

Bâtir des expériences numériques personnalisées

Tendances, défis et réflexions

Chère marque...

Dearest Netflix,

Why do you think I want to watch *Toddlers + Tiaras*? I thought after all this time together, you would know me. But you don't get me at all. I have wasted too much time browsing your mediocre offerings - and I'm done. It's not me, it's you. You just don't see me. I don't have time to wait around for you to get upgraded - my digital clock is ticking. Don't show up in my mailbox or Xbox again, you're the worst.

Love,
Cindy

p.s. I've been cheating on you w/
amazon Instant Video. and pbs.com.

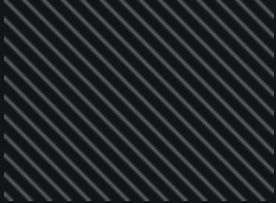




**C'est entretenir
une relation.**

“ Dans les années 80, on cherchait un client dans chaque individu. Aujourd’hui, on doit trouver l’individu dans chaque client. ”

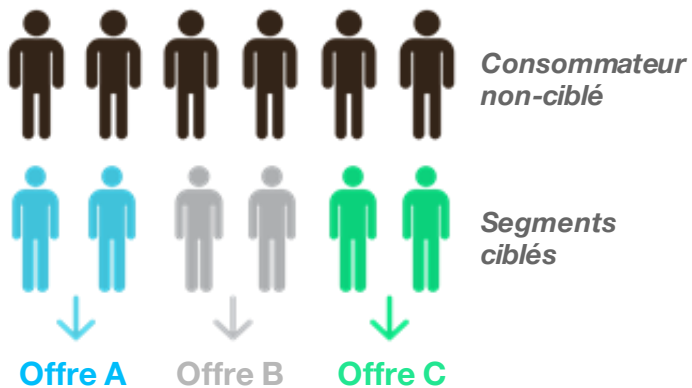
— BORIS DURISIN, Professeur universitaire



