

Extend your service with MyData

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Mydex personal data stores

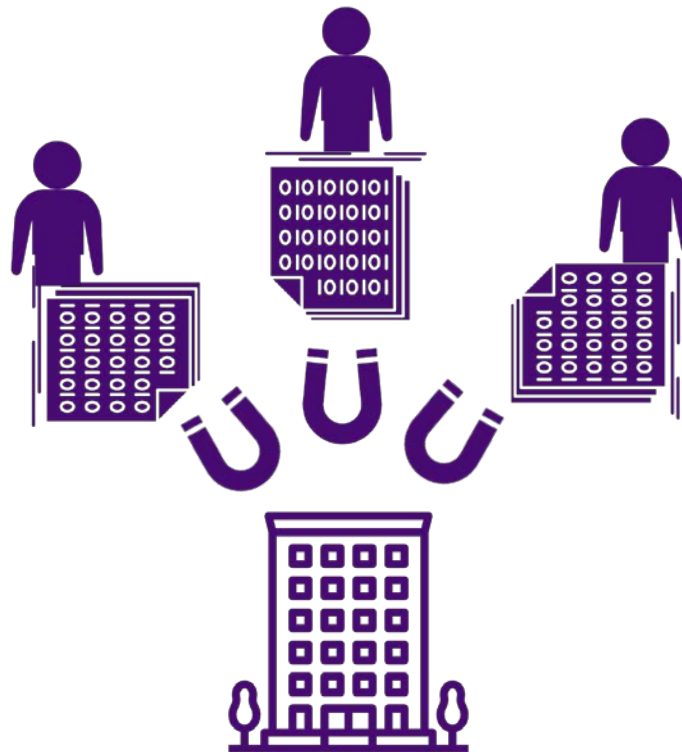


Current system

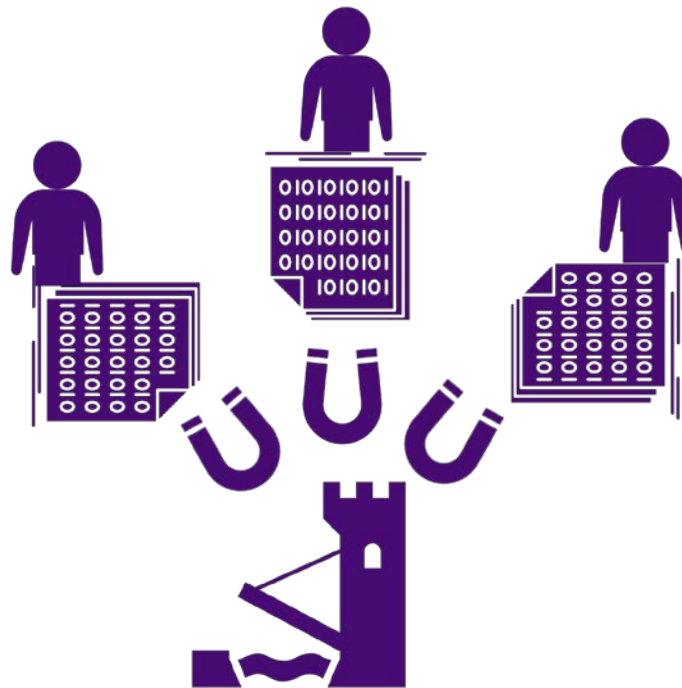
‘Organisation centric’



Current system



Current system



Current system



Concentrates power



Undermines trust



Shares benefits unfairly



Excludes citizens



Encourages hacking



Adds cost



Invades privacy





Restricts innovation



Uses of data - current



Uses of data - current

	Measure	Administer	Analyse	Make decisions	Plan	Coordinate	Implement
	✓	✓	✓	✓	✓	✓	✓
	✗	✗	✗	✗	✗	✗	✗

Uses of data - future

	Measure	Administer	Analyse	Make decisions	Plan	Coordinate	Implement
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓

