Personal Data at State Farm

Data Sources
- Customer
- Employees/Contractors
- Third Party Vendors
- “Connected Devices”
- Public Data
Product Customization Example: Pricing

- Liability Coverage
- Medical Payments Coverage
- Collision Coverage
- Comprehensive Coverage
- Uninsured Motor Vehicle Coverage
Operational Procedures: Industry Examples

Speech to Text Analysis

Personal Data Protection

Targeted Marketing

Insured was rear ended by John Smith at the intersection of First St. and St. Mary’s Rd. Insured recorded John Smith’s Driver License number as 5999-9999-9999.