



Brendan Tobin | Head of Growth
@ecanvasserapp



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?

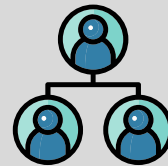
Political campaigns and AI 2019



**Social media
targeting algorithms**

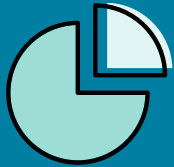


**AI software that
can find patterns
in voter data sets**



**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



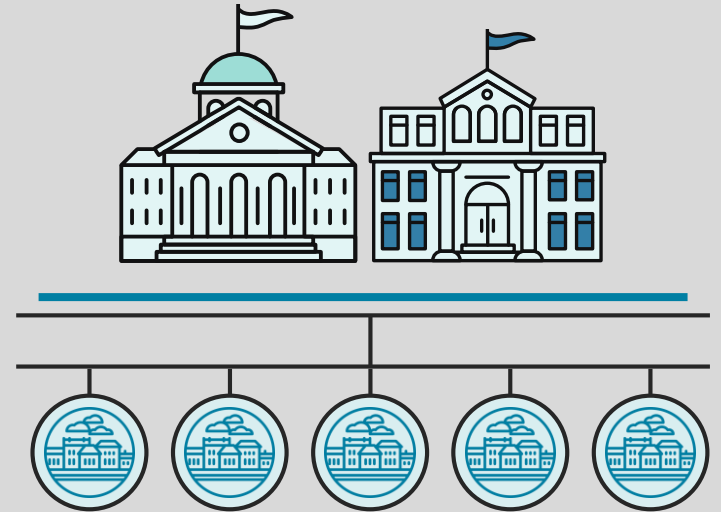
Data quality

Understand voters better by getting close to them



Decision making

The stewardship of politicians is fundamental



www.ecanvasser.com
info@ecanvasser.com
Twitter @ecanvasserapp
Insta @ecanvasserapp

 ecanvasser