01

**L'hyper personnalisation.
Un peu, beaucoup,
modérément?**

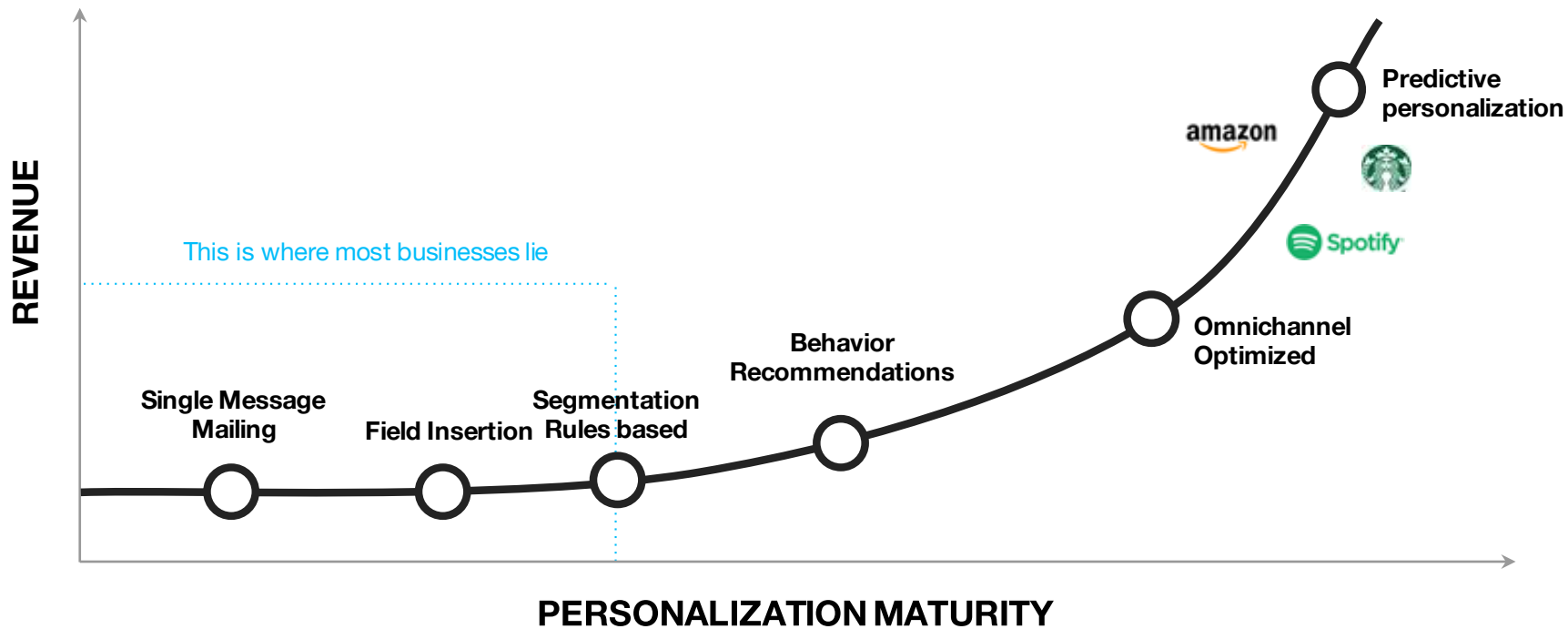
Personnalisation



Hyper personnalisation



Source: Capgemini



Source: Webengage



Big Mac et Big Data

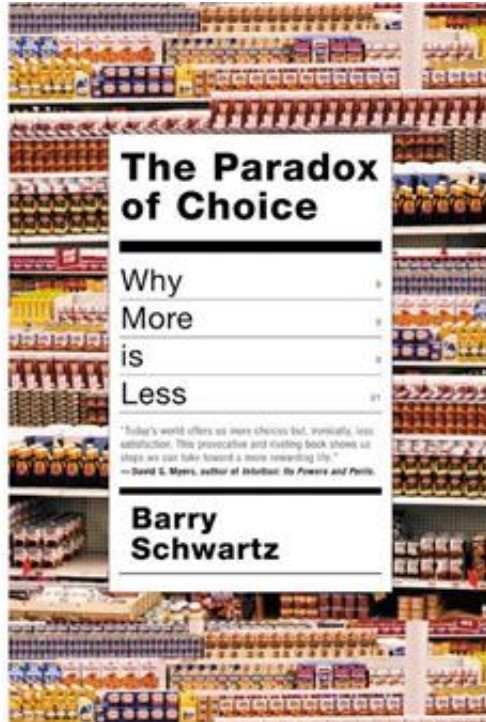




Démocratisation du “machine learning” amazon



Amazon Personalize, c'est comme si vous aviez à votre disposition votre propre équipe de personnalisation machine learning Amazon.com, 24 heures par jour.



Trop de choix,
tue le choix.

Accueil

Parcourir

Radio

BIBLIOTHÈQUE

Crée pour vous

Écoutés récemment

Titres

Albums

Artistes

Stations

Balados

PLAYLISTS

alejandra aranda

Focus Now

Diego's Goodbye -...

All Out 90s

+ Nouvelle playlist



Rechercher



Anastasia Simitsis



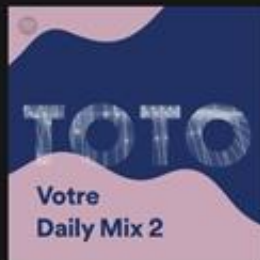
Crée pour vous

Vos Compils du jour



Mix du jour 1

Andy Williams, Carpenters, Burl Ives et plus



Mix du jour 2

Toto, Phil Collins, The Police et plus



Mix du jour 3

Ramin Djawadi, John Williams, Craig Armstrong et plus



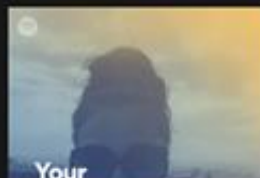
Mix du jour 4

Paul McCartney, Lionel Richie, The Jackson 5 et plus

Voyez ce que vos amis écoutent

TROUVER DES AMIS

Trouvez de la nouvelle musique



Where We're Going +
Hans Zimmer



0:55

-6:45

Top Picks for Joshua



Trending Now



Because you watched Narcos



New Releases







care/of

You are unique. So are we.

