



# My Data

A Model for Human -Centric Personal Data

**MyData conference in Korea - Nov 29, 2019**

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[www.mydata.org](http://www.mydata.org)



Imagine if you felt that...



“Your personal  
data makes your  
everyday easier  
and better.”

Imagine if you felt that...



“Your personal data makes your everyday easier and better.”

“Together with others, you are a powerful actor and your choices matter.”

Imagine if you felt that...



“You trust your data is used ethically.”

“Your personal data makes your everyday easier and better.”

“Together with others, you are a powerful actor and your choices matter.”

1

# What **My Data** is and is not



**My Data** is not a company  
or a product







**My Data** is an idea

# My Data Vision



The core idea of MyData is that individuals should have agency to **control data about them.**

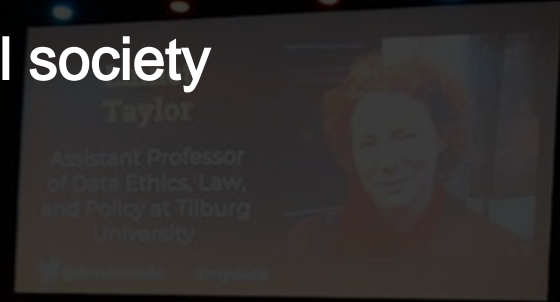
The MyData approach aims at strengthening **digital human rights** while opening new opportunities for businesses to develop innovative new **services based on personal data and mutual trust.**





# mydata.org/ declaration

For a just, sustainable, and prosperous digital society



1 FORMAL → ACTIONABLE RIGHTS

2 DATA PROTECTION → EMPOWERMENT

3 CLOSED → OPEN ECOSYSTEMS

We need to move from **friction** to **action**, by making exercising rights simple and easy.

*That's why we talk about the shift*

FROM **FORMAL** TO **ACTIONABLE**  
**RIGHTS**

We need to move from **fear** to **confidence** by understanding how sharing data can be good for you.

*That's why we talk about the shift*

FROM DATA **PROTECTION** TO  
**EMPOWERMENT**

We need to move from **monopolies**  
to **freedom of choice** among good  
alternatives through openness.

*That's why we talk about the shift*

**FROM CLOSED**  
**TO OPEN ECOSYSTEMS**

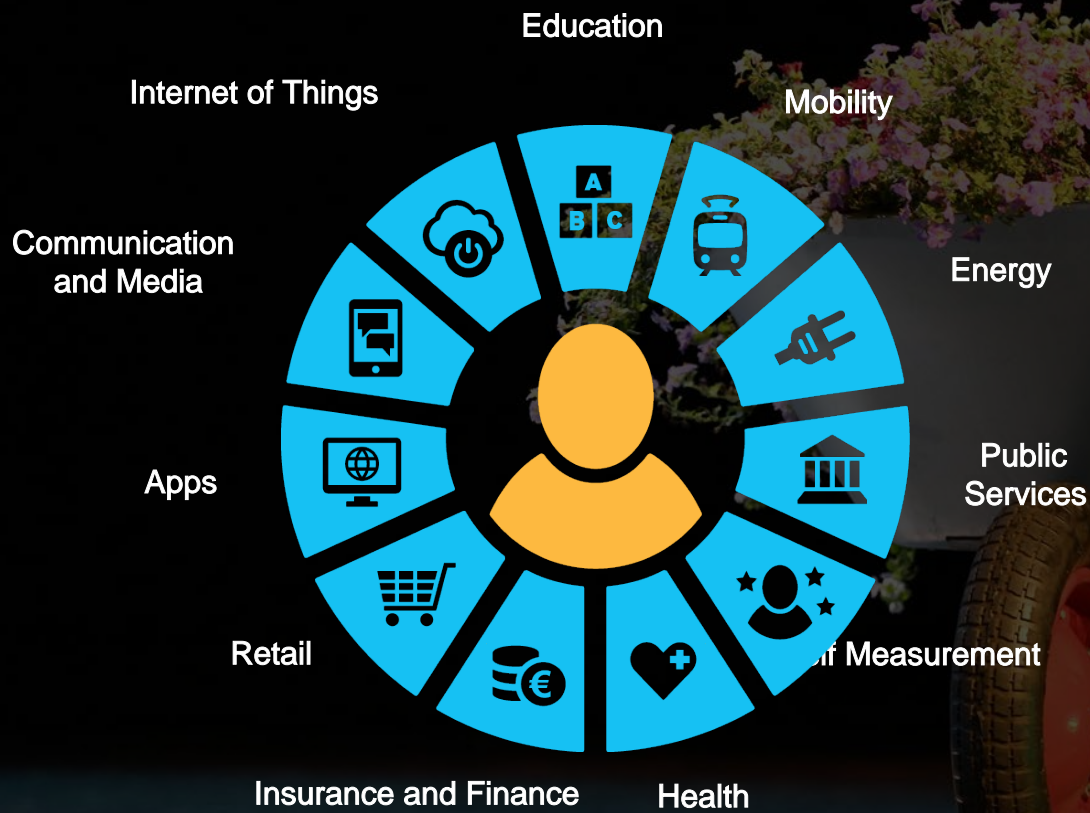
A dimly lit conference hall with people walking around. In the foreground, a grey wheelbarrow with yellow handles and wheels is filled with purple and yellow flowers. The wheelbarrow has the text 'Wagner SDH' on its side. The background shows a large room with many people, some standing and some walking, under a curved ceiling with many small lights. The overall atmosphere is busy but quiet.

