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Towards Fair Data Society

Gregor Žavcer

EthCC, Paris, 7.3.2019

What is Datafund?

It’s complicated.

But there’s hope.

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We are about personal/sensitive data.

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Our mission:
To build fair data society

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Reimagining data economy and society

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It’s bigger than us.

But… Why?

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We live in a data-driven society fueled by (personal) data.

Personal data is any data that can reveal the identity of an individual.

Surveillance capitalism is just the beginning.

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Personal data is us. It is part of our extended mind.

Data slavery is continuation of surveillance capitalism.

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Physical and virtual worlds have merged.

Our behavior in the physical world is influenced by the virtual.

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A shared photo is more than just a photo.

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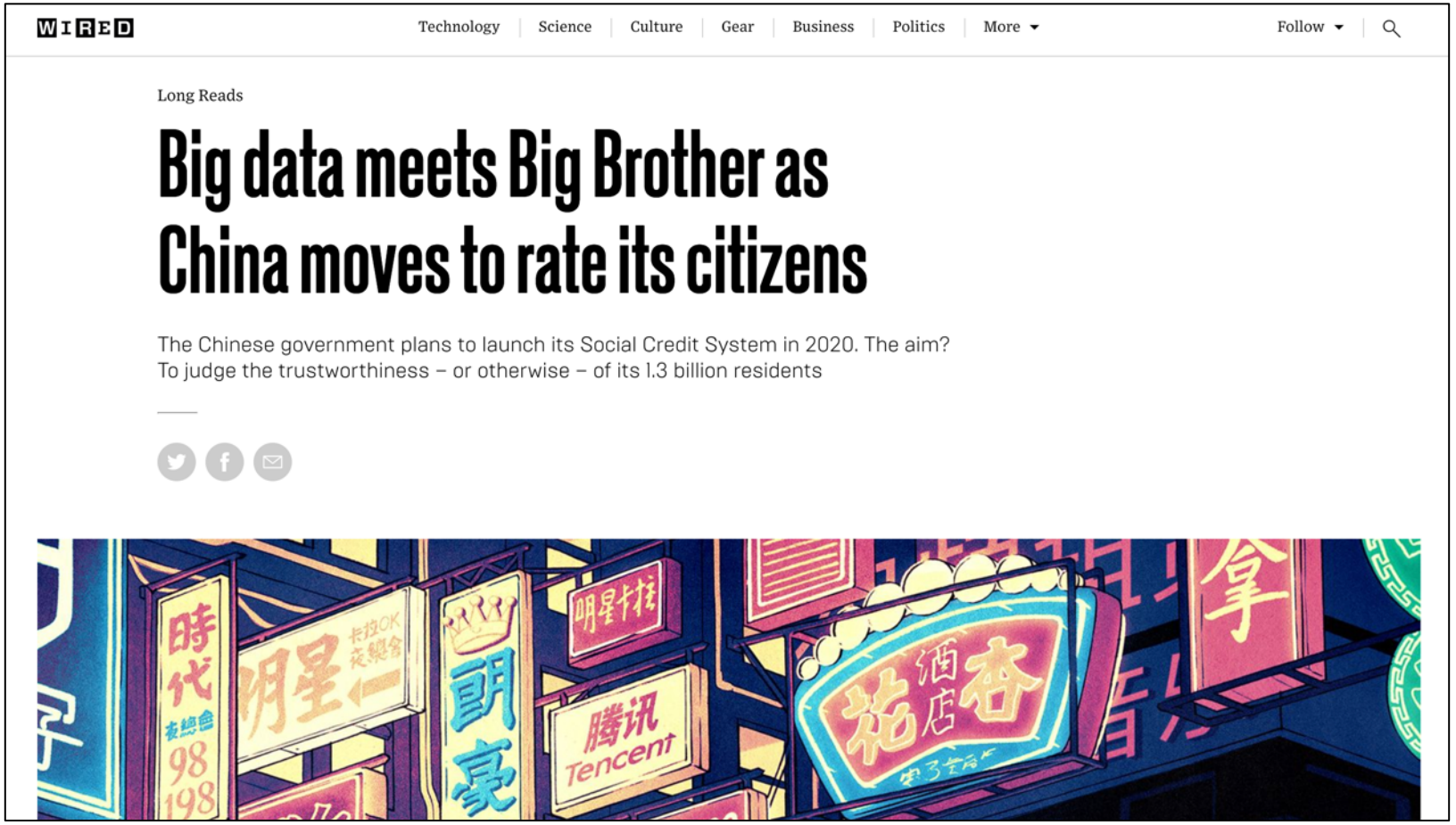
Social credit system - 2018



