# COVID-19 & PRIVACY



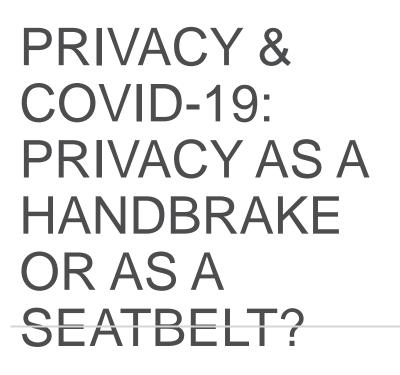
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\* The views expressed are personal and do not necessarily represent the approach of Astellas

### COVID-19: WHY PRIVACY?











## COVID-19: THE PRIVACY AGENDA FOR BUSINESS

What are the main categories of topics that are dominating the privacy debate under COVID-19 from a business perspective?

> Contain COVID-19 Spread & Safeguard the Working Environment

Changes in working practices



### COVID-19: CHANGES IN WORKING PRACTICES

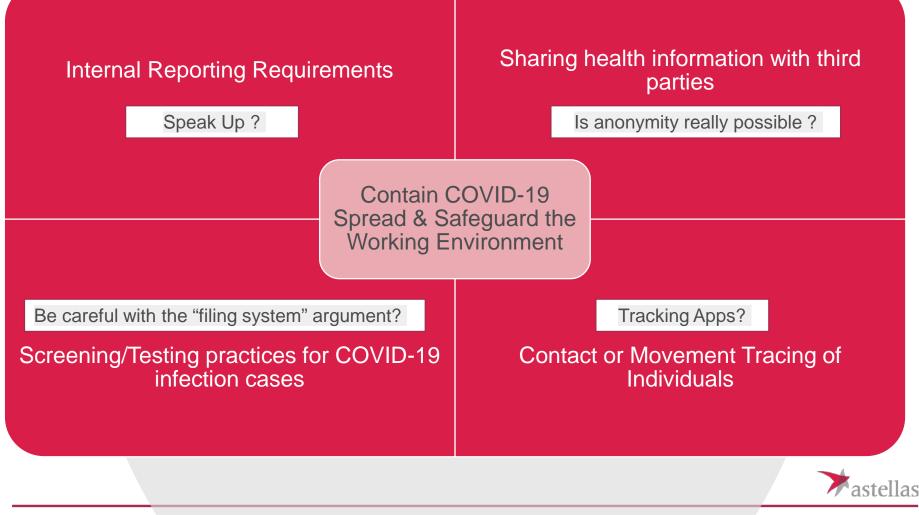
The main challenges from a privacy perspective

Digitization of Interactions with Customers & Stakeholders

Teleworking (WFH)

| Security Profile of           | Phishing / BYOD       |
|-------------------------------|-----------------------|
| tools/3 <sup>rd</sup> parties | Al/Data Lakes?        |
| Employee<br>Monitoring?       | "Benign<br>Ignorance? |
|                               | Tastellas             |

# COVID-19: CONTAIN COVID-19 SPREAD & SAFEGUARD THE WORKING ENVIRONMENT



#### **THANK YOU!**