2

# What MyData is and is not

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**PERSONAL DATA  
IS EVERYWHERE**



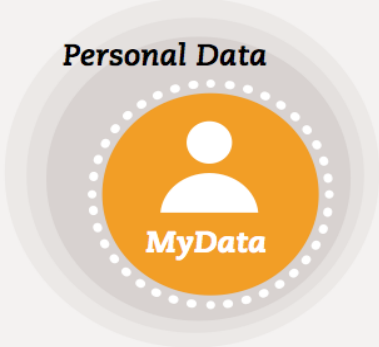
The diagram consists of two white-outlined circles on a dark background. The left circle is set against a brownish-gold textured background and contains the text 'MyData'. The right circle is set against a teal textured background and contains the text 'Personal Data'. Between the two circles is a large white 'not equal' symbol (≠).

**MyData**



**Personal  
Data**

# MyData is human centered approach to personal data management and processing.



**Personal Data**

**MyData**

- Right to know what personal information exists.
- Right to see the actual content of personal information.
- Right to rectify false personal information.
- Right to audit who accesses and processes personal information and why.
- **Right to obtain personal information and use it freely.**
- Right to share or sell personal information to third parties.
- Right to remove or delete personal information.

Rights and practical means for people to access and use their personal data and to authorize others to use the data.



A diagram illustrating the difference between 'MyData' and 'Big Data'. It features two white-outlined circles on a dark background with vertical light streaks. The left circle is labeled 'MyData' and is set against a brownish-gold background. The right circle is labeled 'Big Data' and is set against a teal background. Between the two circles is a large white 'not equal' symbol ( $\neq$ ).

**MyData**



**Big  
Data**





The diagram consists of two white-outlined circles on a dark background. The left circle is set against a brown, textured background and contains the text 'MyData'. The right circle is set against a teal, textured background and contains the text 'Open Data'. Between the two circles is a large white 'not equal' symbol (≠).

MyData

≠

Open  
Data



# MyData vs. Open Data

Freedoms	Open Data Public data	MyData Personal data
Use	Freedom of anyone to use	Freedom for me to use
Build on	Freedom of anyone to build on	Freedom for me to build on
Share	Freedom of anyone to share	Freedom for me to share

“

If you have an apple and I have an apple and we exchange these apples then you and I will still each have **one apple**. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have **two ideas**.

