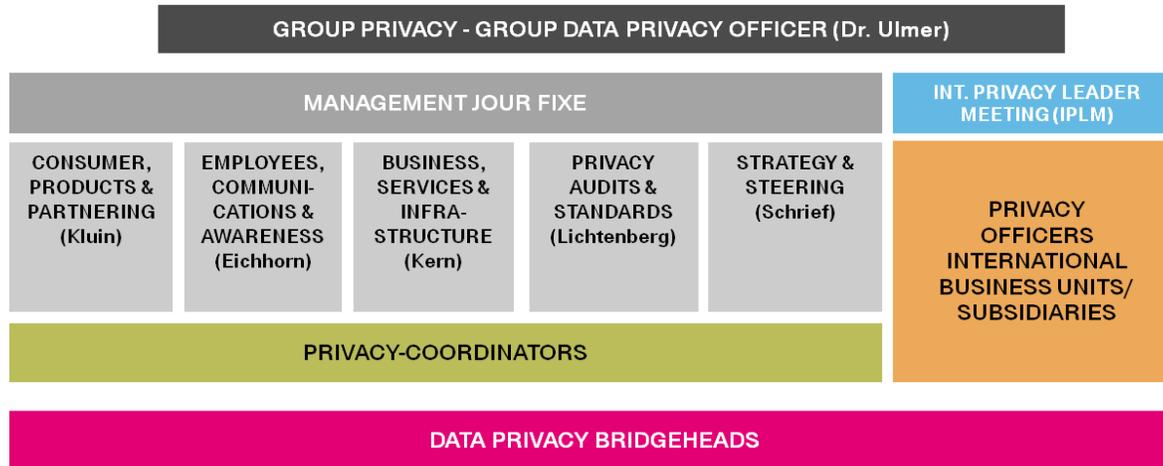
GROUP PRIVACY ORGANIZATION

Strategic Framework

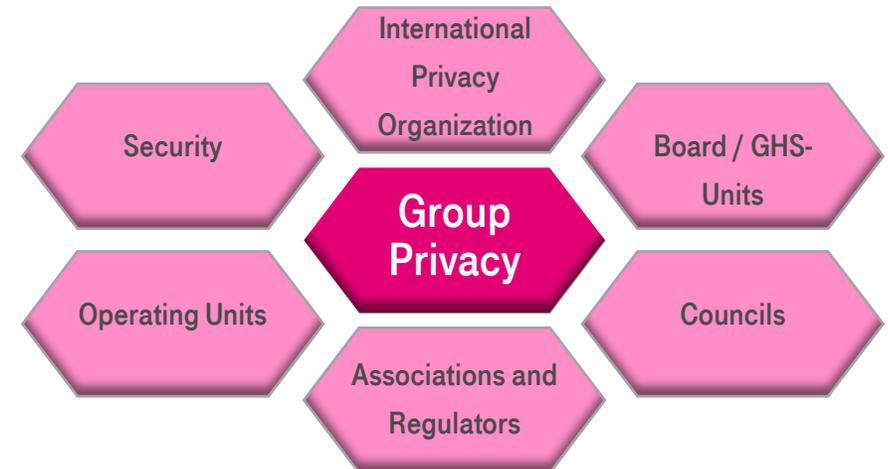
Our goal: Privacy is an integrated part of the brand Telekom
Our mission: Creating areas of trust!