Build a personalized daily vitamin pack with honest guidance and better ingredients.

Get started



NEW! Introducing Care/of Protein Powders and Boosts, from Chia-Flax to Maca. [Meet the powders](#)

Personalize

BROWSE PRENATAL GIFT

care/of

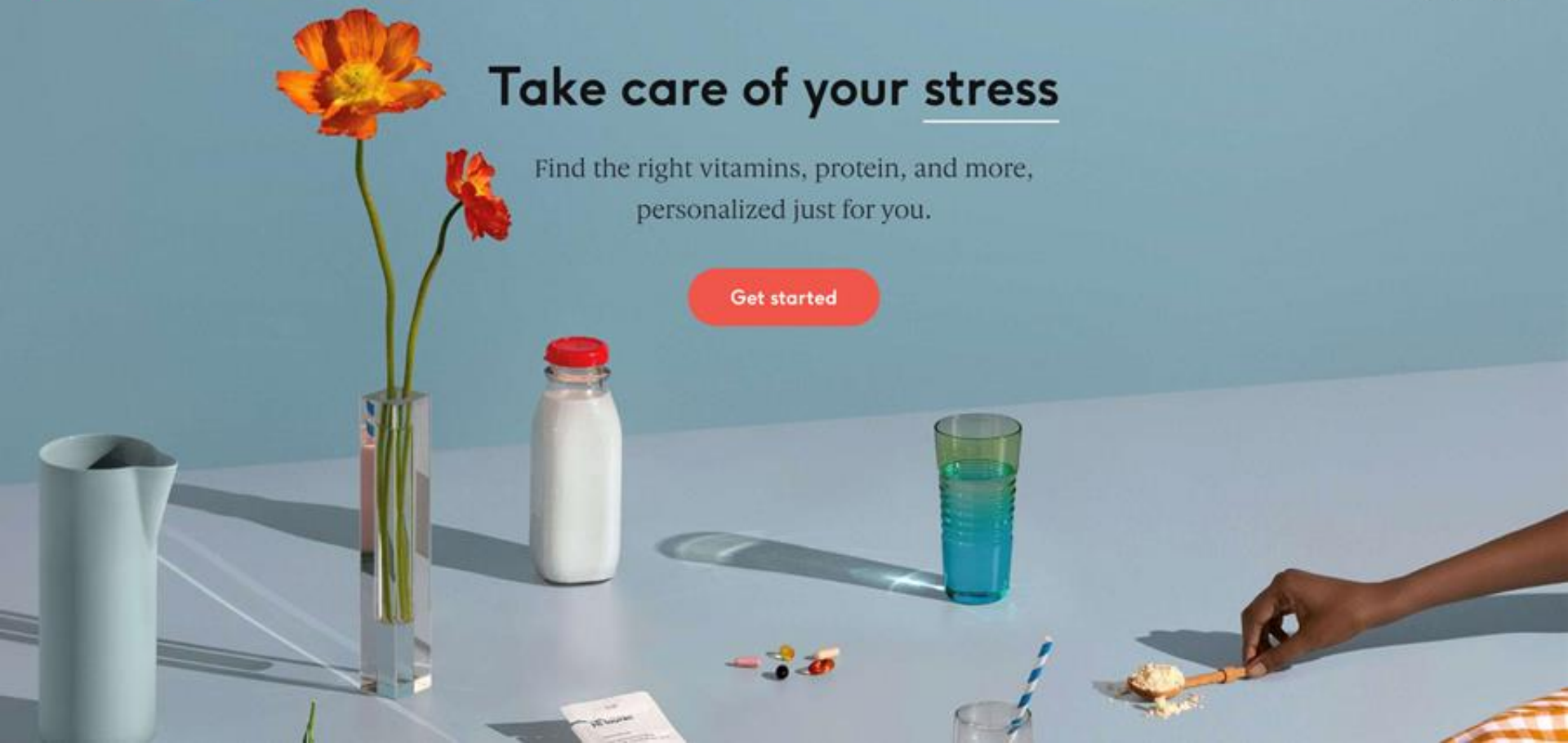
HONESTY QUALITY



Take care of your stress

Find the right vitamins, protein, and more,
personalized just for you.