– George Bernard Shaw, playwright

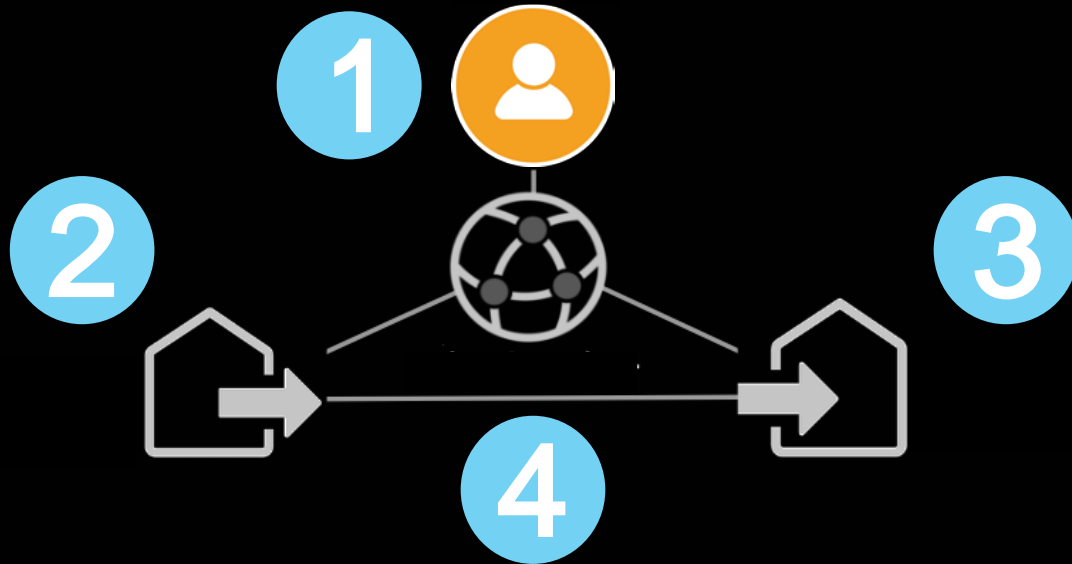
The background image shows a dimly lit event space, possibly a theater or a large lounge. In the foreground, several people are seated in rows of chairs, facing towards the right. Some are looking at laptops. In the background, there is a stage area with a large screen displaying a scene with people. The lighting is low, with some spotlights visible on the stage. The overall atmosphere is professional and focused.

# My Data Roles My Data Principles

<https://mydata.org/declaration>

## MYDATA ROLES: WHO DOES WHAT

- 1 Person
- 2 Data source
- 3 Data using service
- 4 MyData operator



<https://mydata.org/declaration>



# MYDATA PRINCIPLES:

## WHAT WE WANT TO ACHIEVE

1 HUMAN-CENTRIC  
CONTROL OF PERSONAL  
DATA

2 INDIVIDUAL AS THE  
POINT OF INTEGRATION

3 INDIVIDUAL  
EMPOWERMENT

4 PORTABILITY: ACCESS  
AND RE-USE

5 TRANSPARENCY &  
ACCOUNTABILITY

6 INTEROPERABILITY

<https://mydata.org/declaration>





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# My Data in the global context

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# US

*End of privacy*



# EU

*Complex fight for privacy*



# China

*State-owned digital identities*



# US

*End of privacy*

NSA behavior and national security act as a baseline for how the state is treating individuals' privacy.

No evident state -led initiative for trust networks or an interoperability model.

GAFAs dominate the global commercial online market and commercially significant digital identities.

Most core technologies in identity management and authorisation are developed in the US



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# EU

## *Complex fight for privacy*

GDPR, PSD2 and other legal initiatives exist for protecting individual rights.

In different countries, cultural preferences and national initiatives vary.

Initiatives exist for building a unified single digital market.

Development of frameworks (such as Eidas) for trusted federated digital identities.

There are no globally significant European online service companies.



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National Social Credit System (SCS) for identity trust attributes.