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Long Reads

Big data meets Big Brother as China moves to rate its citizens

The Chinese government plans to launch its Social Credit System in 2020. The aim? To judge the trustworthiness – or otherwise – of its 1.3 billion residents

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Social credit system - Today

World ▶ Europe US Americas Asia Australia Middle East Africa Inequality Cities Global development

China

China bans 23m from buying travel tickets as part of 'social credit' system

People accused of social offences blocked from booking flights and train journeys

Lily Kuo *in Beijing*

Fri 1 Mar 2019 13.48 GMT

26,836

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In the digital age, freedom begins with owning your personal data.

FAIR
DATA
SOCIETY

fair data = digital(fair trade)

fair data society*:

- privacy and human rights are respected
- data is used ethically
- fair distribution of value
- our data works for the common good
- ... ?

* *work in progress*

Facebook is not fair data

Nor are Google, Amazon,...

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Privacy matters.

A human right that protects the digital extension of you.

Alice: “We are building for society. Our protocol has to be free.”

Bob: “But how do you make money?”

for-profit vs. non-profit

neutral vs. opinionated

tech vs. social

Privacy is a social not just technological challenge.

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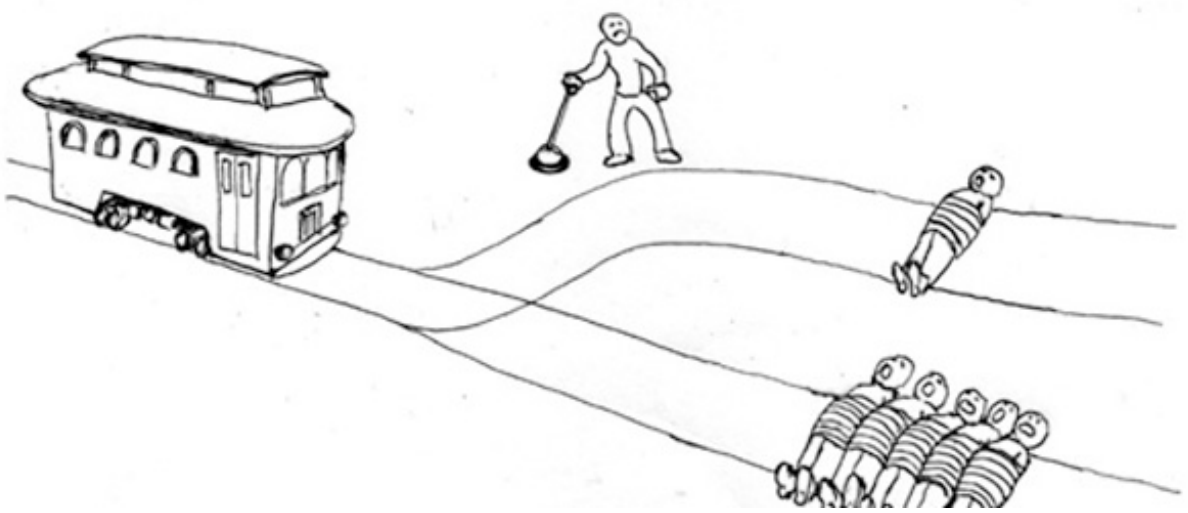
Importance of ethics