Get started



care/of

Nice to meet you, Ana!



care/of

What's on your mind?



Specific need

You have a goal, concern, or gap in your diet.



General health

You just want to take care of yourself.



Discovery

You're looking for something new.

care/of

How many vitamins or supplements
do you take regularly?



None



1-4



5+

care/of

Continue

RECOMMENDATION

Made for Ana

Your recommendation is based on your answers and our database of clinical research. This health plan, made just for you, is recommended for you to feel your best today while supporting long-term health.



SKIN



STRESS



SLEEP

Let's go



Vitamin Pack

Nutrients tailored for you, delivered in 30 convenient daily packs.





Here's your plan, Ana! You can adjust at any time.

Vitamin Pack [Browse All](#)



Calcium Plus
999IU Vitamin D, ...

\$12 3 ▾



Powders [Browse All](#)



Whey Protein (15 serving tub)
21.34g Grass-Fed Whey Protein Isolate

\$28 1 ▾ Vanilla ▾



Also available in single-serve packets +



Electrolytes (5 packets)
0.963g Calcareous Marine Algae



Order details

Your Plan ⓘ

🔄 EVERY 30 DAYS

Vitamin Pack	\$12
Powders	\$35

Subtotal \$47.00

Shipping FREE

Today's total \$47.00

Add a code +

Checkout

Vitamin Pack [Learn more](#)

Vitamins

Vitamins are compounds of essential nutrients that our bodies need for healthy functioning. We ferment our vitamin supplements to convert them into a complex form, where they resemble the vitamins you get from real food and are easy to digest.



Vitamin B12

The Energizer

- Easy to digest
- Fermented for absorption
- Formulated for vegans
- Essential vitamin for energy production*

\$5

Add



B-Complex

The Busy B's

- Fermented for absorption
- Cultured with whole foods
- Energy support*
- Supports the nervous system*

\$12

Add



Vitamin C

The Citrus Savior

- Easy to digest on empty stomach
- Fermented for absorption
- Scurvy is for pirates
- Helps maintain a healthy immune system*

\$5

Add



Personal Styling for Everybody

A great wardrobe starts with your perfect fit.
Our Stylists discover clothing for you, hand-
selected for your unique size & style.

