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# Extend your service with MyData

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*Alan Mitchell*

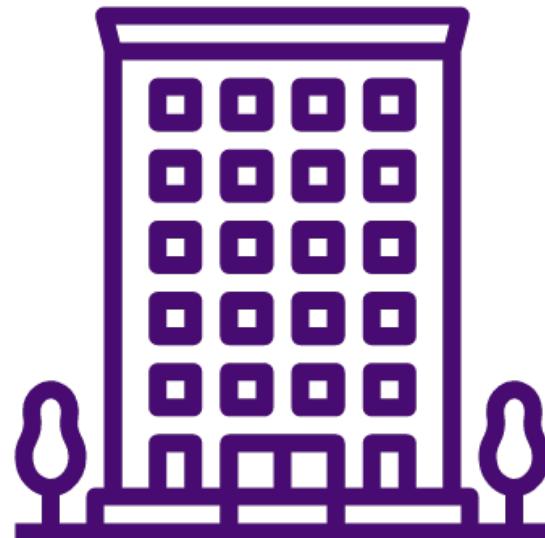
Co-founder and Chairman  
Mydex CIC

# Mydex personal data stores

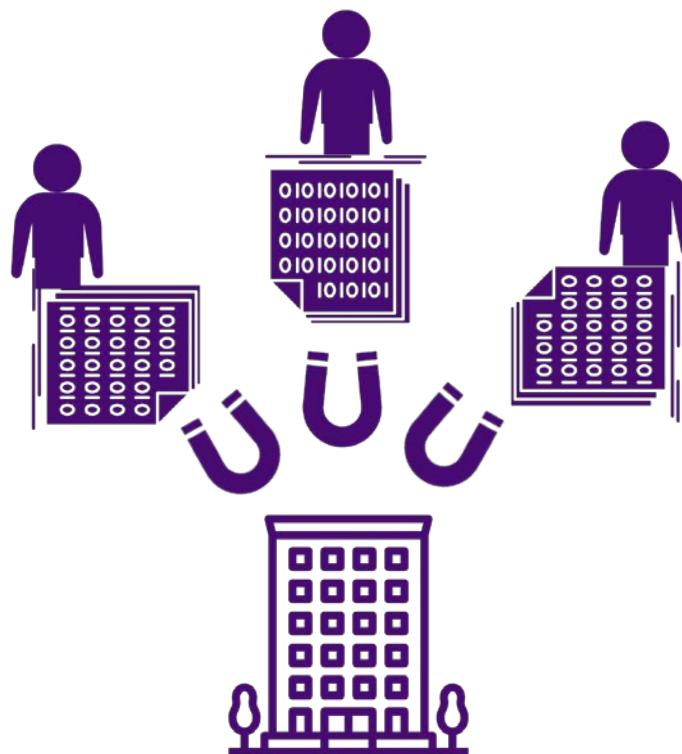


# Current system

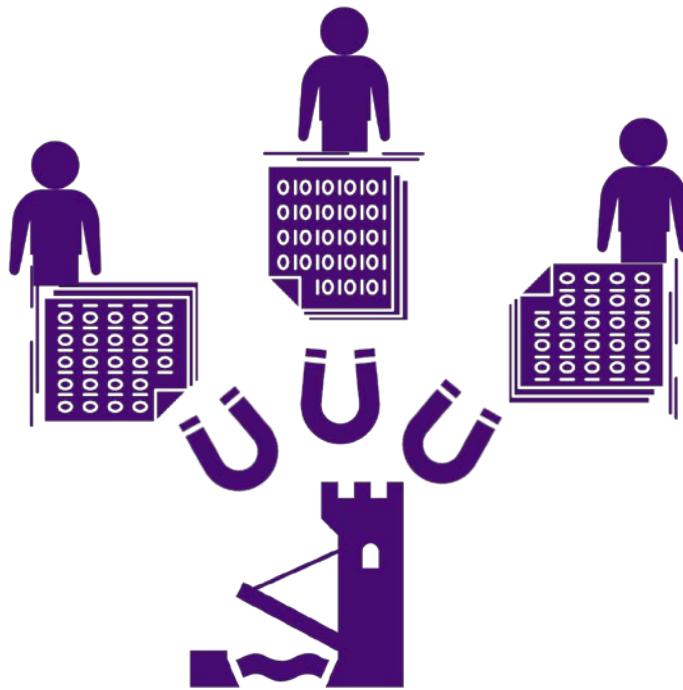
'Organisation centric'



