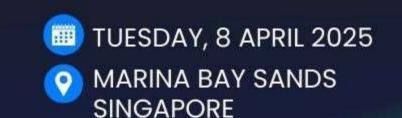


### Panel



### [Data Privacy]

Balancing Data Privacy and Personalisation: Building Trust with Intelligent Systems



Michael Lim

Regional Privacy
Head (APAC)

SHEIN



Gerald Mursjid Wiyatno Legal Counsel (Director), APAC UBS



Elaine Chew
Head of Data
Privacy
L'Oréal



Jacqueline
Alexis Thng
Head of Frog Asia,
Frog – Part of
Capgemini Invent
[Moderator]



















### Question 1

How can businesses balance cutting-edge Al tools with responsible, privacy-centric practices?



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## Question 2

What are the best strategies for complying with global data privacy regulations without sacrificing personalisation?



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# Question 3

How does ethical Al drive long-term customer trust and loyalty?



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