



What's the **DTL**?

#inDTL

*The **Data Transparency Lab** is a community effort to reveal the flow & usage of my personal data online, and to explore ways towards a transparent data trade that brings value to me, and protects my privacy.*

DATA TRANSPARENCY LAB

#inDTL

Who is involved in the **DTL**?

The DTL brings together *universities, businesses and institutions* to foster *research in tools and reports*, and to empower *users to be aware and in control* of their personal data online.

How

DTL is an **independent watchdog, with Telefónica as just one founder**, contributing with some assets, and allied with key partners.



First tool in the shed:
\$heriff “detecting price discrimination”

\$ 50.000 per
Research Grant



Telefonica



Datasets collected
from use of tools



Lab infrastructure
to deploy tools & host data

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Who are the *stakeholders* of the *DTL*?

Regulators

Play active role in data privacy
Support industry on a common
sense regulation

Telefonica

Thought leadership
Access to research
Trust towards regulators

Internet players

Self-regulation as to avoid
full regulation
Evolving "do no track" to a
trusted option

Universities

Access to data
Research grants
Publications

NGO's

Join forces/resources to
defend the data privacy
issue

Consumers

Get informed
Be in control
Get value from their data

DTL

Brands

Brand trust by being
associated with Data
Transparency Lab

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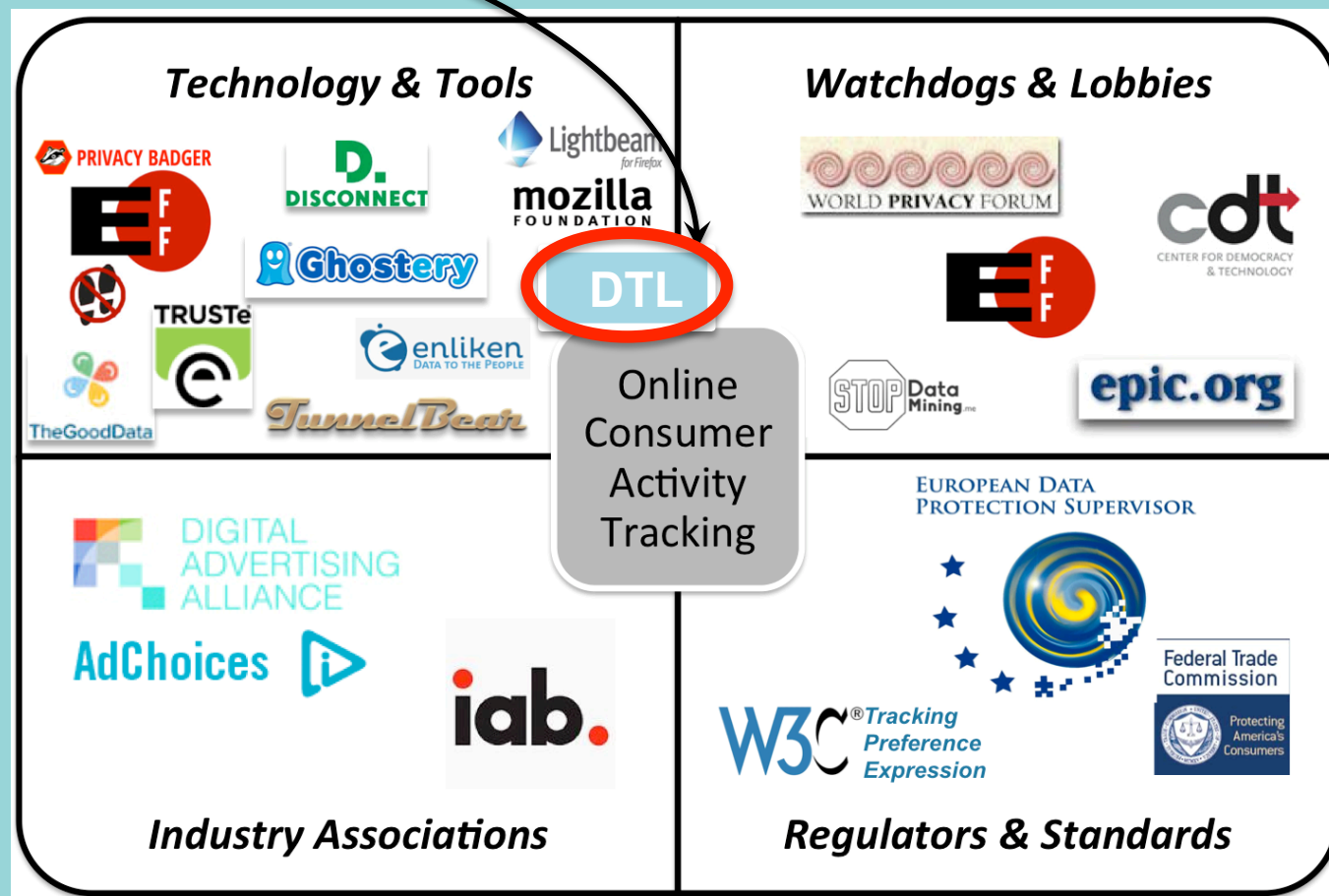
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DTL Positioning in the online data privacy landscape