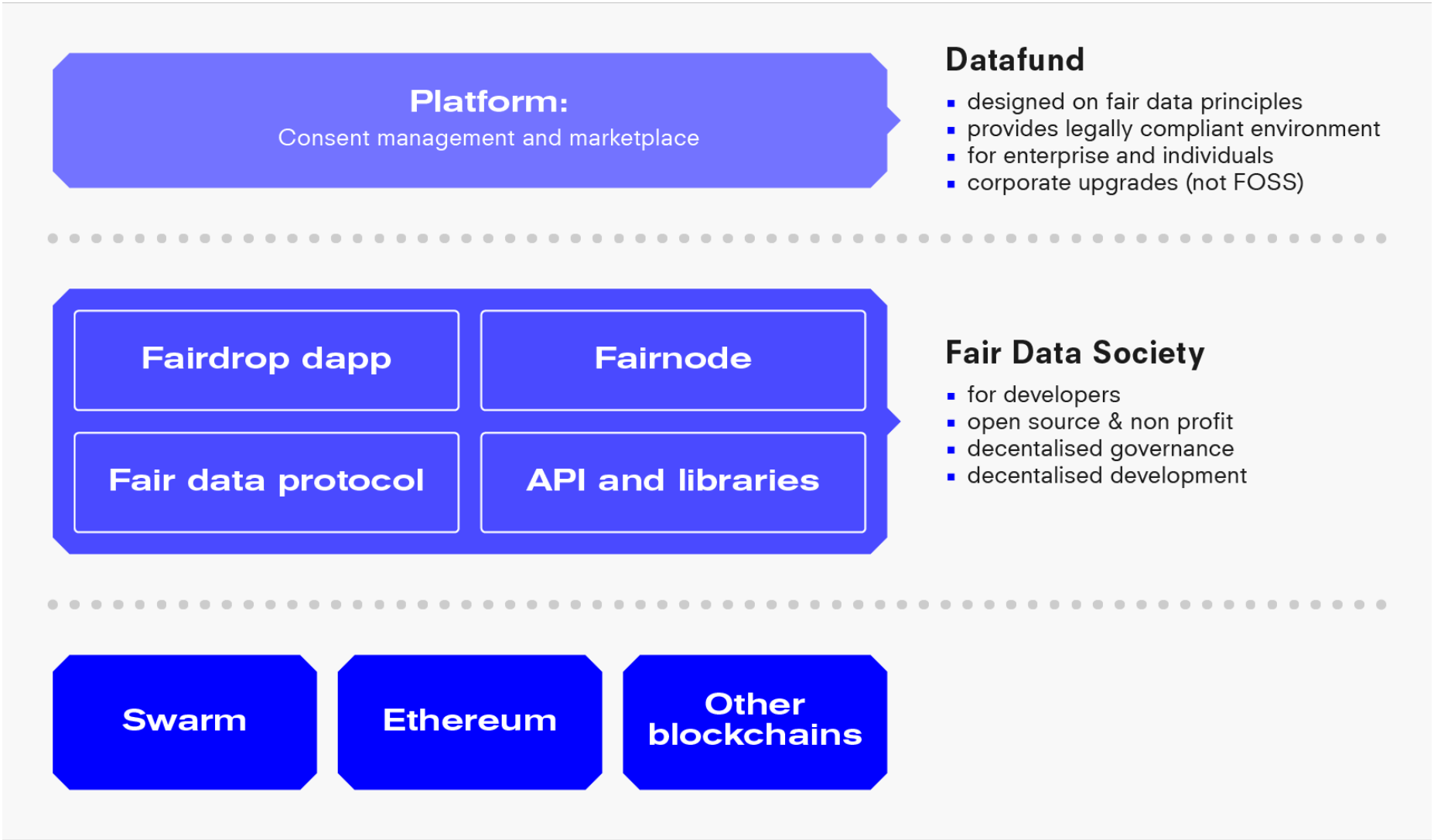
Ethics as a social consensus.

We need better organisational structures and business models.

Replace “Don’t be evil” with “Can’t be evil”

DAO is the way.

