

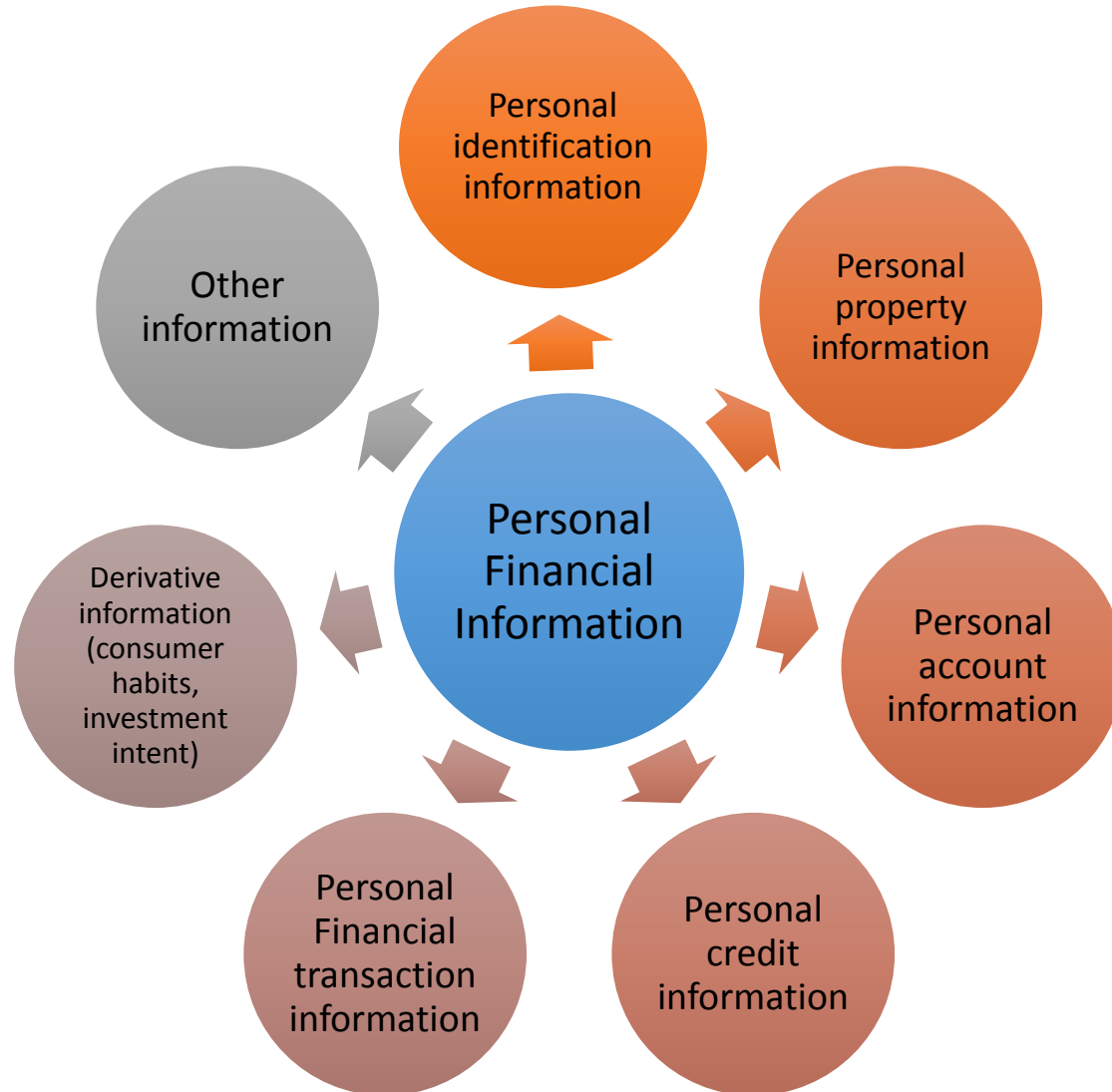
# Privacy and Personal Information Protection in the Fintech Industry

