#### CDAO 2023 Toronto

## Sustainable Data Programs - The Trust Imperative

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TELUS

## Data for Good

TELUS insights platform provides world-leading researchers access to high quality, strongly deidentified & 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

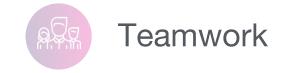


### Sustainable tech & data programs are crucial

Trust enables innovative solutions benefitting customers, communities & the planet







#### Trust is good for business





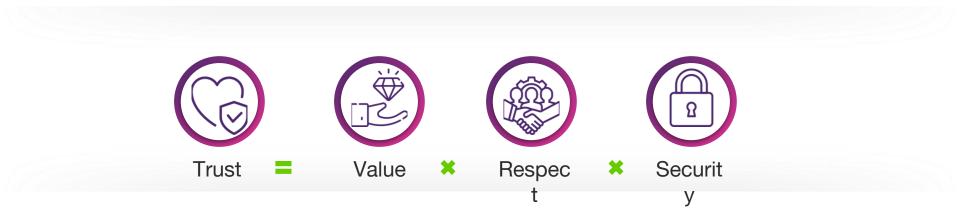
#### 8 out of 10 Canadians

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



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#### Trust through collaboration & communication #TELUS

#### **Trustworthy**

Continuously evolving development & data practices

#### **Trusted** Building trust with Consumers

## Let's make the future friendly

**TELUS** Proprietary