Organization

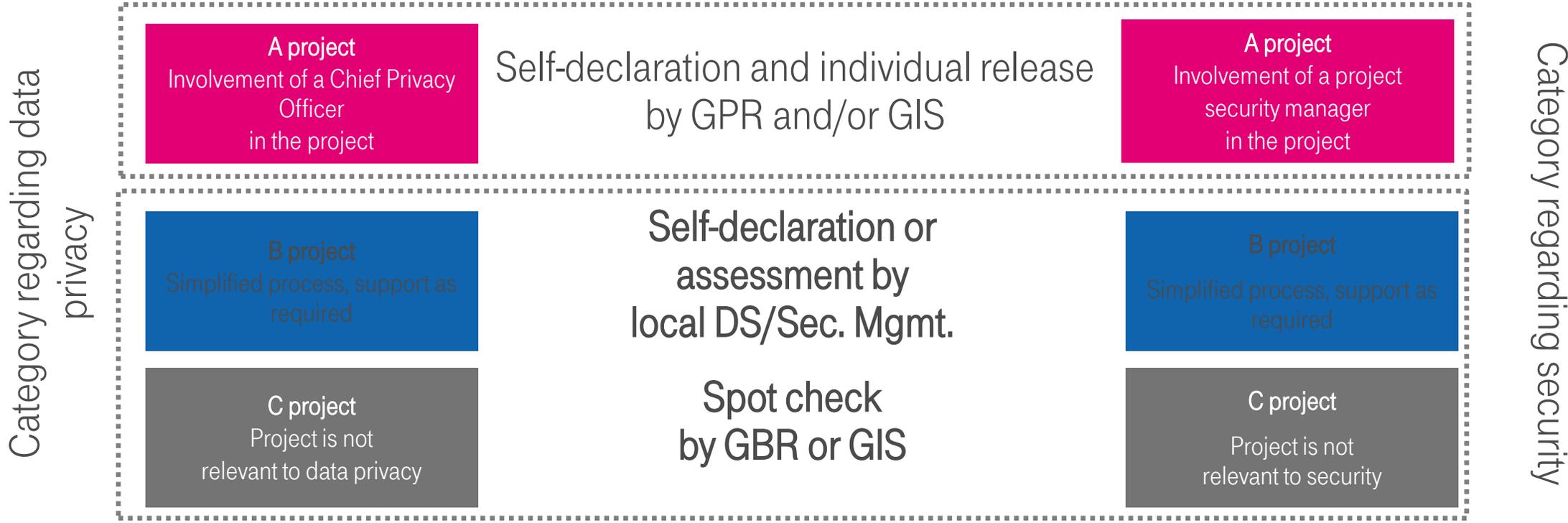


Internal & External Interfaces



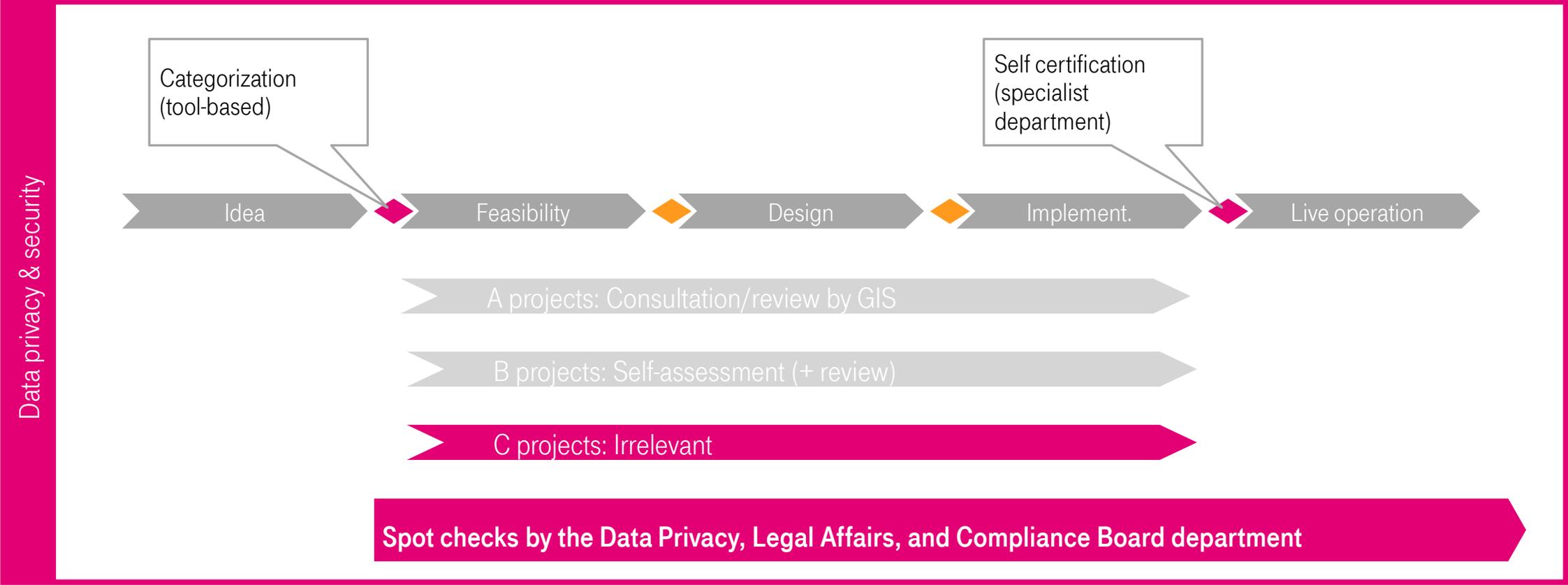
PRIVACY & SECURITY ASSESSMENT (PSA)

