



MARATHWADA MITRA MANDAL'S COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University,
Re-Accredited by NAAC with "A" Grade

Date: 18/08/2018

Day & Date: Monday, 17/08/2018

Timing: 10:00 AM - 11:00 AM

Venue: Dnyaneshwar Hall

REPORT ON GUEST LECTURE ON DIGITIZATION AND CUSTOMER PRIVACY BY WNS

Under the Memorandum of Understanding (MoU) with WNS, a pivotal guest lecture was organized focusing on digitization and customer privacy. This session was held to enlighten students on the dynamic interplay between technological advancement and privacy concerns in contemporary business practices.

The primary objectives of the lecture was to:

- Educate students on the significance of digitization in today's business landscape.
- Discuss the implications of digitization on customer privacy.
- Explore strategies to balance profitability and ethical handling of customer information.

The most significant portion of the lecture dealt with the challenges of maintaining customer privacy in a digitized world. The speaker elaborated on potential privacy risks associated with digital data handling, Legal and ethical considerations in managing customer data and the importance of securing customer trust through transparent privacy policies.



Post-presentation, a vibrant Q&A session ensued, where students raised queries regarding the practical aspects of implementing privacy policies and the future of digital innovations in light of escalating data breaches. The speaker provided detailed responses that further enriched the students' understanding.

The lecture was attended by approximately 52 students from various departments, indicating a strong interdisciplinary interest in the topics of digitization and privacy. The attendees included undergraduates from BBA.



Dr. Kalpana Vaidya
Co-ordinator



Dr. M.D. Lawrence
Principal