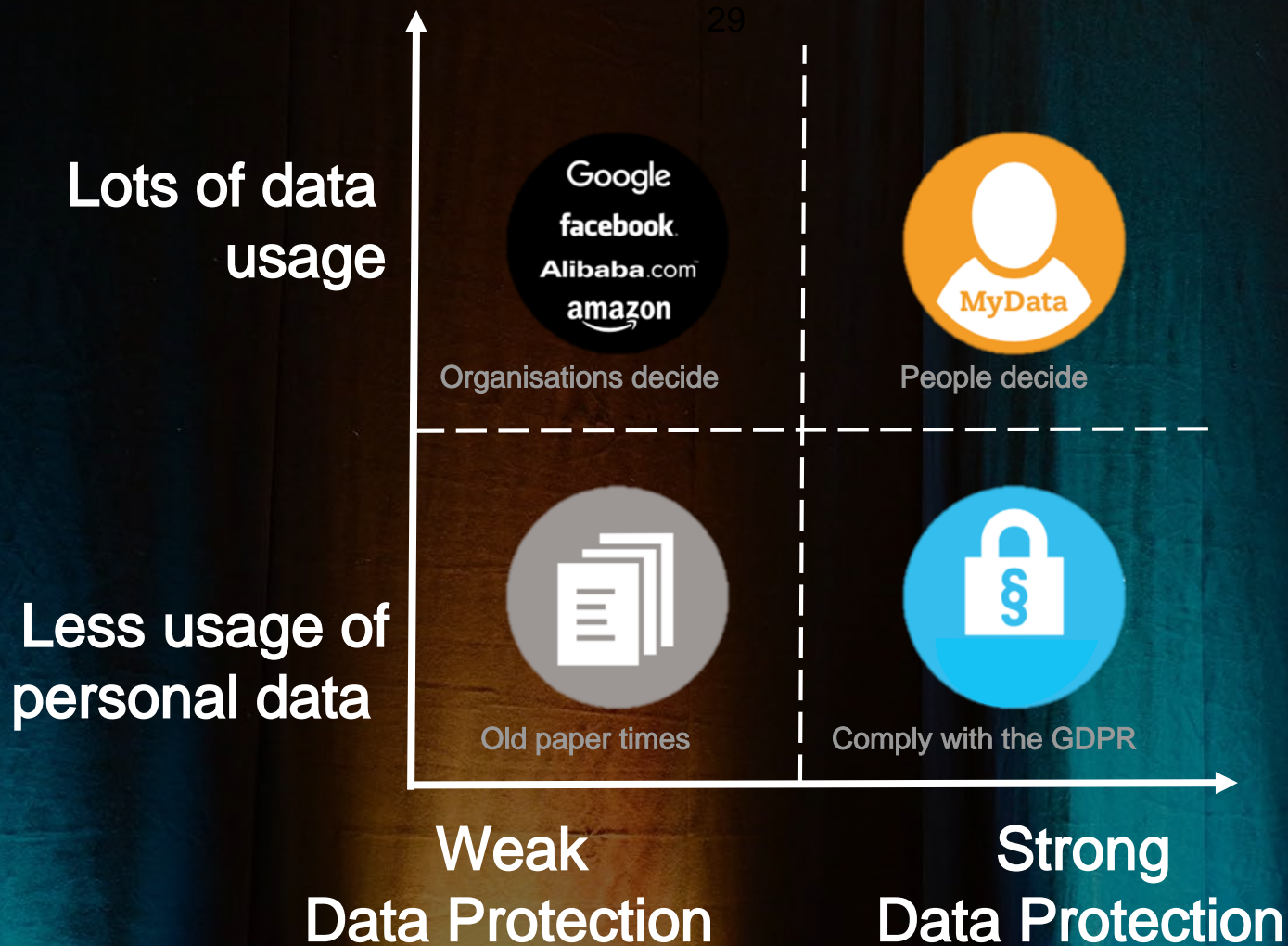
State controlled (or partly controlled) Baidu, Weibo, WeChat are significant services in domestic markets.

Rolling out digital identities for companies and services.

National control on identities.

Services such as sesame credit are defining individual's trust level.

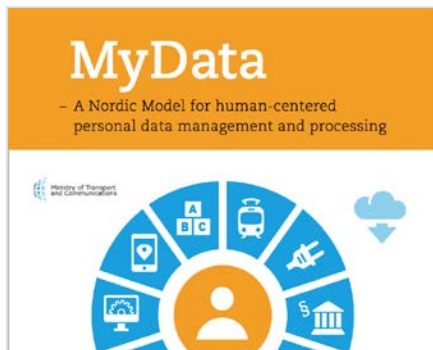






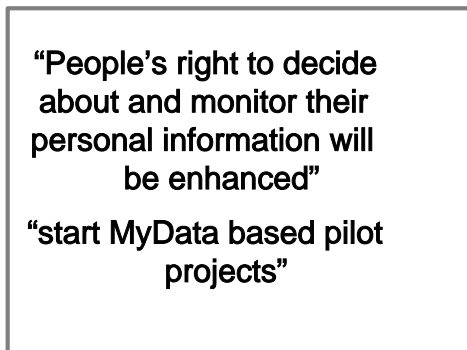
So, **My Data** is an idea  
... how do we make it real?

# History of MyData - from a Finnish view



## White papers

2014 (FI), 2015 (EN) and  
2018 (FI)



Government agenda &  
spearhead programmes  
**2015**→



International conferences 2016, 2017, 2018, 2019  
[mydata2019.org](https://mydata2019.org)

**MyData Alliance**  
40+ organizations  
Facilitate pilots  
Create interoperability



**Specification + Code**  
Architecture  
documentation &  
Reference implementation

# MyData - in the current government agenda



*“The right of citizens to their own digital information and privacy is strengthened. Individuals are given the possibility to manage their personal data in public information systems and to give consent to data reuse in other services, in accordance with the MyData principles.”*

*“Gathering information about different ways to better protect the rights of citizens to manage their own data in accordance with the mydata-principles. Promoting this both in national and international regulation.”*

[New Finnish Government Agenda 3.6.2019 - p.106 & 112](#)