PSA CATEGORY



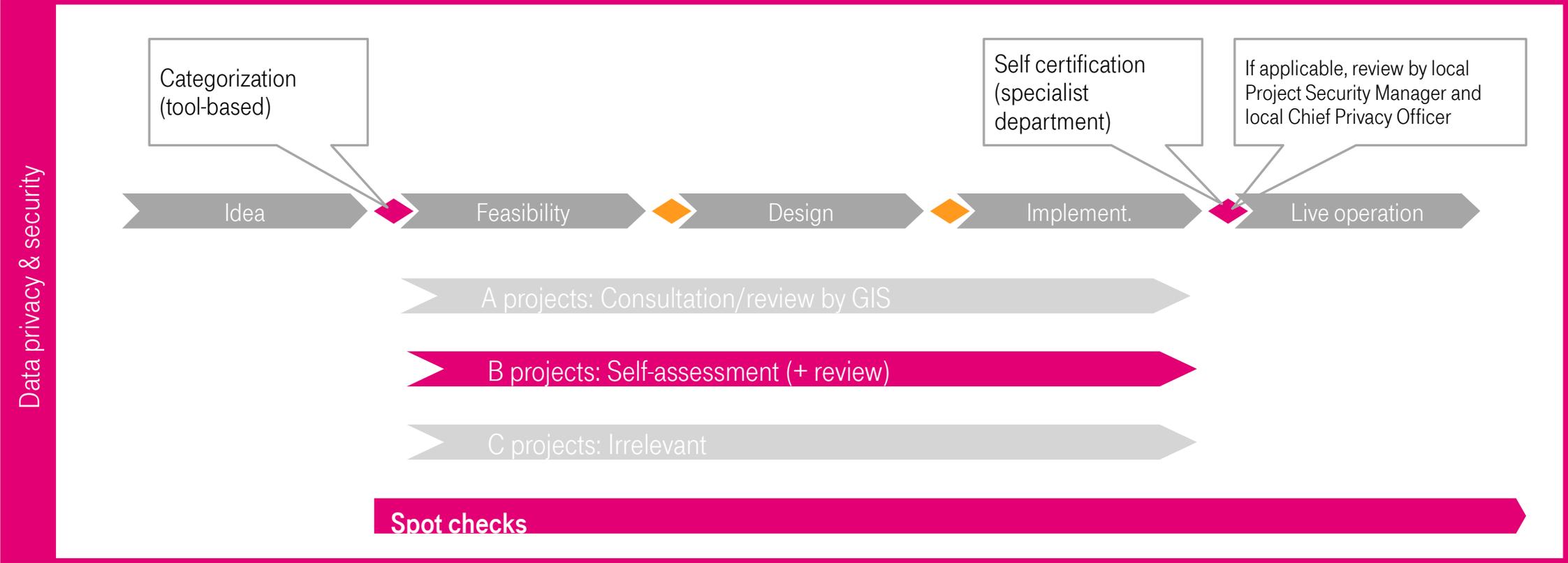
PRIVACY & SECURITY ASSESSMENT (PSA)