December 4, 2019



# FinTech – Data-intensive industry needs strong protection

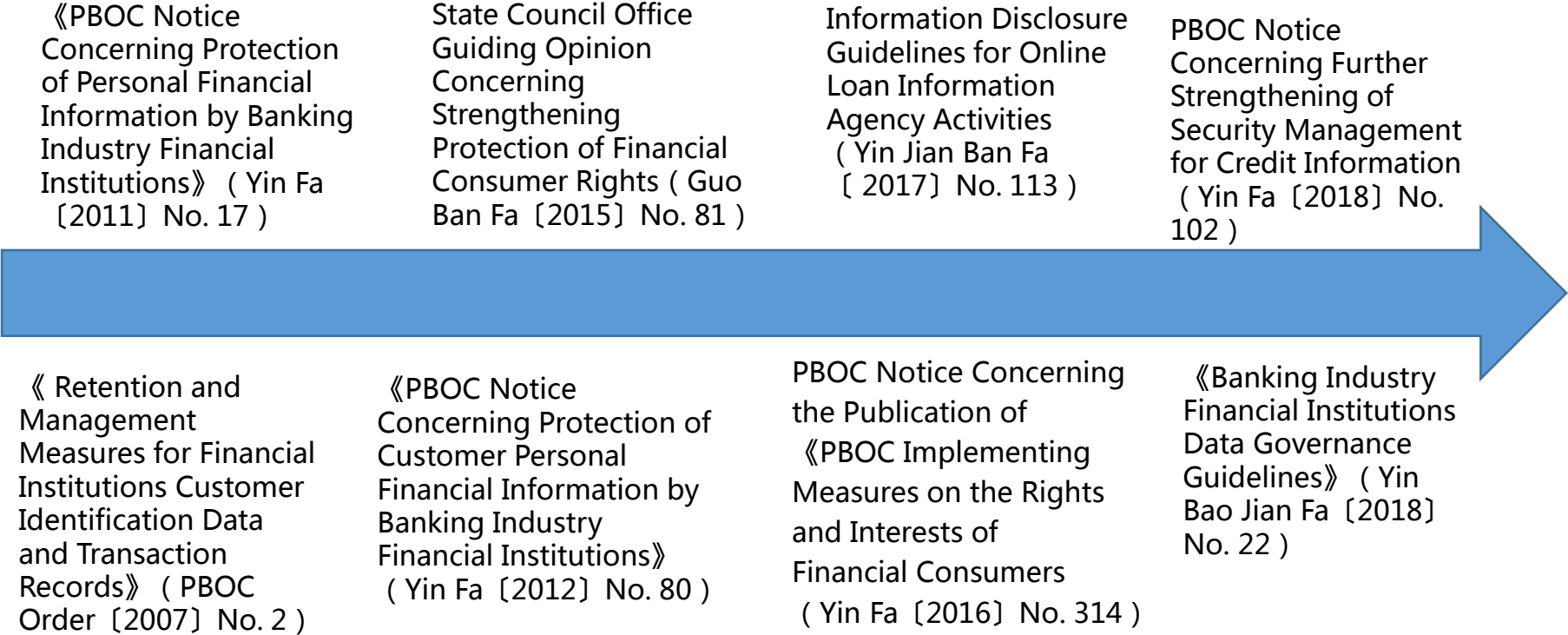
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Any breach or misuse of data may result in harm to safety of a person or his property, or injury to an individual's reputation or cause an individual to suffer discriminatory treatment.

# Data Use by Financial Industry is Heavily Regulated in China

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**Hefty penalties for violations has led the financial industry to adopt a more conscientious mindset and attach greater importance to data protection**

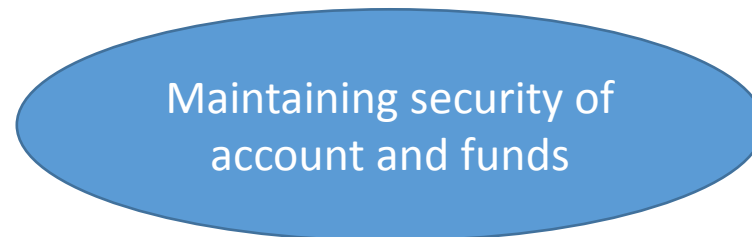
# Data Processing for Different Purposes

