

PwC Plus Article

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Responsible Use of Data in the Digital Age: Customer expectations and insurer responses

Data-driven personalisation in insurance offers considerable advantages to customers, such as increased affordability, improved access and better personal well-being due to enhanced loss prevention.

Schlagwörter

Datenschutz, Datensicherheit, Versicherungsmarkt

FS-Branche(n)

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Verfasser

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