PSA CATEGORY C



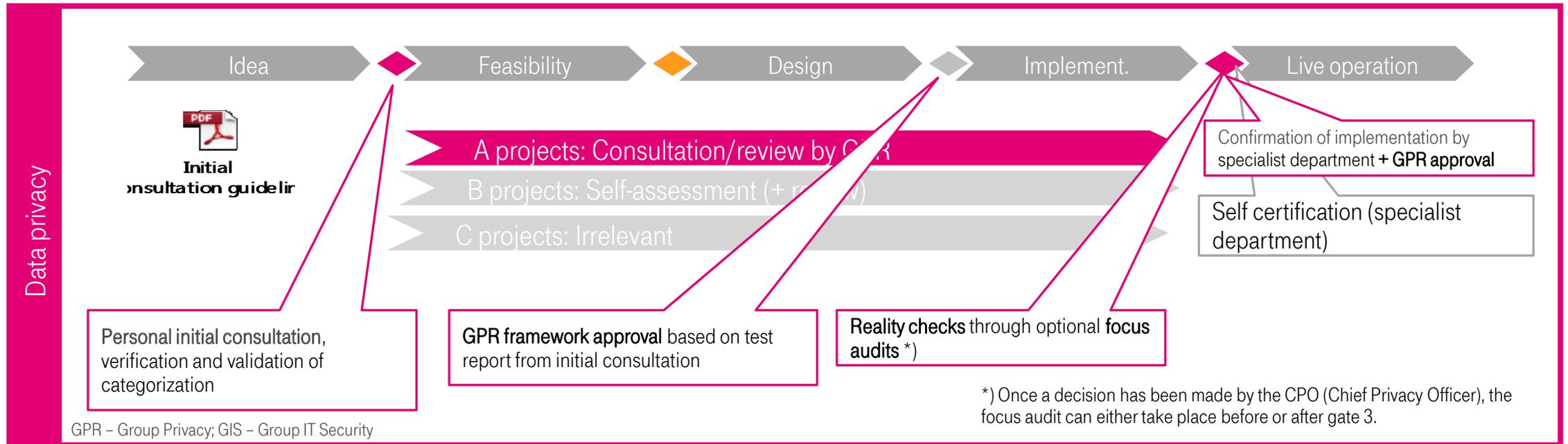
PRIVACY & SECURITY ASSESSMENT (PSA)

PSA CATEGORY B



PRIVACY & SECURITY ASSESSMENT (PSA)

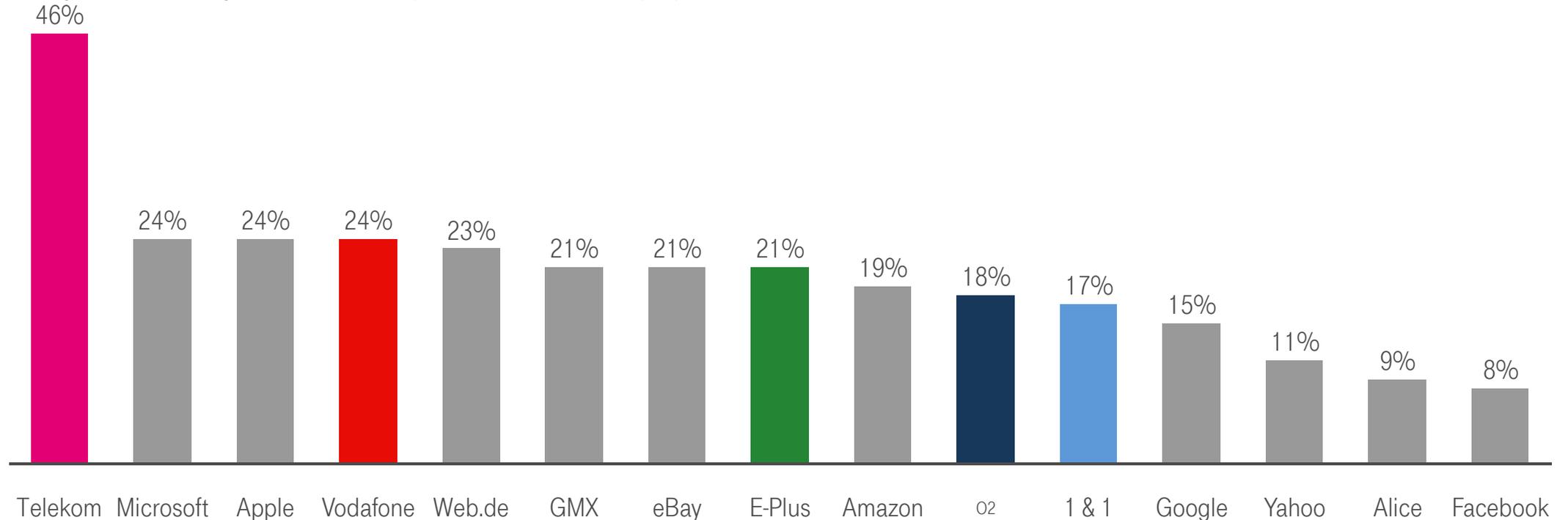
PSA CATEGORY A



DEUTSCHE TELEKOM CLEAR LEADER IN CUSTOMER TRUST

Which company do you consider to be trustworthy when it comes to dealing with personal data?

Survey conducted by IfD Allensbach (*Institut für Demoskopie*), June 2014



LIFE IS FOR SHARING.

PSA - the privacy by design approach of Deutsche Telekom

THANK YOU !

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