DAO as commons, commercial solutions on top



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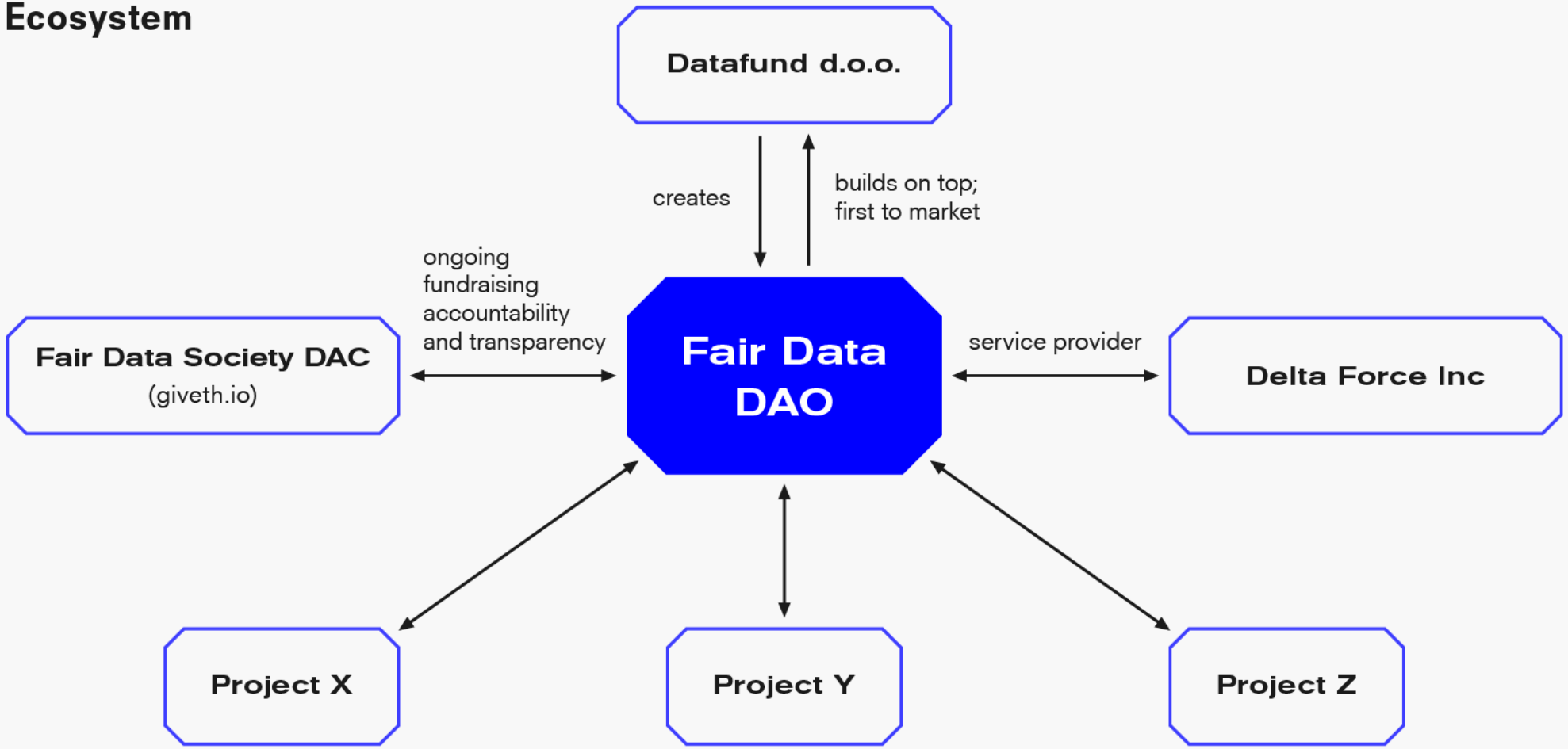
- designed on fair data principles
- provides legally compliant environment
- for enterprise and individuals
- corporate upgrades (not FOSS)

Fair Data Society

- for developers
- open source & non profit
- decentalised governance
- decentalised development

Ecosystem


Datafund d.o.o.
creates
builds on top;
first to market
ongoing
fundraising
accountability
and transparency
Fair Data Society DAC
(giveth.io)
Fair Data
DAO
service provider
Delta Force Inc
Project X
Project Y
Project Z

Fair Data Society DAO – first steps

- Fair Data Society principles
- Fair Data Society DAC on giveth.io for transparency, accountability and community
- Fairdrop app
- fds.js
- Noordung test network
- ...

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Fair Data Society principles (v.0.1)

1. Your personal data is you, our personal data is us.
2. Ownership
3. Control
4. Consensual access
5. Economic benefit & fair value
6. Social good
7. Balanced influence (e.g. data unions)
8. Transparency and accountability
9. Ethics by design