New personal data infrastructure



Distributed



Zero Knowledge

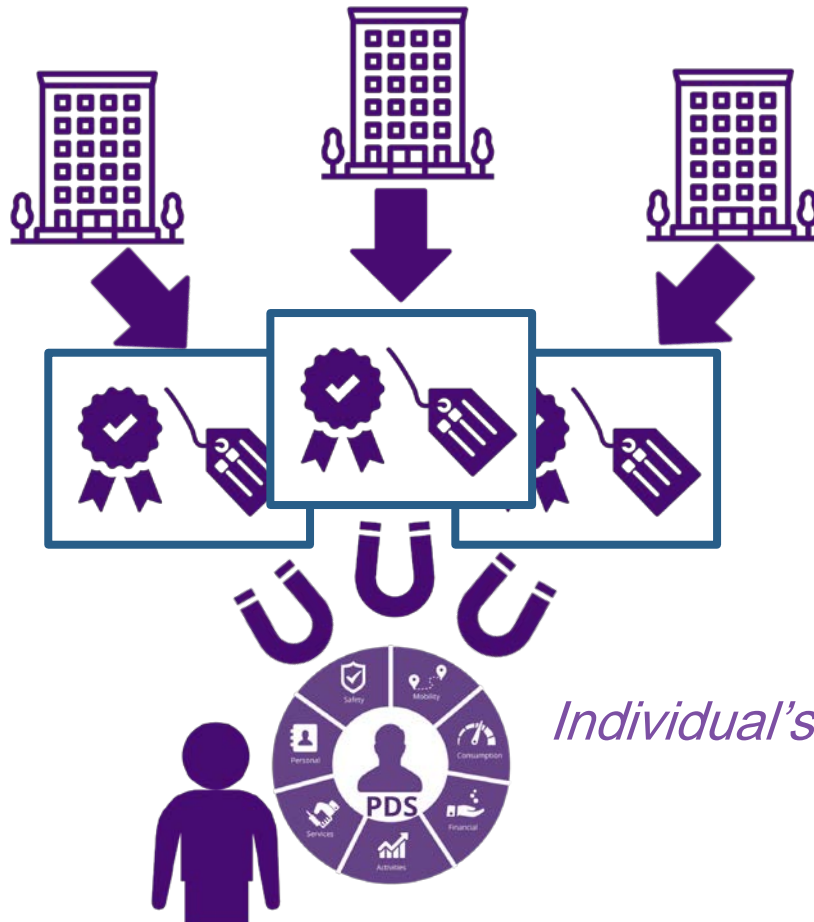


Designed for safety



Aligns incentives

Potential of verified attributes

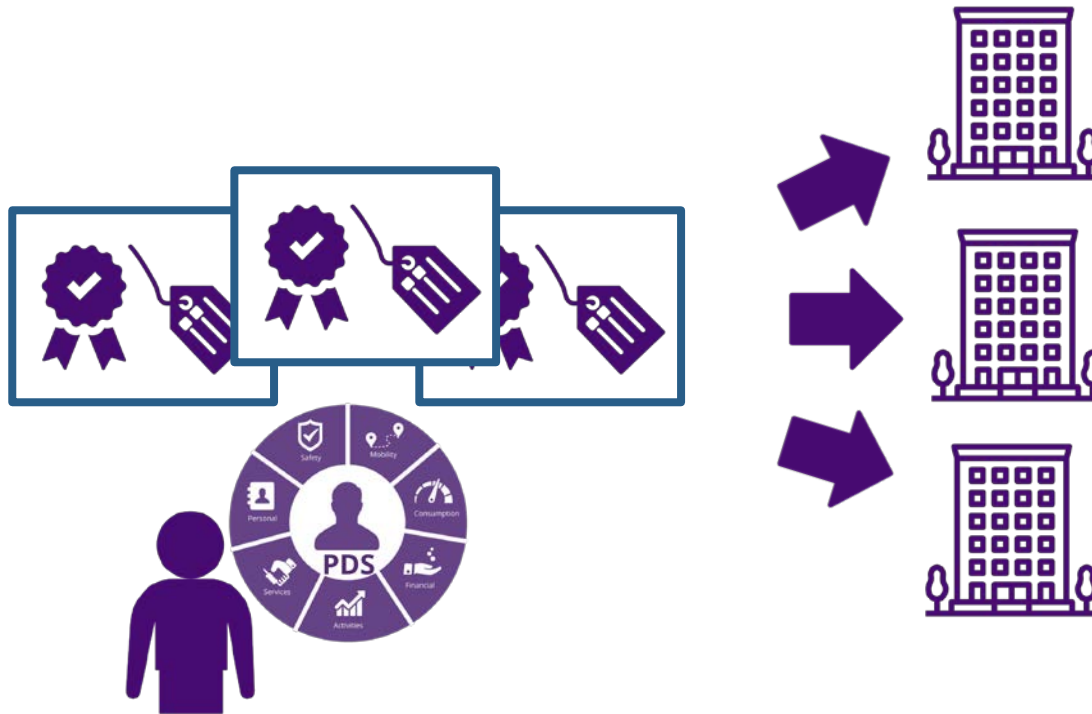


Individual receives verified attributes from service providers

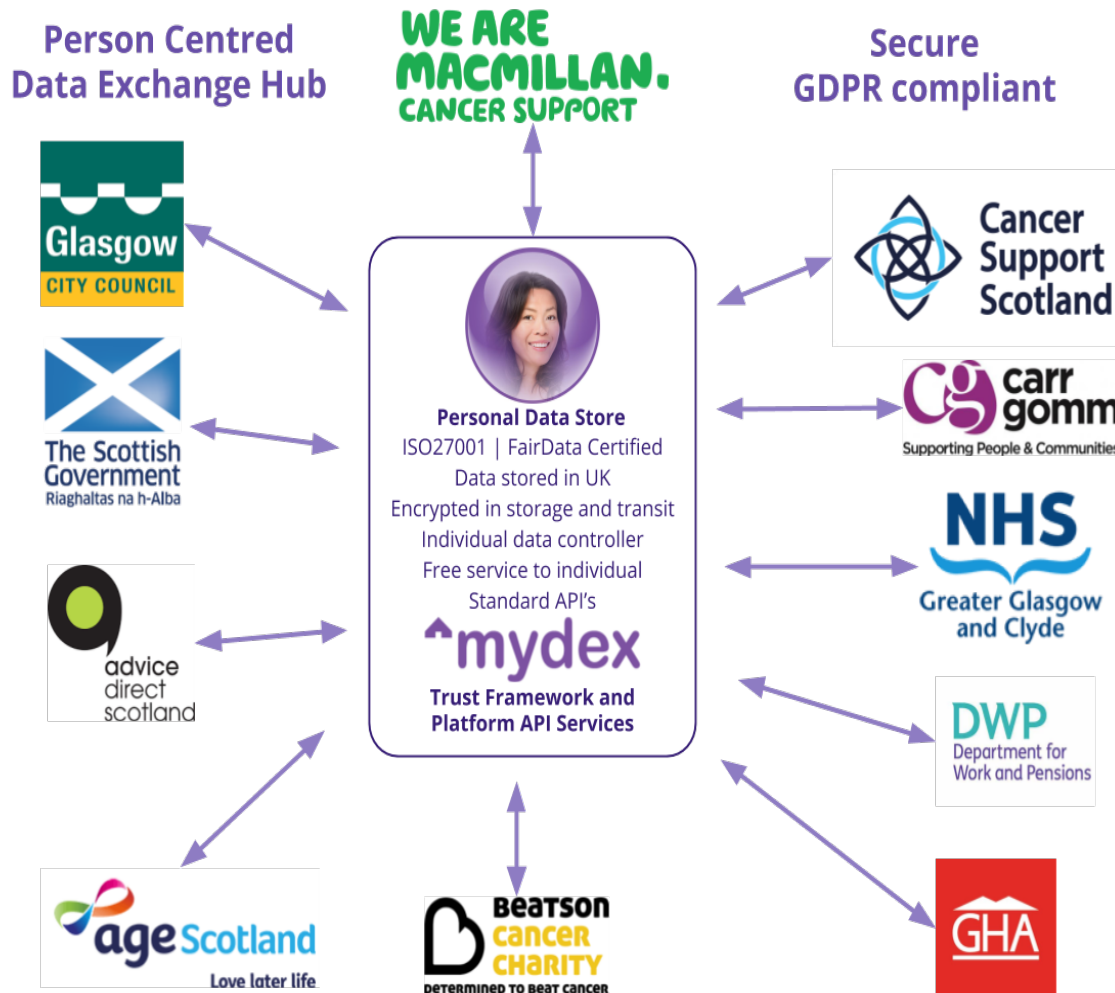
