FUTUREOFWORKHUB

RSA

Economies of Trust

Business transformation in the post-pandemic world - online discussion series

A Future of Work Hub by Lewis Silkin and RSA collaboration

Data privacy and trust in the workplace – is a profound shift underway?

"It takes a lot to inform massive shifts in our thinking, ways we work, ways we live, ways we imagine our worlds. What it takes for that massive shift isn't just technology, it is apparatus and systems sitting around that to make it appear trustworthy and safe." Genevieve Bell Director 3Ai, VP and Senior Fellow at Intel

So how is the pandemic shaping attitudes towards data privacy as society makes significant trade-offs between established freedoms and safety? **43%** of our attendees think *as a society we are moving towards a more restrictive attitude towards privacy rights for the longer term*. In our session we discussed some of the emerging trends in the future of work around technology, data and trust. We have set out below some of the key trends and perspectives that were shared in the discussion.

A key aspect of building trust with technology and data is **involving employees in the decisions** about how the data is used. Technology could improve wellbeing and productivity of firm level processes rather than used as a microscope to measure an individual's performance. Allowing employees to be part of the process can create trust with the way in which the technology will be used and allow them to see the potential benefits. *"Prior to the pandemic, we did surveys that showed workers are worried about being excessively monitored by new technology. Half of all workers are worried about this compared to a third who are worried about automation. Concerns about monitoring are more pervasive than automation."* Fabian Wallace-Stephens, Future Work Centre Senior Researcher, RSA
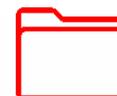
There is a growing responsibility for businesses to play their part in **democratising data** and changing the experiences and outcomes of using it rather than acting only because legislation requires it. Organisations can use the power of technology such as AI to remove barriers and avoid bias and discrimination in processes. Ultimately this will enhance human experience for the better. *"Moving towards more technology and data, we may create more barriers but there is the opportunity to knock them down. Power is in all our hands. Steps should not disenfranchise people. Democratising data enfranchises us all."* Steph Hamill Experience Division, Consulting, Capita

"We're shifting from AI as maths and machine to AI as experience and sensory – it's an exciting time." [delegate]

There needs to be a **balance between trust in regulation as well as in the technology**. Regulations such as the GDPR need to do their job in protecting the rights of employees and the individual but we also need to allow the technology to be utilised to the best of its ability and to allow for continued innovation. *"Trust cuts both ways – employees needs to have trust that regulations are fit for purpose, alongside trust in the efficacy of the piece of technology being used."* Alexander Milner-Smith, Co-head of Data and Privacy, Lewis Silkin LLP

POWER BALANCE
INCLUSION
REGULATION
TRUST
BIAS ETHICS
TRANSPARENCY
CITIZENSHIP DATA TRUST DEFICIT
RIGHTS
DUTIES
HUMAN-CENTRIC
TECHNOLOGY
EFFICACY

Overall **transparency** will be key in changing the relationship between technology, data and trust and if the balance is right, we can move towards a more positive relationship between the three. *"Those who are transparent and engender trust will be those who are successful."* Alexander Milner-Smith, Co-head of Data and Privacy, Lewis Silkin LLP

If you would like to hear more on this topic or join the future of work conversation, please visit our Future of Work Hub or the RSA website.