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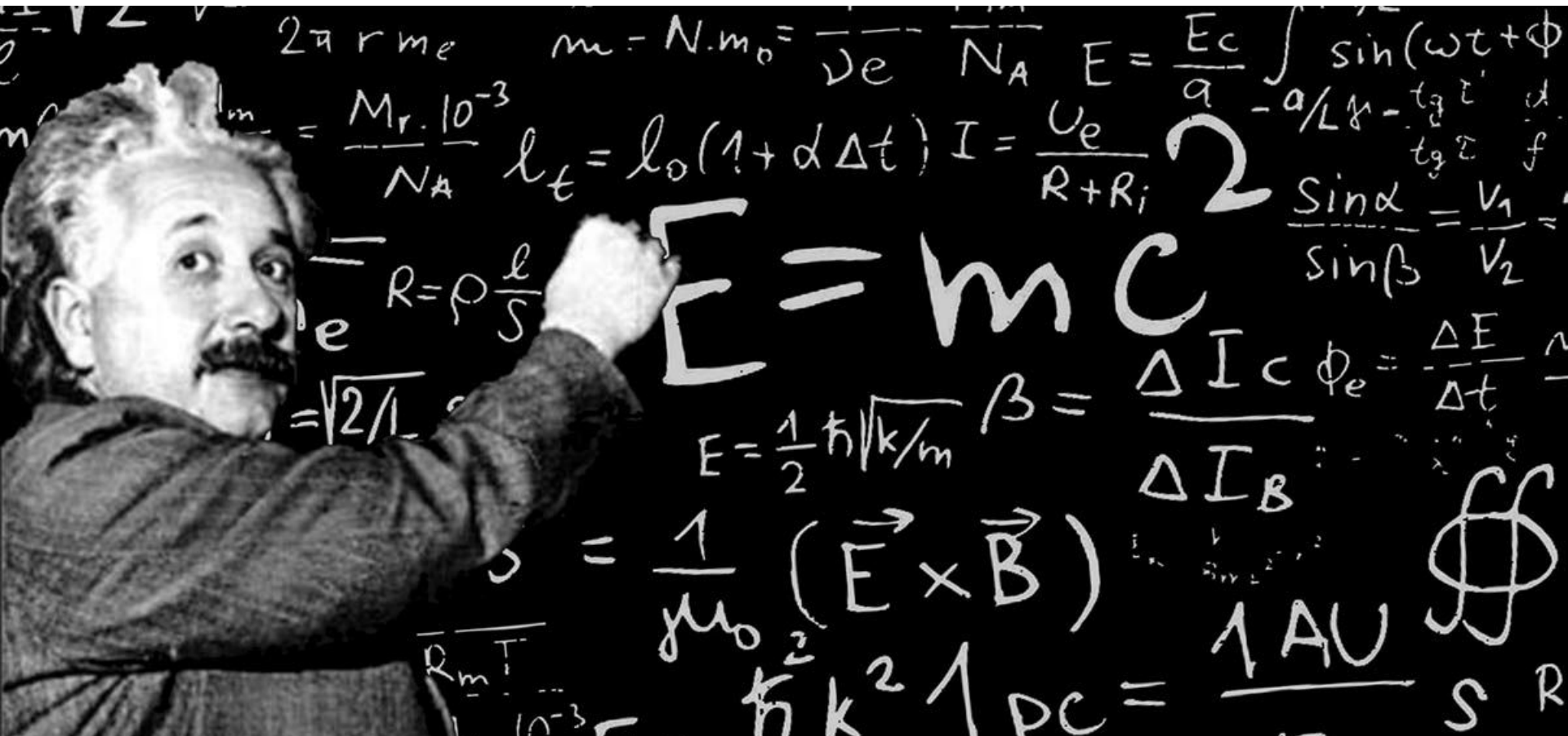
# Design patterns for consent management

@stefanoleucci

IPEN Meeting 2019 (Rome)

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This is not rocket science!



## Human patterns

What enables actions, nudges behaviours and improves informed choices

CNIL - Shaping Choices in the Digital World (2019)

## Tech patterns

What translates user choices into structured data and improves organizational efficiency through process engineering

ENISA - Privacy and Data Protection by Design (2015)

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**Definition** of concrete legal requirement through the application of legal requirements.

**Validation** with a working group of experts in different fields, especially on process engineering.

Define

The importance of a methodological approach

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Draft, share and approve a **functional analysis** with the help of system owner, process engineers and UX experts.

**Test** the solution before the go-live and document the result of the test.

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Through audit log, KPIs and KQIs, **measure and react** to implemented patterns.

Continuously improve the pattern, **updating** blueprints and functional analysis.

Define

Implement

Improve

The importance of a methodological approach

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di ricevere le promozioni riguardanti le varie tipologie  
S.p.A.