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Achieving a balance between individual rights and financial risks – regulating financial institutions to ensure that collection and processing of personal information is lawful, proper and necessary

**Financial transactions**





# Case Study: Privacy Protection Practices at Ant Financial

# Our Beliefs

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Ant Financial's growth lies in its quest to establish a relationship of **trust**

Alipay 支付宝

MyBank 网商银行

Huabei, Jiebei 花呗借呗

Zhima Credit 芝麻信用

Establishing a relationship of trust between buyer and seller

MyBank provides inclusive credit and loan services to small and micro- enterprises.

Raising consumer confidence

Working hard to increase level of trust between merchant and consumers

Privacy Protection is the foundation upon which we must live up to the trust of our users and exceed their expectations.

Our Core Beliefs in Privacy Protection:

**Respect User Privacy,  
Create User Value**

We believe that:

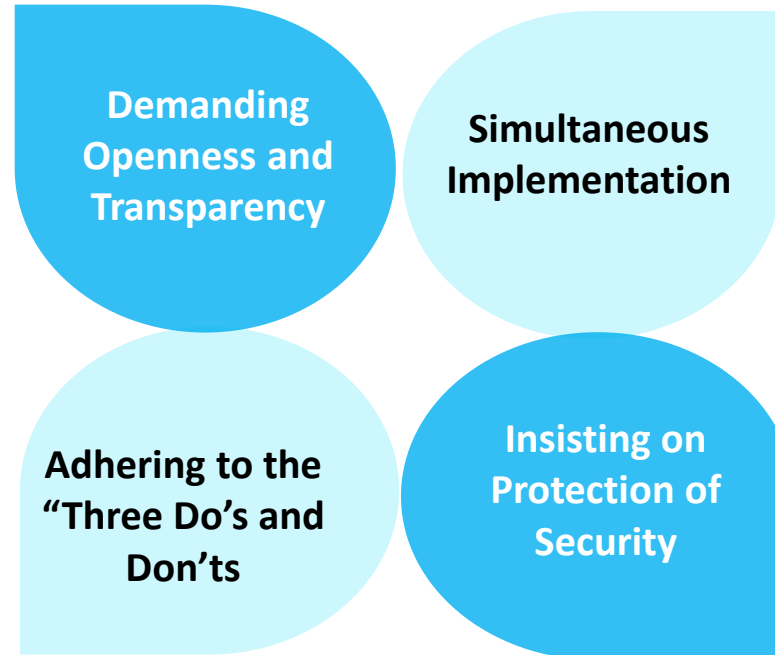
- **Data security and privacy protection are not just legal requirements, but are basic capabilities that an enterprise must possess in itself in order to maintain sustainable growth**
- Strengthening data security and privacy protection should not be a burden and cost to the enterprise, but should be an investment towards building up its core competitiveness.**