DTL will amplify existing efforts by fostering new tools, research & awareness

DTL

A community-based effort, set-up as a not-for-profit, to promote data transparency, to build technology & tools, to report on evidence found, to increase user awareness, to help dissipate fears, and enable a *healthy trade* on personal data *vs* wild-wild-web



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How does the ***governance model*** of DTL looks like?

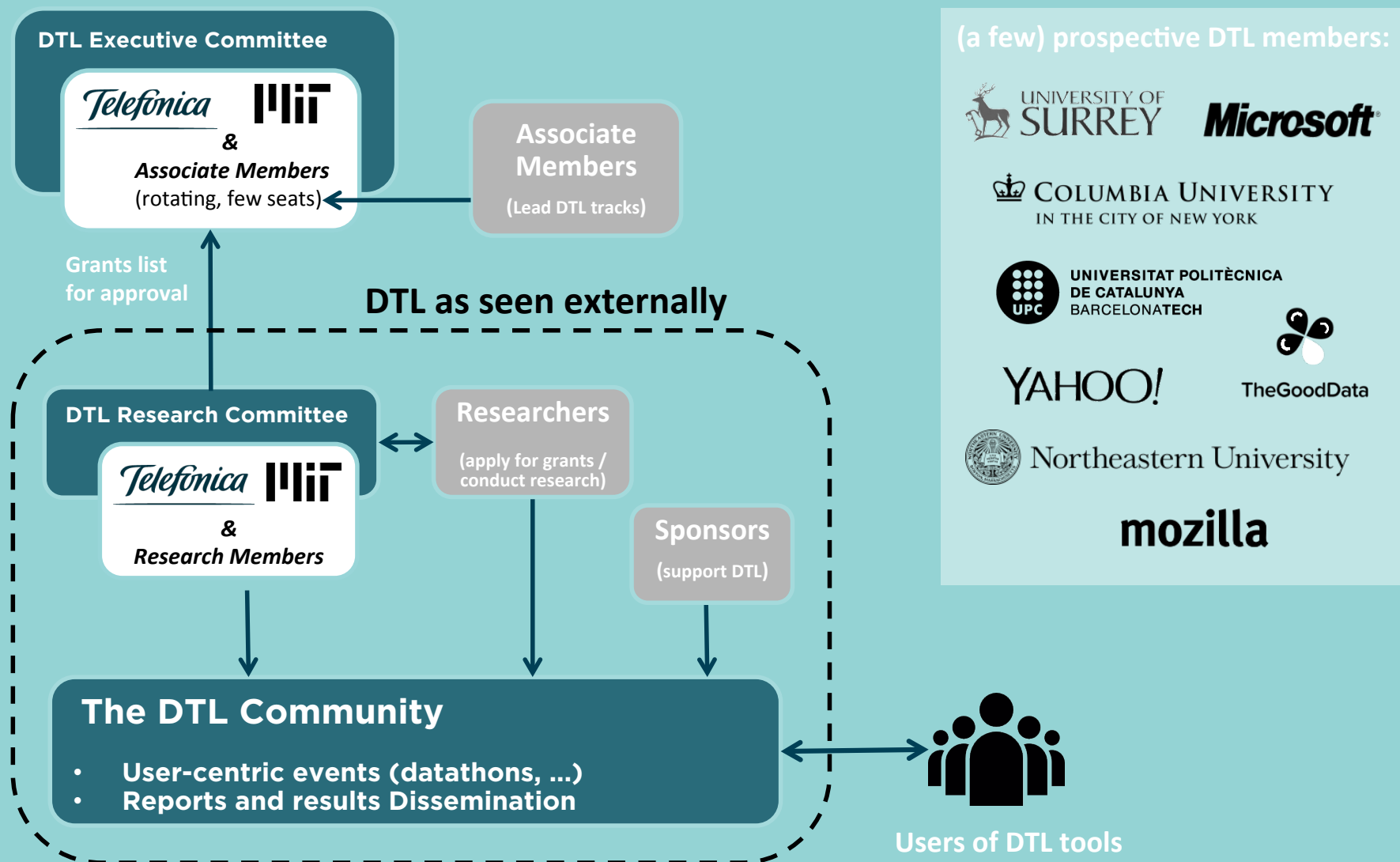


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Which are the main *roles and responsibilities* within DTL?



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How does the **membership model** of DTL looks like?

Founders

- Permanent seat & vote at any DTL Committee. Team & Resources committed for 3 years.
- Setting DTL Strategic direction, Success KPIs, Governance and Membership models.
- Management oversight including but not limited to: organization, agreements, staffing

\$? K/yr
fee

Associate Members

- DTL Industrial contributor (fee-based)
- Seat at the ExComm (rotating)
- Set DTL agenda (premium fee)
- Drive DTL activities (Policy, PR...)

Research Members

- DTL Research contributor (invited)
- Seat at the Research Board (rotating)
- Set Research Topics & priorities
- Define & run Open Call process

No fee

Sponsors

- Donating grants, infrastructure, data & tools
- Limited access to ongoing DTL Research
- Attend the DTL Yearly Report workshop

Min. \$? K
donation

DRAFT
FEE
MODEL

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What's the **Way of Work** for research calls & grants?

