



EUFRAS

EUROPEAN FORUM FOR
AGRICULTURAL AND RURAL
ADVISORY SERVICES



Web-conference “Preparing Advisers for Digital Era” 5th to 6th of October 2020

Workshop: Do you feel safe in the digital environment?

Gints Fricbergs, Telia, Latvia

Humanly explained computer human interaction

1. Security

1.1 IT systems/Network

1.2 Web vulnerability (injections)

2. Privacy

2.1 Personal data gathered-interpreted

2.2 Privacy on duty - Timetracking

3. Reputation

3.1 Companies digital reputation

3.2 Power of search - Testimonials, complaints and reviews

4. Racional lean digital development

4.1 Sales process automation

4.2 Marketing automation