Individual's personal data store

Potential of verified attributes

Individual shares verified attributes with other service providers



Using personal data to serve cancer patients



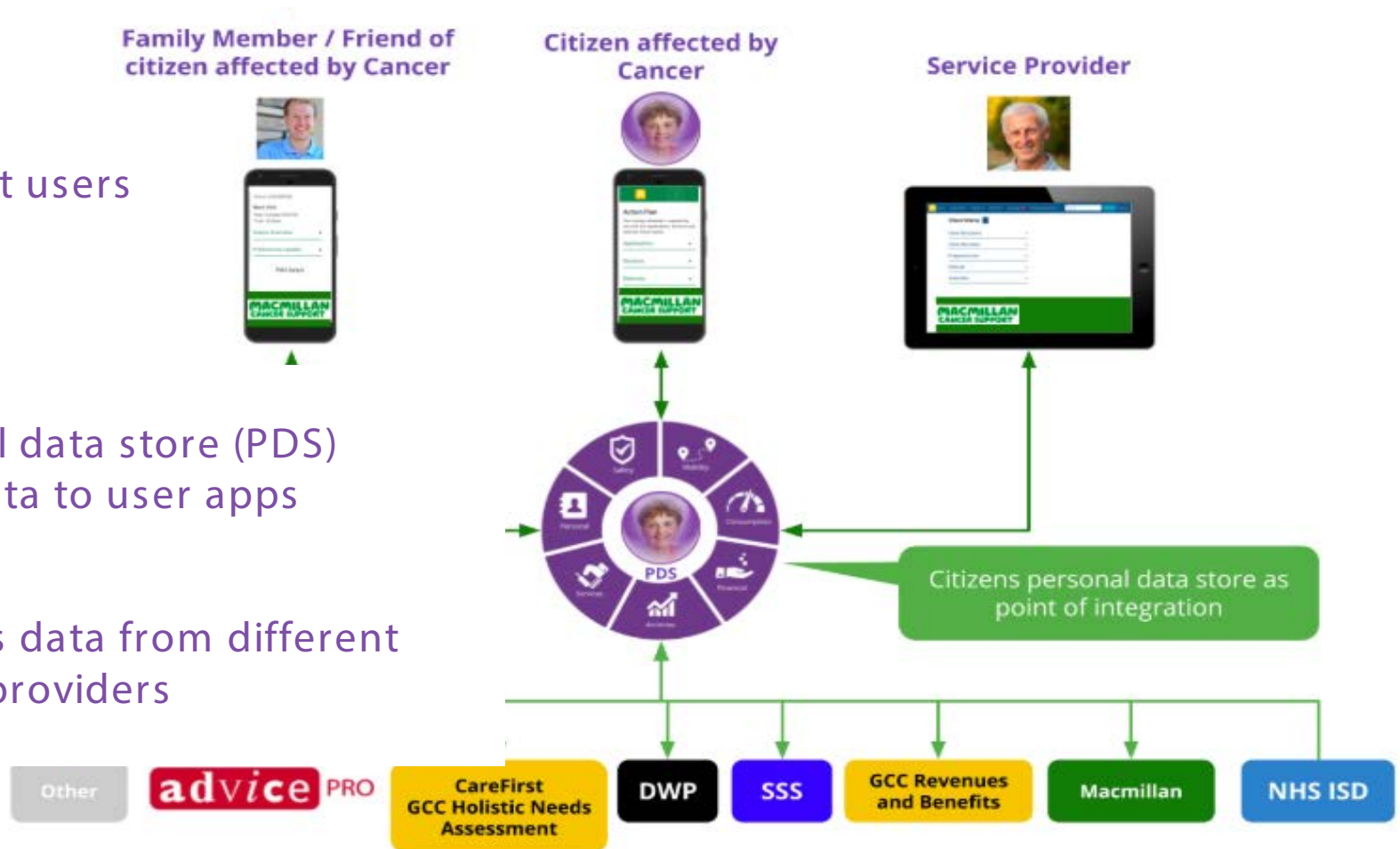
Individual becomes the point of integration for data about them

Different users access different data

Different users

Personal data store (PDS)
feeds data to user apps

PDS gets data from different
service providers



A better future

A new personal data logistics infrastructure



Empowers citizens



Reduces cost, risk, effort



Protects citizens' data



Operates fairly



Operates efficiently



Is inclusive

Thank you

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