# Our Principles

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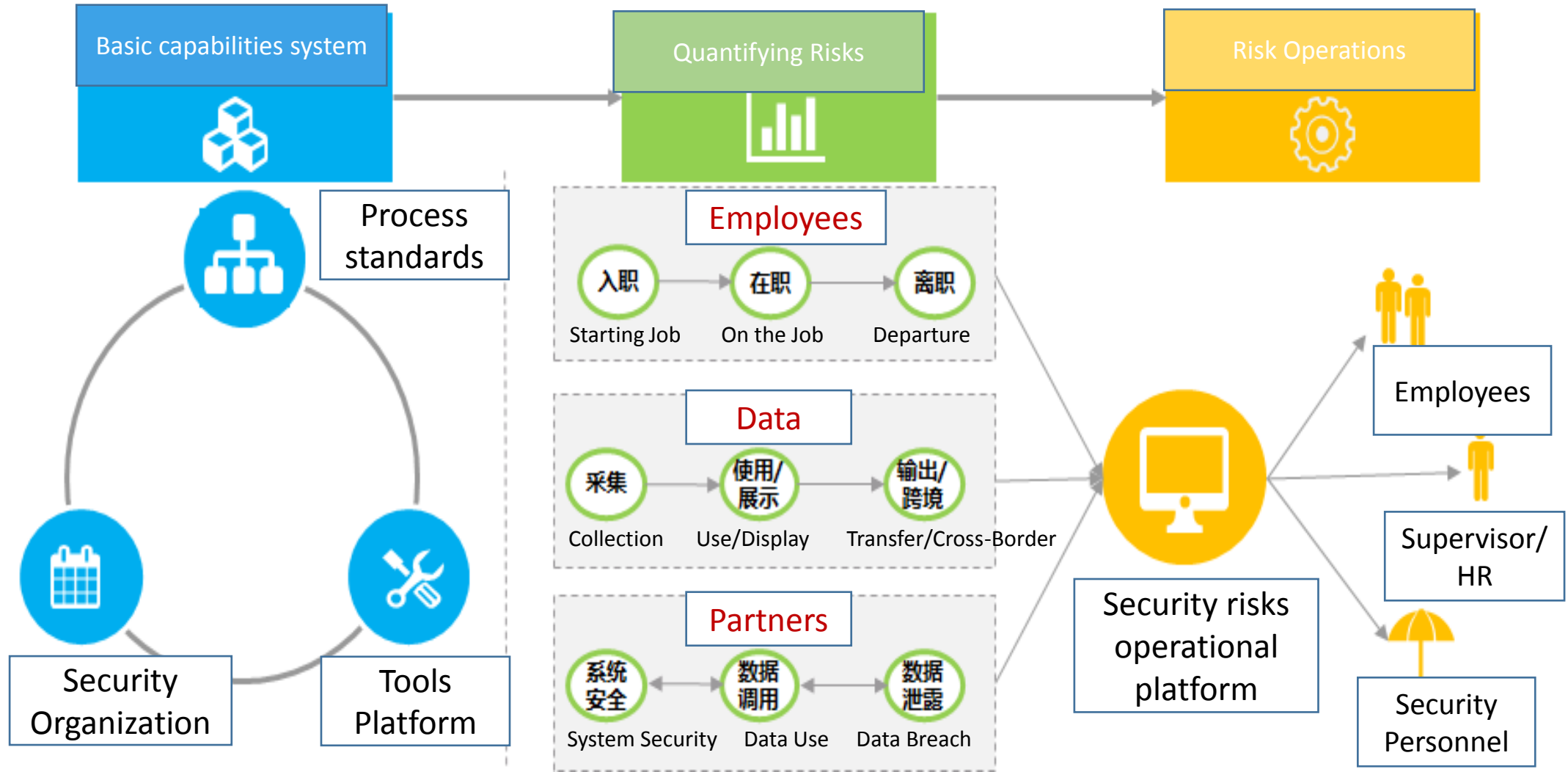
**Ant Financial sees technological innovation and management innovation as its two pillars of strength in privacy protection and data security.**

- Publishing a Privacy Policy that is simple and easy to understand; the user is able to understand how his personal information is collected and used; and can make his or her own choices based on adequate information.
- **Do** give users a sense of security, **do** use data to create value for users, and **do** ensure security and compliance with law
- **Don't** make decisions for users, **don't** misuse data, and **don't** collect data of unknown origin.



- Formulating a management scheme for privacy protection and data security **during product design**;
- Implementing privacy protection and data security management measures **during development of the product plan**
- Featuring privacy protection and data security management functions **when a product is launched online**
- Excel in its role as a guardian of data security for users and an originator of data security for the industry