CALL FOR PROPOSALS

ExComm in collaboration with advisory board calls for proposals on agreed topics

Yearly

RESULTS DISSEMINATION

Yearly report



DTL

GRANT ASSIGNMENTS

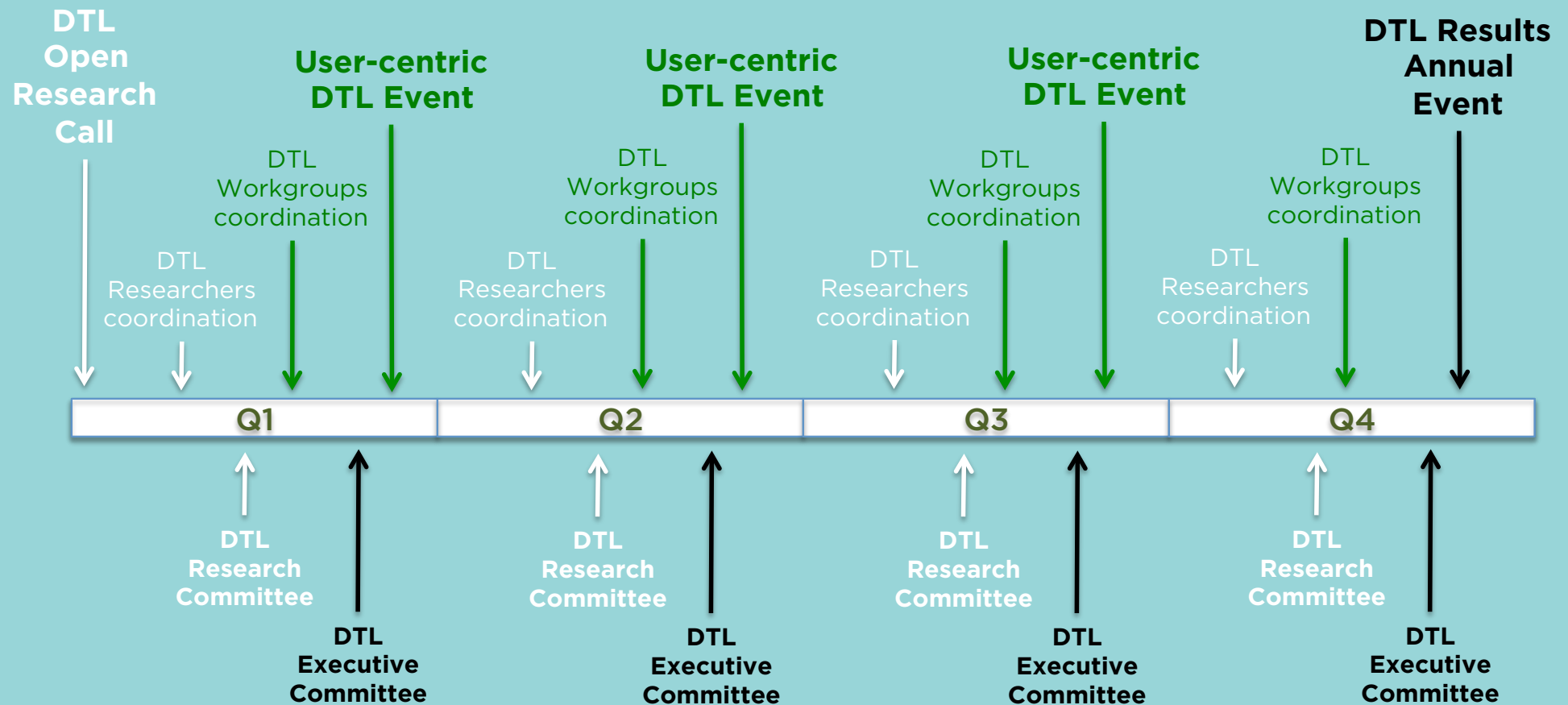
ExComm, Advisory board and sponsors select proposals for grants.
Ongoing

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How does a typical **DTL Year** look like?

- Main milestones driving DTL activities:
- Open Call for Research
 - User-centric DTL Events
 - Annual DTL Results



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How will **DTL** look like in **3 years**?

1

Research grant

5

Research grants

10+

Research grants

H1 2015

- Setup & launch
- Core members
- Define Basic toolset and Lab resources
- 1st Open Call for Research Proposals

H2 2015

- Deploy & Test
- Grow membership and funding
- Online players involvement
- 1st DTL Report published
- 1st Annual DTL Event

2016 - 2017

- Well-established community
- DTL brand recognized
- DTL Certification program with top partners
- Ads and e-Commerce value chain influenced

The Data Transparency Lab challenge

A few questions to focus our collective minds, gently...

#inDTL

- ① What data transparency **tools** should DTL foster?
 - Shed light, educate, mitigate ...
- ② How can DTL **help your** data transparency efforts?
 - Research grants, datasets, up-to-date report...
- ③ How can **you help** amplify the reach of DTL work?
 - 2 + 2 = 6, subscriber base, advocacy, PR channels ...
- ④ How can DTL **community** be productive & fun?
 - Collaboration, workshops, hackathons, datathons...