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?
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