GET STARTED →



WOMEN →

MEN →

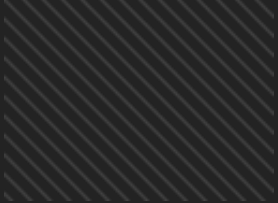
KIDS →



Les inventaires en lieux physiques déterminés par l'AI

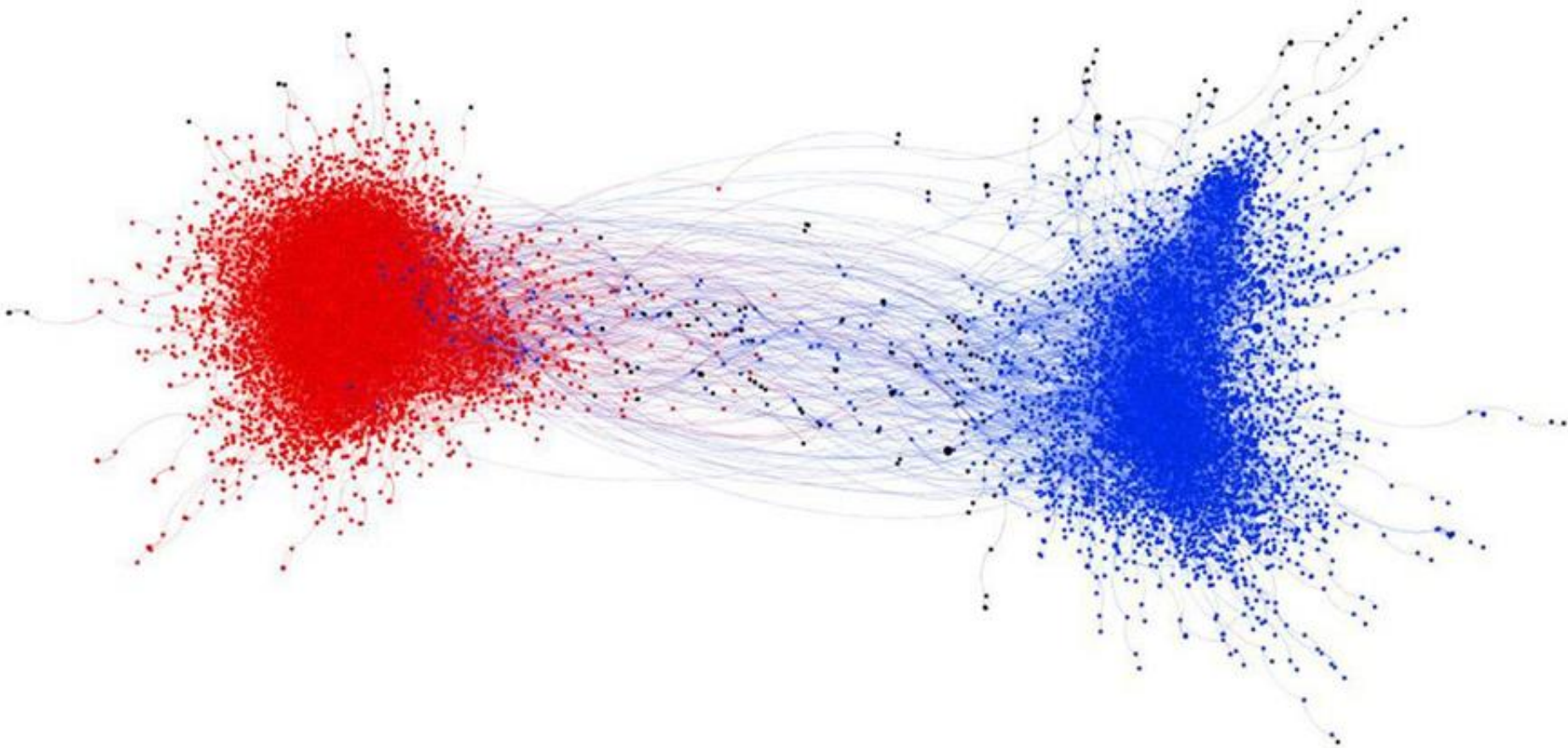
H&M





Trop de
personnalisation tue
la personnalisation?

“Echo chamber effect”



ORBITZ

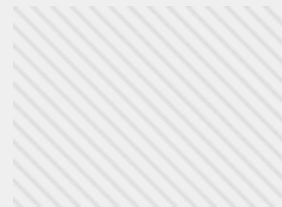




*“The longer people live,
the more money we make”*



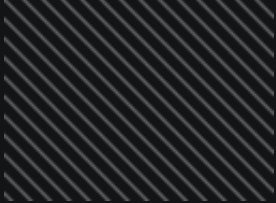
Il n'y a pas de
personnalisation
sans data.



Il n'y a pas de
personnalisation
sans confiance.







02

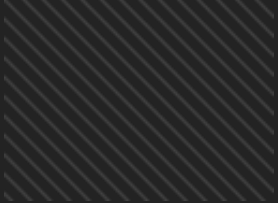
La data, la privacy et le “circle of trust”

**This App Would Like to Access
Your Life**

We'll just say it won't work if you don't give us
your location, contacts, gender, age, social
security number, etc. etc. etc. Don't ask
questions, just trust us.

Don't Allow

OK



**La transparence
et le protection
de la vie privée,
c'est chose sacrée.**

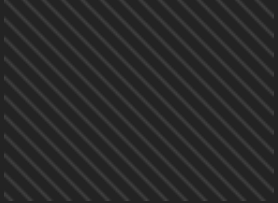


What
happens
on your
iPhone,
stays
on your
iPhone.

apple.com/privacy



Turner  & COMPANY



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il y a le bon design.

