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# GDPR and AI: Salvation or Damnation?

1. How are political parties using AI?
2. How are political parties responding to GDPR?
3. How to build a post-GDPR political practice?
4. What is the intelligence we need in 2019?

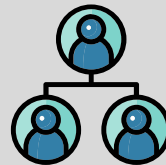
# Political campaigns and AI 2019



**Social media  
targeting algorithms**

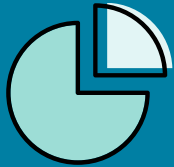


**AI software that  
can find patterns  
in voter data sets**



**Chatbots – 29% of  
voter questions  
answered by bots?**

# GDPR – we've got this, right?



Holding personally identifiable data has become precarious



Transparency, accuracy, minimization, retention, use limit, security



Legal basis for holding data  
Public interest versus  
Consent



Visualising the future of  
campaigning under  
GDPR

# Building a post-GDPR political practice

Privacy  
dashboard

Consent  
capture

Permission  
access



Grassroots  
network  
building

Data  
anonymisation  
and  
minimization

Anonymous  
voter  
outreach

# Human intelligence 2019



## Insight

Connected local teams can create intelligent organisations



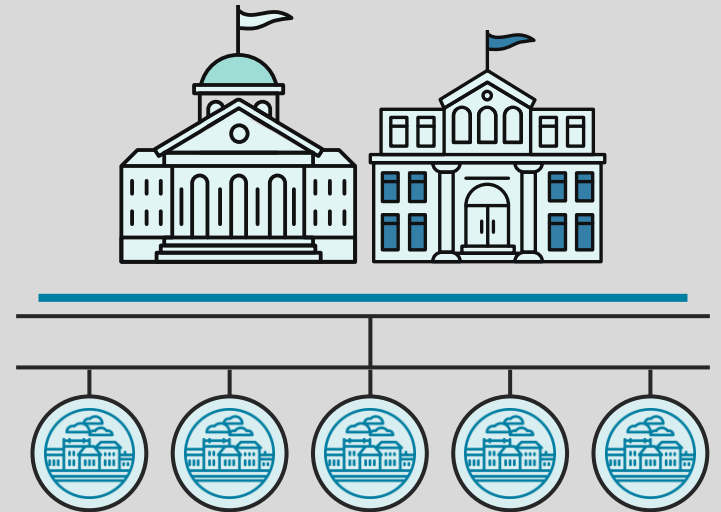
## Data quality

Understand voters better by getting close to them



## Decision making

The stewardship of politicians is fundamental



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