Women Rock IT
IT is a world of possibilities.

Gemma Alcock
Founder & CEO, SkyBound Rescuer

Lorena Marciano
Director, Data Protection & Privacy Officer, Cisco
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SkyBound Rescuer
My Journey into the World of Drones for Public Safety

Gemma Alcock | SKYBOUND RESCUER

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Founder & CEO

Director of Air Services
Entrepreneur

Lifesaving / Public Safety

Technology
Biz whizz kids off to the county final

TEENAGERS with aspiration have beaten their peers to reach the county final of a business competition. A team of Year 10 students from The Thomas Hardy School will now battle it out with other sixth formers from across Dorset at the Young Enterprise final.

The team, called Aspen, have produced four products including a waterproof bag, a handle to stop sports bags digging into shoulders, a non-slip Perspex drink tray and a purse.

Managing director Molly Charleston, 14, said: “Everyone has worked so hard. We have all been involved in developing ideas through to marketing and production of our products. Our company is a little bit unusual because we have four products. Usually you only have one but in our market research and testing all four prototypes performed equally well. All of the products can be bought on auction website eBay and the team have already made sales at schools and shops around the town, including Shorttes in Trinity Street.

Molly added: “We are all really looking forward to the county final and hope to show the judges how well we have worked together in a business.”

Richard, the assistant headteacher, said: “These students have really learned a lot about the skills needed to run a business and they have four solid products. I think they are strong enough in all areas like presentation and business administration to have a real shot at the competition this year.”

THOMAS HARDY students sweep the board at Young Enterprise round

BUDDING entrepreneurs took a clutch of trophies back to their Dorchester school after they swept the board at the county round of Young Enterprise.

The eight Thomas Hardy School students now go on to the regional round at Chelsea in June and could be heading for London to bid for the top prize in the prestigious competition.

The year 10 students formed a company called Aspen to create a product that will be a commercial success. And the youngsters came up with not one but four ideas that are selling as fast as they can make them.

The students aged 14 and 15. Brought off competition including sixth forms from all over Dorset at the county round in Bournemouth.

They returned with trophies as the overall winners, for the best presentation on stage and for the best administered company to add to the collection of Young Enterprise awards from the
• Beach Lifeguard
• Trainer / Assessor, Beach Lifeguarding
• Flood Rescue Technician
• Crew and Helm, Inshore Rescue Boat
• Lowland Rescue Search Technician
• Casualty Care Trained
• Rescue Boat Operator
• Terrestrial Search Manager
• Trainer, Surf Life Saving
The Aim:
To find a problem in lifesaving operations in a maritime environment, and solve it with technology

The Problem I Aimed to Address:
To give the benefits of a search and rescue helicopter to the lifeboat crews, but instantly
Our Mission:
To optimise drone performance for all Emergency Services

Our Vision:
To enable all Emergency Services to save lives that couldn’t be saved before
Thank You!

Find @skyboundrescuer on Twitter to follow and join in with our #DronesSaveLives movement.
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What I wanted to do...

- Work with smart people
- Contribute to society
- Solve challenging problems
- Do meaningful work
- Growth possibilities outside my comfort zone
My career – a marathon

Living abroad in the US
Two times in my lives through high school and University with scholarship

University degree and Master Degree (LLM)

Working for world class firms in Italy, US and Belgium

Senior Counsel

Director and Privacy Officer for EMEAR

Joining Cisco
Starting a new chapter in a multinational company in another country

Next?
Privacy is a world concern
What People Think We are doing...
What we are trying to do...

Meraki Data Flow Process

DATA INPUT
Admin / Logistics
Product Services
Product Related / Others

Customer Controlled

Customer may partner with various providers from time to time

Subprocessor

Personal Data Processing

Access Key
Icons on the right show WHO has access
Details of access are listed in the datasheet

Cross-border transfers

Depersonalized and processed by Cisco

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“Companies must be good data stewards. If you are not, we will not do business with you.”

US media company in Beacon Group research study, 2018
What we need: privacy engineering

Data privacy & protection by design

- Discipline
- Innovation
- Data-centricity
COURAGE
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