

## ABSTRACT SUBMISSION

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### **Abstract**

This research examines the question of whether trustworthiness provides a viable approach to resolving the concerns raised by the General Data Protection Regulation (GDPR) for data driven business, using as examples the premium exponents of platform based advertising companies such as Facebook and Google. The important and practical difference between trust and trustworthiness is evaluated and a set of dimensions of trustworthiness particularly applicable to data privacy and protection are specified, including Honesty; Benevolence; Competence; Reliability; Vulnerability; and Communication. The difference between trustworthiness and GDPR compliance is examined, followed by an in-depth assessment of the nature of data driven business, its benefits and opportunities, weaknesses and threats and the likely effects of GDPR on that trajectory. A conceptual model for data privacy and protection is developed which takes account the impact of GDPR on the user – organisation relationship. An evidence based approach to measurement of trustworthiness is proposed based on -2 to +2 scale, drawing evidence from regulatory enforcement agencies in the US and EU and also from applying data privacy and protection based statements consistent with an identifiable status of an aspect of trustworthiness, 'very honest', for example. The conclusion arrived at is the trustworthiness provides an avenue beyond compliance to thrive in data driven business in a more regulated business world.