Cognizant's Center for the Future of Work Examines Privacy in the Age of the Algorithm

Cognizant Center for the Future of Work

"Today's digital age is the proverbial double-edged sword, and our privacy is increasingly in play," write**Ben Pring**, Vice President & Managing Director, and **Robert Brown**, VP, Center for the Future of Work. "In a world suffused with AI, bots and internet connected 'things', we humans have become chassis of data, subject to vast – and lucrative – analysis every day. And like the Police song of yesteryear, every move we make in the online world is visible to those we trust and those we don't know."

Already, in the US, regulatory bodies are reconsidering what privacy means in today's digital era, and, in Europe, the General Data Protection Regulation (GDPR) goes into effect on May 25. To help make sense of all the issues, companies need a list of strategic actions to start and stop doing to flourish in the new age of data privacy.

New guidance from the Cognizant Center for the Future of Work examines this important moment of transition and provides analysis, advice and insight for organizations around the world that need to respond to the changes ahead.

On May 24, Gary Beach, Publisher Emeritus, ***CIO*** magazine and Columnist for the ***Wall Street Journal***'s CIO Journal moderated a thought-provoking webinar discussion on the escalating online privacy challenge. He was joined by Ben Pring and Rob Brown of the Cognizant Center for the Future of Work, and Jonathan Zittrain, a Harvard Law and Computer Sciences professor and author. Click here to register and listen to the recording.

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