Datapinciples2019.fi

EU2019.FI

Finland's Presidency  
of the Council  
of the European Union

ABILITIES TO



ACCESS



SHARE



ACT



INNOVATE



TRUST



LEARN



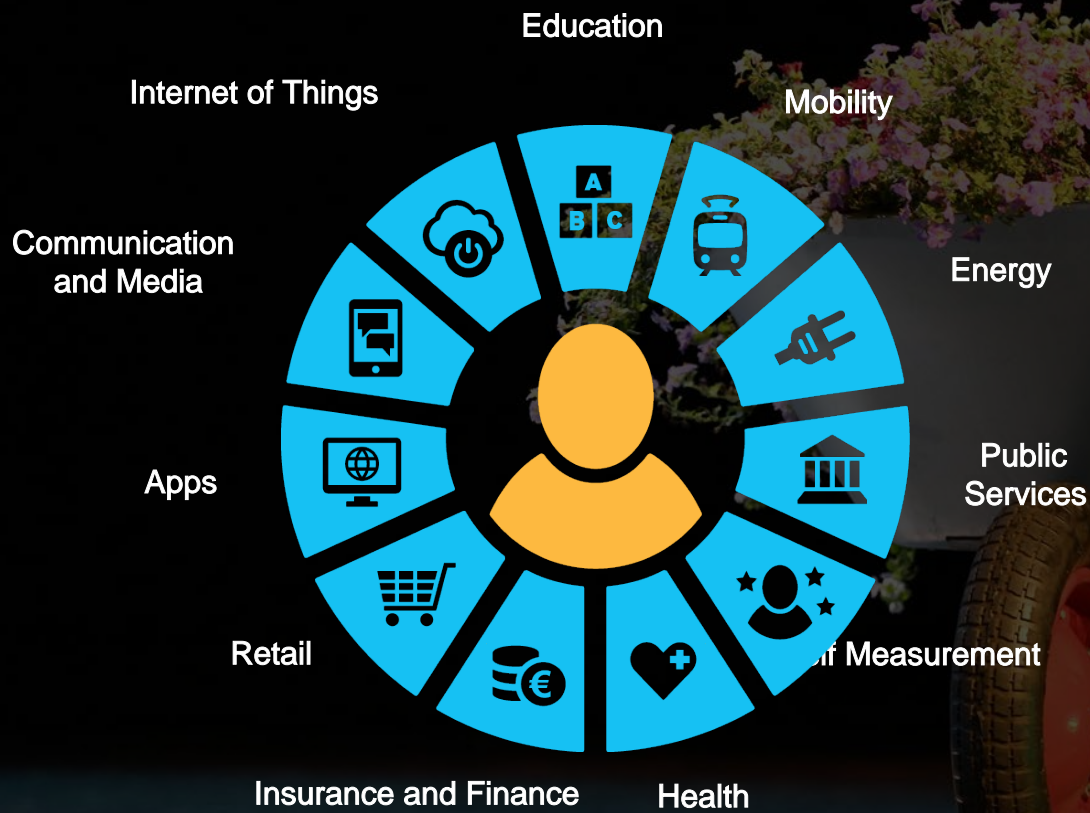
A large, dimly lit hall with a wooden floor and a curved ceiling. In the foreground, a grey wheelbarrow with yellow handles and wheels is filled with purple flowers. The wheelbarrow has a small sign that says "Wagner SDH". In the background, many people are walking around, some looking at displays. There are stairs on the left and a sign that says "INF" in the background. The overall atmosphere is that of a busy event or exhibition.

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# My Data - Ecosystem

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**PERSONAL DATA  
IS EVERYWHERE**