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Hello. We are Juro Online Limited (known by humans as Juro). Here's a summary of how we protect your data and respect your privacy.



Types of data we collect

Tell me why

- Contact details
- Financial information
- Data from your contracts
- Data that identifies you
- Data on how you use Juro



How we use your data

How exactly?

- To keep Juro running
- To help us improve Juro
- To give personalised customer support
- To send you marketing messages (but only if you tell us to)



Third parties who process your data

What do they do?

The following services help us keep Juro running by storing or processing your data on our behalf:

- Infrastructure: Algolia, AWS, MongoDB
- Analytics: Heap, Mixpanel, Metabase
- Integrations: (by your request) Salesforce, Slack, Google
- Comms: Hubspot, Intercom, Sendgrid, Sumo
- Payments: Stripe



We use cookies

How can I choose?

- We use only necessary cookies to run and improve the service
- Our third party service providers use cookies too, which they control
- You can turn off cookies but this will mean for example that we can't recognise you in in-app messaging or we can't resolve issues so efficiently



When and how we collect data

Am I included?

We collect data from people browsing our website, customers of Juro and people who view / sign contracts through Juro, when...



DATA
YOU
GIVE



DATA
WE
COLLECT

- You browse any page of our website
- You request a demo of Juro
- We call you
- You use Juro
- You receive emails from us
- You view and sign contracts
- You chat with us for customer support
- You connect integrations (like Slack)
- You opt-in to marketing messages



Know your rights

What can I do?

- Access information we hold on you
- Opt-out of marketing comms
- Port your data to another service
- Be forgotten by Juro
- Complain about us

If you have any concerns about your privacy at Juro, please email us at support@juro.com or hit the Intercom button to start chatting with us

[Our role in your privacy](#)[When and how do we collect data](#)[What types of data we collect](#)[How and why we collect your data](#)[Your privacy choices and rights](#)[How secure is the data we collect?](#)[Where do we store your data?](#)[For how long do we store your data?](#)[Third parties who process your data](#)[How we use cookies](#)[Making this policy great](#)

The Juro Privacy Policy

Hello. We are Juro Online Limited (known by humans as Juro). Here's how we protect your data and respect your privacy.

[Open all +](#)

Our role in your privacy

If you are a Juro customer or subscriber, or just visiting our website, this policy applies to you. If you are agreeing a contract through Juro, you should check the privacy policy of the Juro customer who sent you the contract - but we also tell you a bit about how we process your data on their behalf in the "What about if I'm just signing a contract through Juro?" section below.

[Read more >](#)

When and how we collect data

From the first moment you interact with Juro, we are collecting data. Sometimes you provide us with data, sometimes data about you is collected automatically.

Here's when and how we do this:



DATA
YOU
GIVE



DATA
WE
COLLECT



You browse any page of our website

You request a demo of Juro

We call you

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

Privacy

[Our Approach to Privacy](#)[Manage Your Privacy](#)[Transparency Report](#)[Our Privacy Policy](#)

Apple products are designed to protect your privacy.

At Apple, we believe privacy is a fundamental human right.

And so much of your personal information — information you have a right to keep private — lives on your Apple devices.