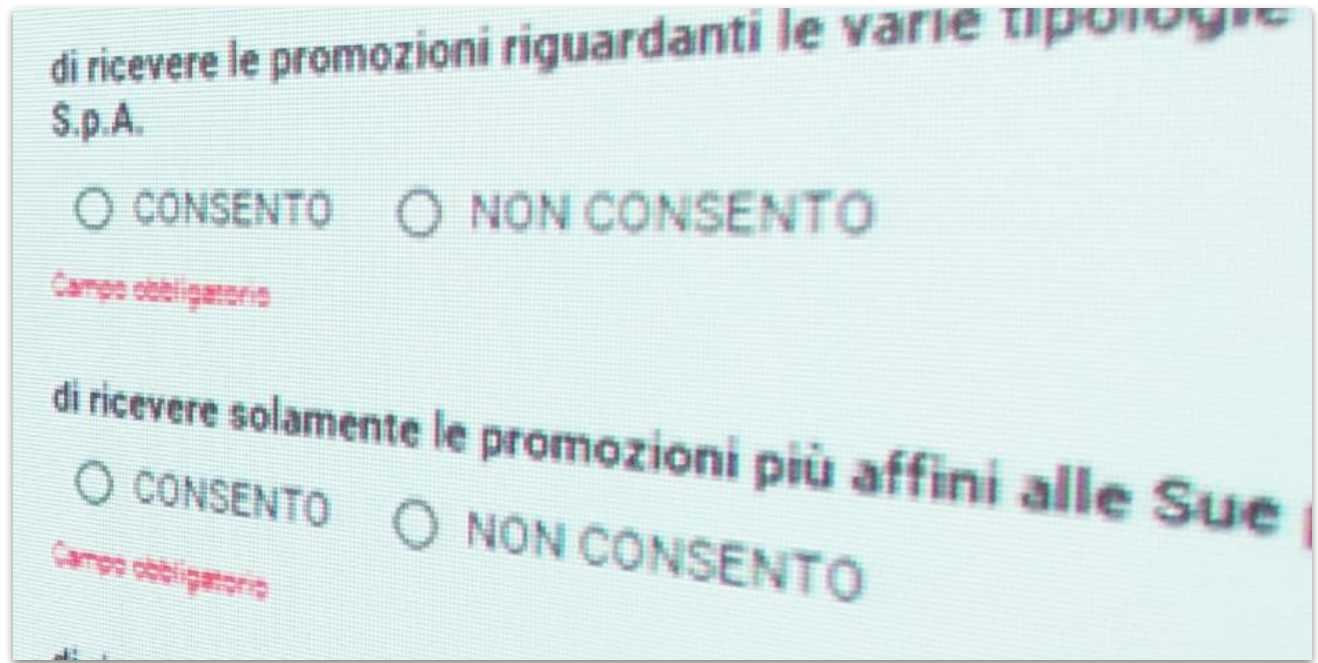
CONSENTO     NON CONSENTO

Campo obbligatorio

di ricevere solamente le promozioni più affini alle Sue

CONSENTO     NON CONSENTO

Campo obbligatorio



Missing validation with UX experts?

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CONSENTO     NON CONSENTO

*Campo obbligatorio*

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CONSENTO     NON CONSENTO

*Campo obbligatorio*

Missing even a tiny testing phase?

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# Sparse thoughts for consent management

## Drivers for patterns definition

How many and which consents do we need?

How can we prevent errors in human operations made on system?

Do we need to link consents to the communication channels?

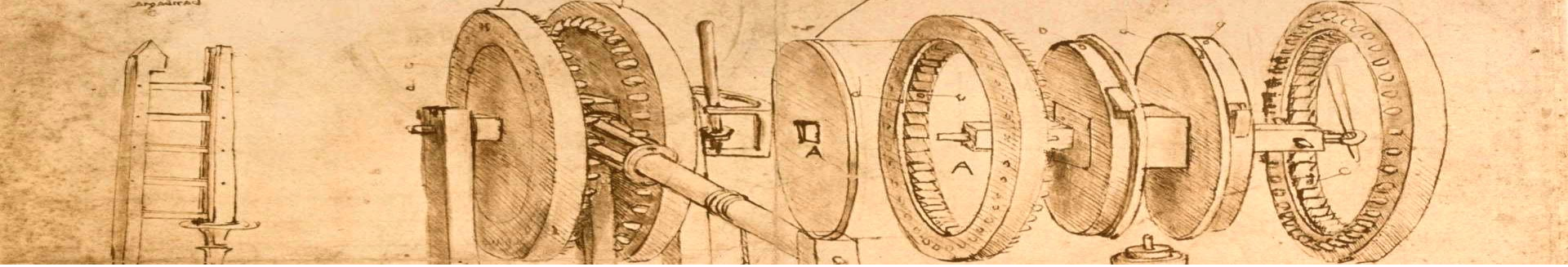
How we can audit our consent management system?

Do we need to link a timing of validity to our consents?

Do we want to centralize consent management? Or do we want to de-centralize consent management for sticking to contextual privacy related to family of same products?

How the consent will be updated and/or refreshed?

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## Leonardo Da Vinci (1452-1519) already re-invented the wheel!

And - by the way - happy 500th anniversary!



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**\_thanks!**

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