# Analytics

Make value out of data while maintaining privacy

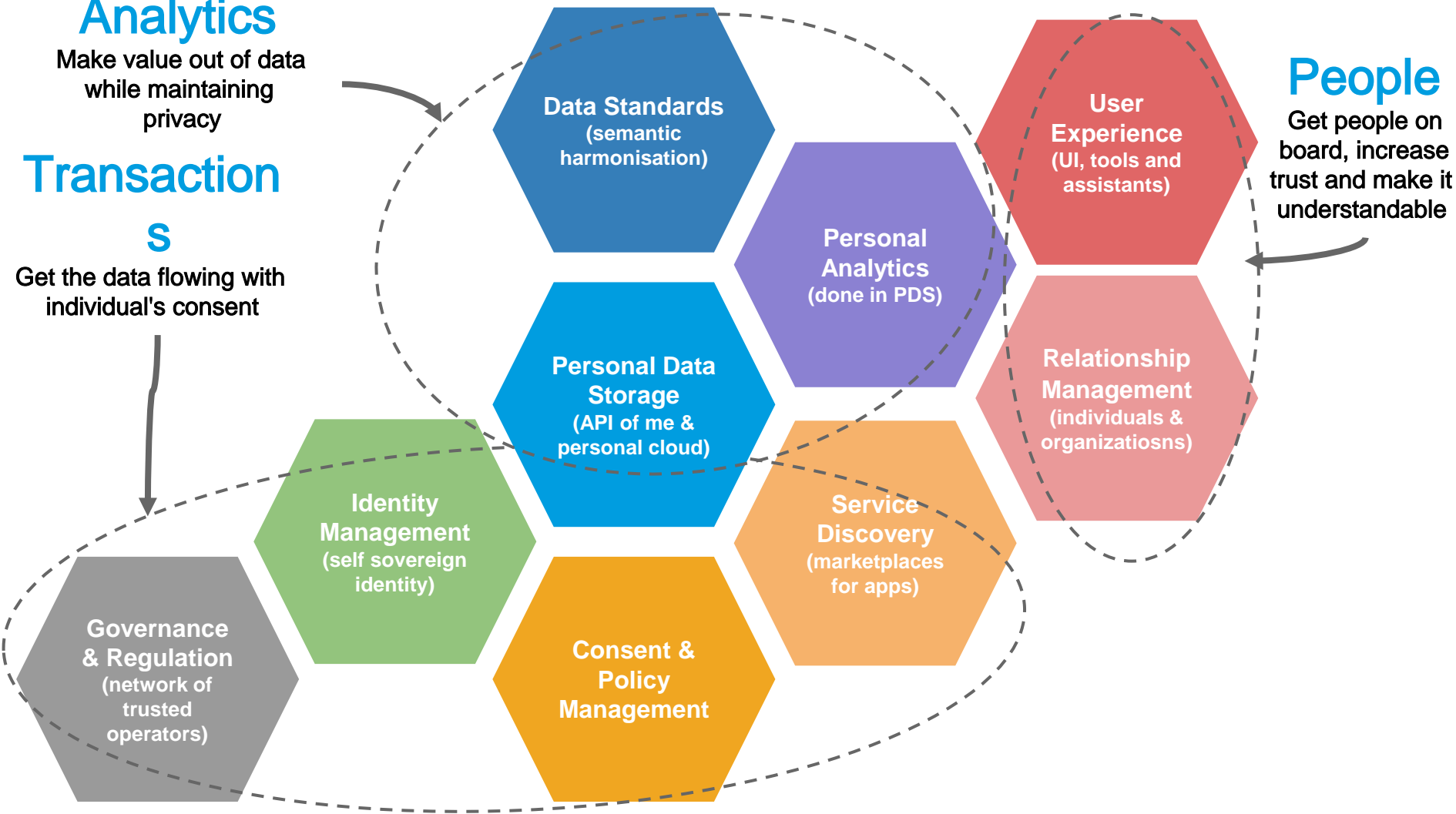
# Transaction

S

Get the data flowing with individual's consent

# People

Get people on board, increase trust and make it understandable



**inrupt**

**mylife**  
digital

**MIDATA**

**digi.me**

**Tilaajavastuu**

**PLATFORM  
OF TRUST**

**mydex**

**powr of you**

**Personium**

**Cozy Cloud**

**meeco**

**DataSign**

**onecub**

**datamixer**  
DATA DRIVEN HAPPINESS

**Qiy digital me**

**MY DATA  
INTELLIGENCE**

**[&] fair &  
smart**

**HAT**  
Hub-of-All-Things

**FIndy**

**Do**  
DATACOUPL

**comuny**

**PLANETWAY**

**healthbank**

**people.io**

US

UK

SWITZERLAND

UK

FINLAND

FINLAND

UK

US

JAPAN

FRANCE

AUSTRALIA

JAPAN

FRANCE

BELGIUM

NETHERLANDS

JAPAN

FRANCE

UK

FINLAND

US

GERMANY

JAPAN

SWITZERLAND

UK



# My Data

A call for international collaboration

[www. my data.org](http://www.mydata.org)