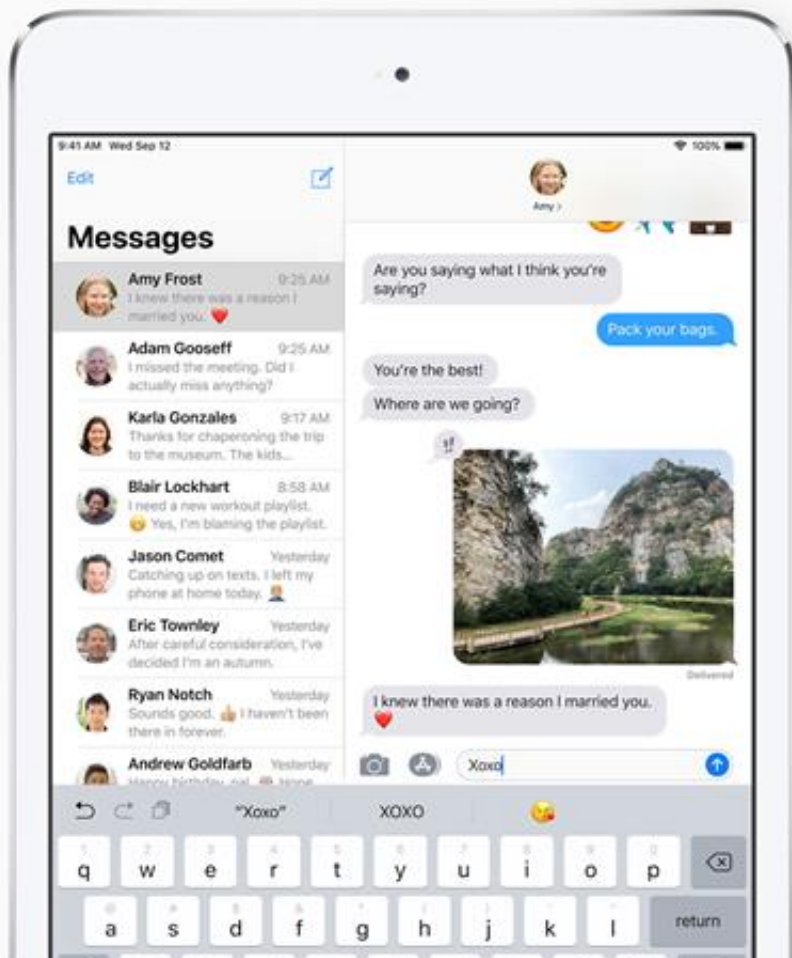
Your heart rate after a run. Which news stories you read first. Where you bought your last coffee. What websites you visit. Who you call, email, or message.

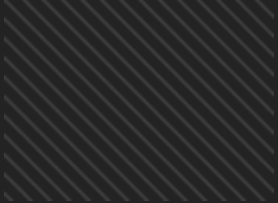


Your features improve while your data stays private.

When we use data to create better experiences for you, we work hard to do it in a way that doesn't compromise your privacy.

One example is our pioneering use of Differential Privacy, where we scramble your data and combine it with the data of millions of others. So we see general patterns, rather than specifics that could be traced back to you. These patterns help us identify things like the most popular emoji, the best QuickType suggestions, and energy consumption rates in Safari.





Privacy by design

The 7 Foundational Principles

- ① **Proactive** not Reactive; **Preventative** not Remedial
- ② Privacy as the **Default Setting**
- ③ Privacy **Embedded into Design**
- ④ Full Functionality — **Positive-Sum**, not Zero-Sum
- ⑤ End-to-End Security — **Full Lifecycle Protection**
- ⑥ **Visibility** and **Transparency** — Keep it **Open**
- ⑦ **Respect for User Privacy** — Keep it **User-Centric**

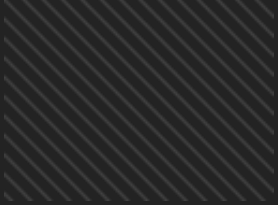
**“In ~~God~~ Algorithms
We Trust”**

L'Amour sous algorithme

Judith Duportail




Goutte d'Or



Les botines
doivent suivre
les babines.



Appel à tous :)

- 1 **Devenons hacker bienveillant.** Pour des meilleurs algorithmes.
- 2 **Humanisons la personnalisation.** Revenons aux fondamentaux.
- 3 **Adoptons le Privacy by design** dans nos processus de conception.
- 4 **Éduquons-nous en entreprise et dans nos écoles.** Le *data literacy*, c'est l'affaire de tous.
- 5 **Signons la Déclaration de Montréal pour un développement responsable de l'AI.**

merci

On se voit au kiosque #409 !

Anastasia Simitsis

VP Stratégie & Design d'expérience

anastasia.simitsis@valtech.com