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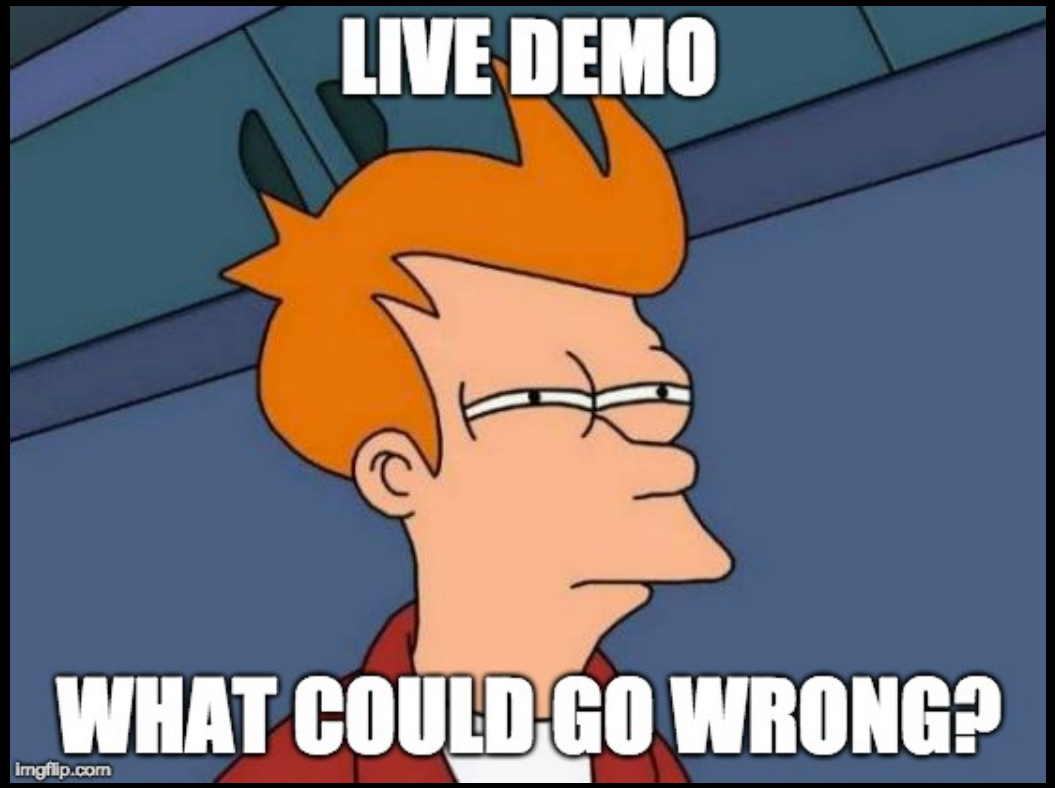
Fairdrop.xyz

Secure file transfer over Swarm


LIVE DEMO
WHAT COULD GO WRONG?
imgflip.com

Why file transfer?

- test case with a proven product-market fit
- bottom-up approach
- basic and most common data exchange
- UX: onboarding non-blockchain users
- creating utility immediately
- familiarity of service

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fds.js >>
serverless apps toolkit
for the web3 generation

github/fairDataSociety

```
window.FDS = new FDS({
  swarmGateway: 'https://swarm-prod-test.datafund.io',
  ethGateway: 'https://geth-prod.datafund.io',
  faucetAddress: 'https://dfaucet-testnet-prod.herokuapp.com/gimmie',
  httpTimeout: 1000,
  gasPrice: 50,
  ensConfig: {
      domain: 'datafund.eth',
      registryAddress: '0xc11f4427a0261e5ca508c982e747851e29c48e83',
      fifsRegistrarContractAddress: '0x01591702cb0c1d03b15355b2fab5e6483b6db9a7',
      resolverContractAddress: '0xf70816e998819443d5506f129ef1fa9f9c6ff5a7'
  }
});
```

```
const howTo = async (accountName, password, file) => {
  let account = await window.FDS.CreateAccount(accountName, password);
  let result = await account.send("yoda", file);
  console.log(result); // could omit
}
```

Chattie: demo

Next steps:
TL;DR; Collaboration is key

ADOPTION
apps for everyday use & blockchain inside

EXPECTATIONS
pure Web3 / benefits & values communications vs user expectations & experience

DREAM
we are strong on tech but we will win on dream - we are here to buidl a fair world

COLLABORATION
building blocks are here / focus on core promise and collaborate

Next steps

- DAO
- hardware wallets
- more tools - consent generators
- more partnerships and collaborations
- important: also outside of blockchain
- as datafund we want to collaborate with many to build fair data society
- more campaigns
- compute layer on top of swarm >> demo on swarm summit, madrid
- personal data storage v2
- swarm pilot project
- bounties

Shopping list

- Domain experts and cat herders
- Identity management
- Wallets
- Service Execution Agreements
- Sidechains, parachains,...
- Decentralised governance
- Decentralised marketplaces
- Easy access to dapps
- Token engineering
- Infrastructure and devops
- Homomorphic encryption and secure MPC
- Ambassadors
- ... and a lot more ☺

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Data slavery or fair data society? You decide.

Thank you for your attention.

Questions and feedback most welcome.

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