# Strengthening the system and standards, Consolidating our management foundation





# Optimizing our privacy policy to protect user rights and interests

## Security Settings



## Masking asset information



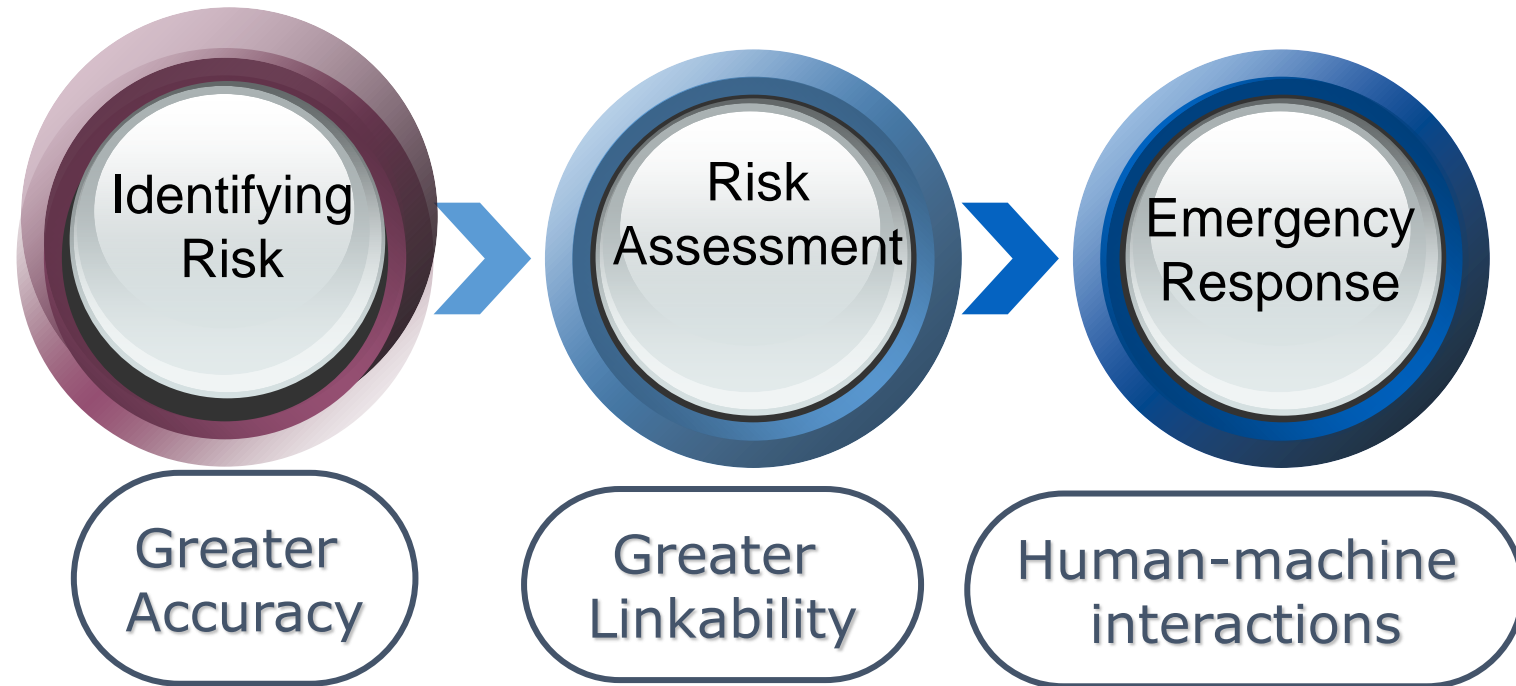
## Account authorizations and withdrawals



# Technology Development and Data Protection

**Mobile internet, cloud computing, big data, blockchain, artificial intelligence....  
Development of new technologies bring new challenges to data protection, but  
technology also provide key methods for resolving future privacy protection issues.**

- **Lower cost, more efficient and broader scope of data collection**
- **Boundaries between personal and non-personal data become blurred**
- **Data is no longer within the control of users or service providers**
- **Developments in AI bring greater uncertainty and risks to privacy protection**



Technical innovations help us in conducting recognition of sensitive data, categorizing intelligence data by types and levels, de-sensitizing sensitive data, identifying data operations risks, etc.

# Formulating data protection rules for the future

- **Data protection principles must keep up with technological developments**
- **Countries must formulate more open and inclusive policies towards cross-border data flows**
- **Explore benefits of a shared digital economy,**
- **Leverage AI and Big Data to contribute to the development of this digital economy**
- **Work together to ensure privacy protection and data security on a global basis**

感谢聆听

**Thank you for listening!**