# BUSINESS LEGAL TECH SOCIETY



# My Data Global

Founded 11 October 2018

About 600 members

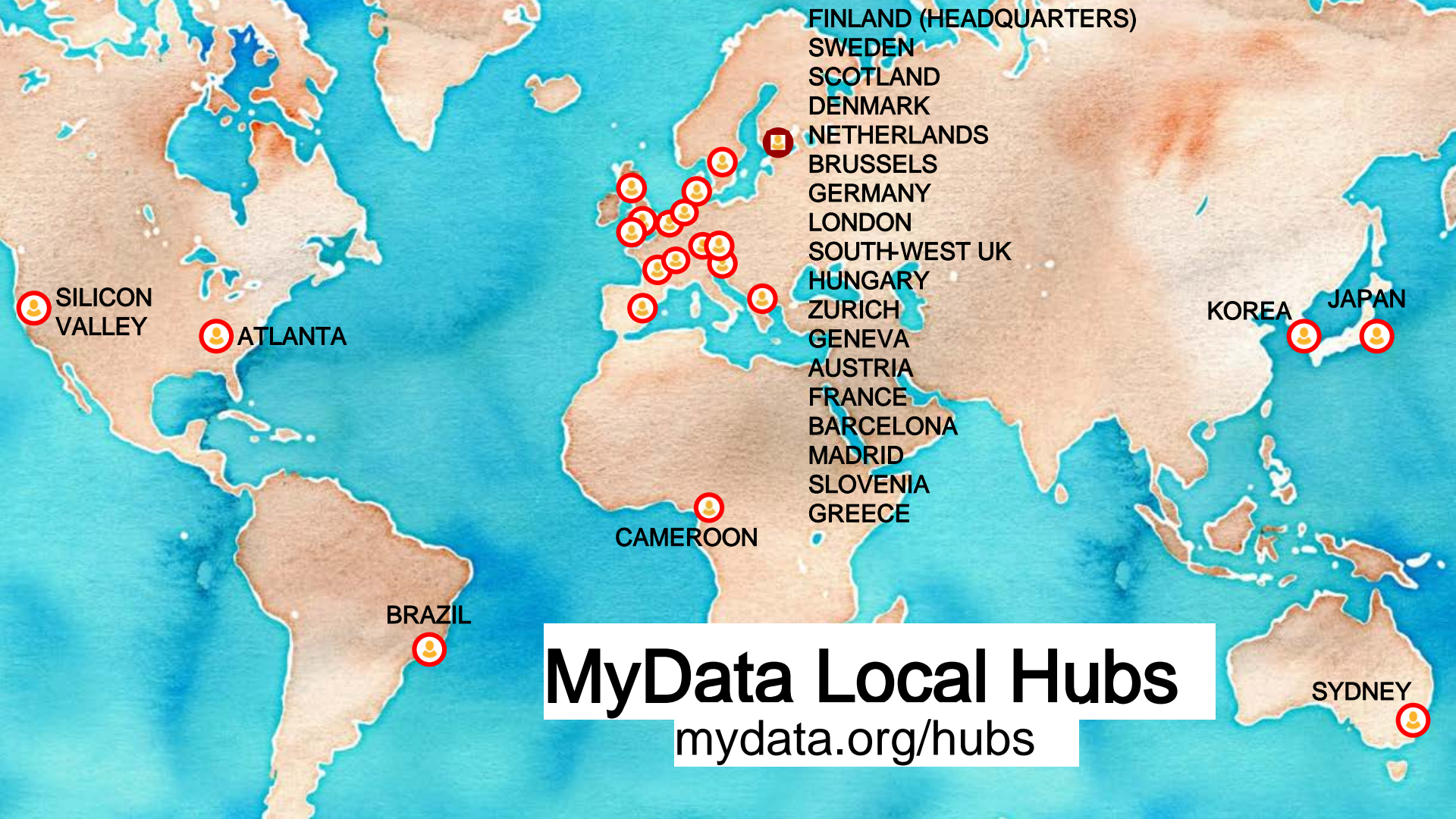
... including over 80 organisations

... from over 40 countries

Now 24 local hubs on 6 continents

3 international thematic groups



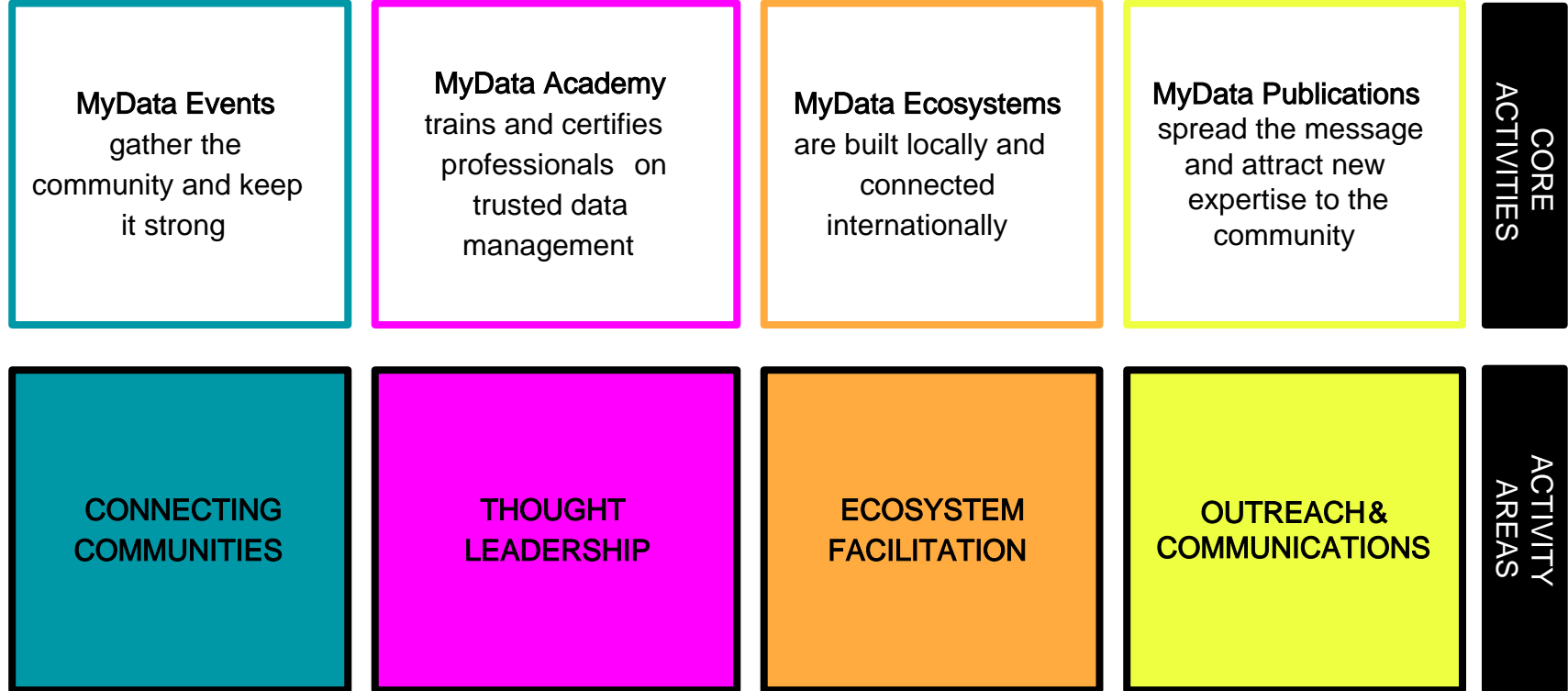


# MyData Local Hubs

[mydata.org/hubs](https://mydata.org/hubs)



# MyData Global - what we do 2020-2022



[mydata.org/ declaration](https://mydata.org/declaration)

[mydata.org/ papers](https://mydata.org/papers)

[mydata.org/ slack](https://mydata.org/slack)

[mydata.org/ join](https://mydata.org/join)





MyData Asia 2020  
29-30 June Tokyo, Japan





# My Data Global vision

Our vision is a **fair, sustainable, and prosperous digital society**. This means that

- **People** get value from their data and set the agenda on how it is used
- For **organisations**, the ethical use of data is always the most attractive option





Read more: [www.mydata.org](http://www.mydata.org)

Thank you!

Teemu Ropponen  
General Manager, MyData Global  
[teemu@mydata.org](mailto:teemu@mydata.org), @troppone, @mydataorg  
[www. my data.org](http://www.mydata.org)





# My Data

Extra material, not shown

[www. my data.org](http://www.mydata.org)







**MyData Latin America 2020**  
**24 June**      **Rio de Janeiro, Brazil**







**MyData Europe 2020**  
**17-18 Sept Berlin, Germany**







**MyData Africa 2020**  
**November     Nairobi, Kenya**



# Who Pays

Person



Operator



Data Source



Data Using Service



Who  
Receives



	Person	Operator	Data Source	Data Using Service
Person	X	X subsidies possible	X subsidies possible	Consent Fee
Operator	Subscription fee	Roaming Fee	Connection fee	Transaction Fee Connection Fee
Data Source	Payment for Data individual as data user, beyond data portability quality / content	X subsidies possible	X	Payment for Data
Data Using Service	Payment for the service	X subsidies possible	X subsidies possible	X