

Reconciling Privacy & AML

Securys

Privacy made practical[®]



Agenda

- Speaker panel
- Origins
- The challenge
- Some answers
- Q&A



Our panel



Ben Rapp

Principal Securys Limited



Vivienne Artz, OBE

Advisor to boards and CEOs, privacy and data strategy expert and thought leader

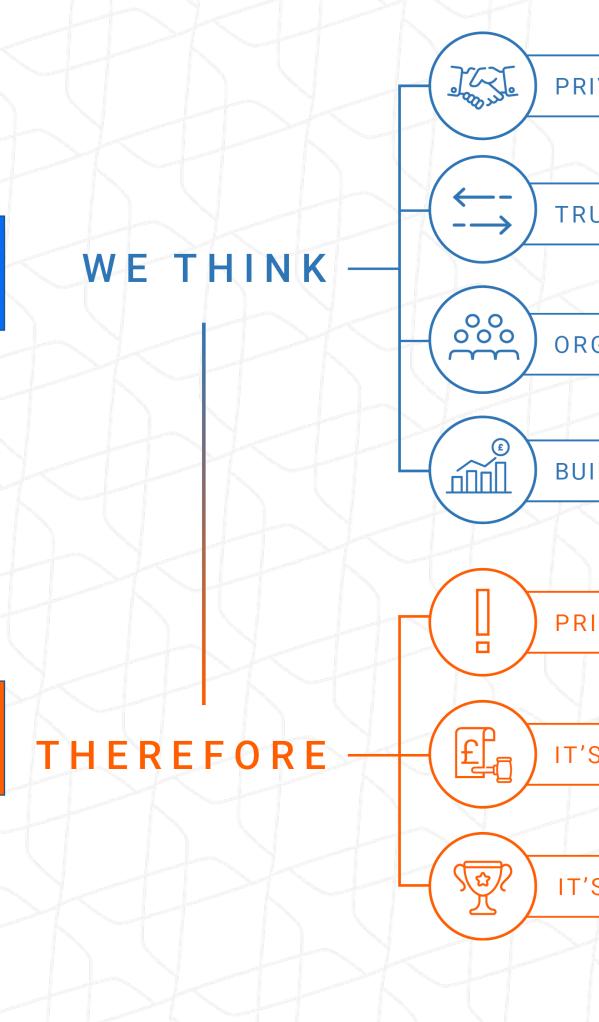


Andrew Sharp

Practice Lead Securys Limited



THE VALUE OF TRUST



Privacy vs AML

PRIVACY IS ABOUT **TRUST**

TRUST RUNS BOTH WAYS

ORGANISATIONS HAVE MANY STAKEHOLDERS

BUILDING TRUST DRIVES **MEASUREABLE RETURNS**

PRIVACY SHOULDN'T BE A **DISTRESS PURCHASE**

IT'S NOT JUST ABOUT AVOIDING FINES

IT'S A ROUTE TO **SUCCESS**



Privacy (and security) is about people

- Stakeholder communities
 - Consumers and customers
 - Employees
 - Suppliers
 - Shareholders & investors
 - Collaborators
 - Families & dependants
 - The public

Privacy vs AML



BEYOND

FINES





How did we get here?



Instant, digital finance

 Borderless world ...but local regulations



Huge volumes

- Smart criminals
- ...hiding needles in haystacks

Wider AML/CFT ambit

- PEPs, watchlists, sanctions
- ...but increasing focus on privacy



What's the problem?

Privacy regulations

Customer experience

Data minimisation Data localisation No automated decisions No retention Accuracy

False positives Re-collection Poor CRM outcome Surveillance risk Poor transparency

AML regulations

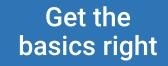
Data maximisation Data exchange AI & automation Patterns and history Inference and suspicion



What can we do about it?

- Collect but protect
- Proper access controls
- Use LIAs better
- Consider offering choice
- Clarity, not security through obscurity
- Embrace AI with governance
- Use blockchain and tokens
- Ultimately regulators need to cooperate globally

Regulatory reform



Put the customer first

Empowerment and transparency

Technology Al, blockchain, NFTs



<u>Securys</u>

Q&A



Contact details / next steps

- Webinar recording
- FS articles on topics discussed
- Sector roundtables
- Follow us on LinkedIn







Ben Rapp Principal Securys Limited

ben.rapp@securys.co.uk



Stuart Richards Business Development Manager Securys Limited

stuart.richards@securys.co.uk