# Current system



# Current system



# Current system



Concentrates power



Shares benefits unfairly



Encourages hacking



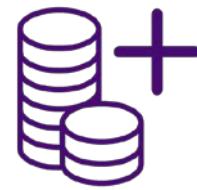
Invades privacy



Undermines trust



Excludes citizens



Adds cost



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

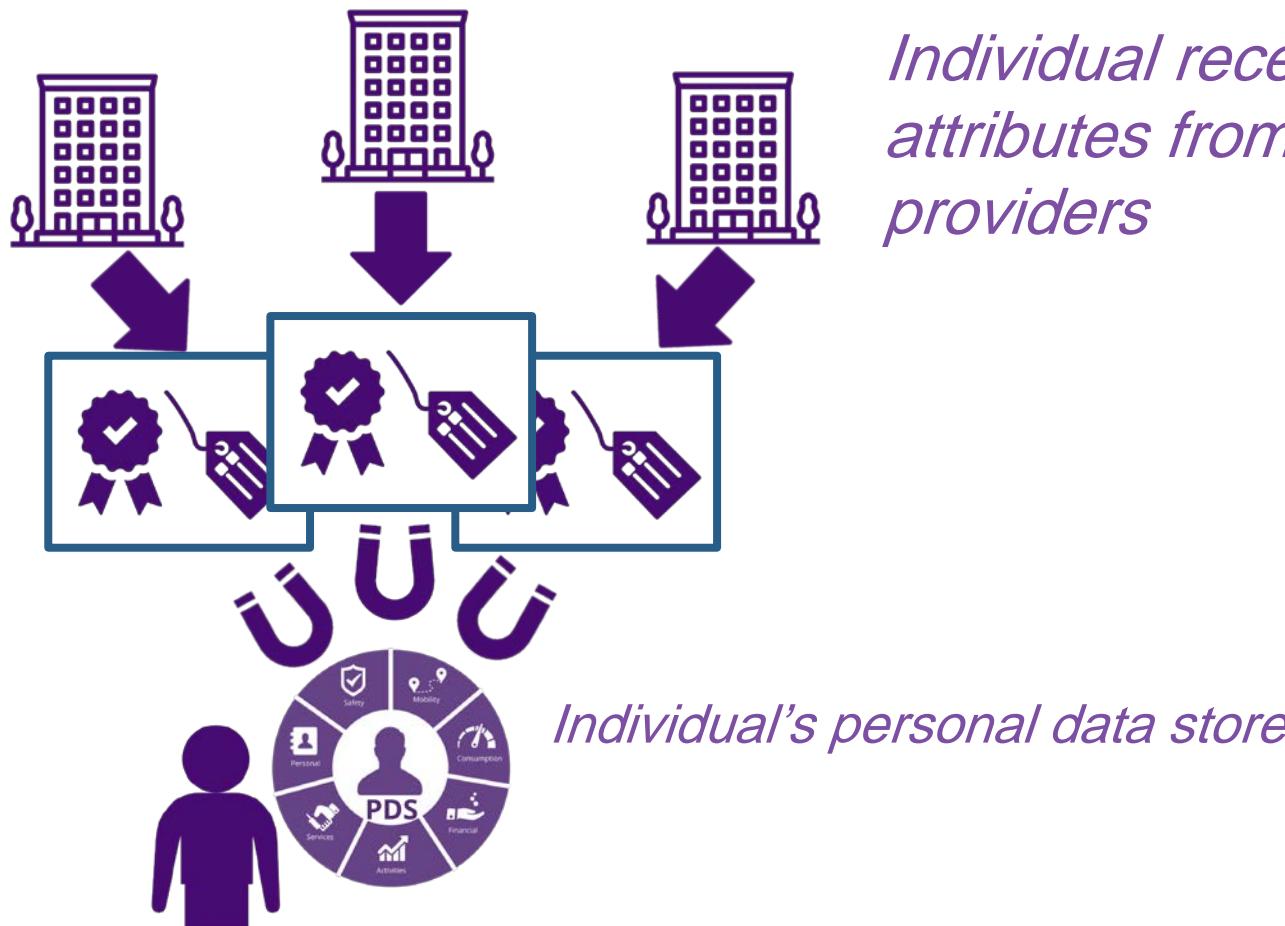


Designed for safety



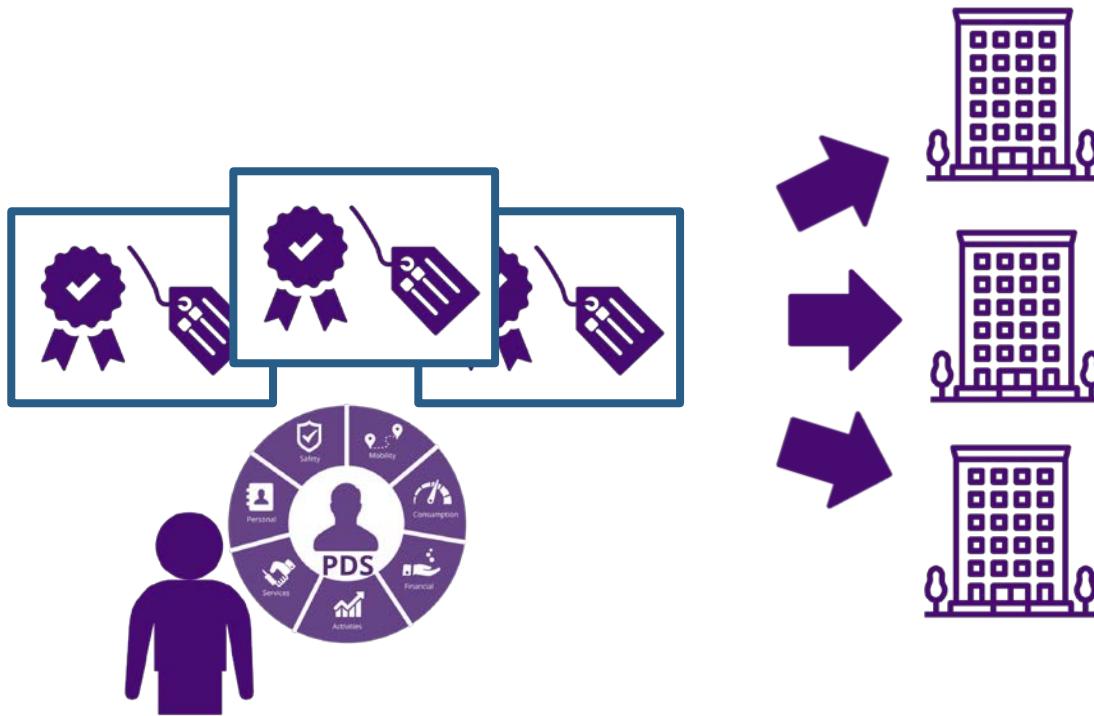
Aligns incentives

# Potential of verified attributes



# Potential of verified attributes

*Individual shares verified attributes with other service providers*



# Using personal data to serve cancer patients

Person Centred  
Data Exchange Hub

WE ARE  
**MACMILLAN.**  
CANCER SUPPORT

Secure  
GDPR compliant

Individual becomes  
the point of integration  
for data about them

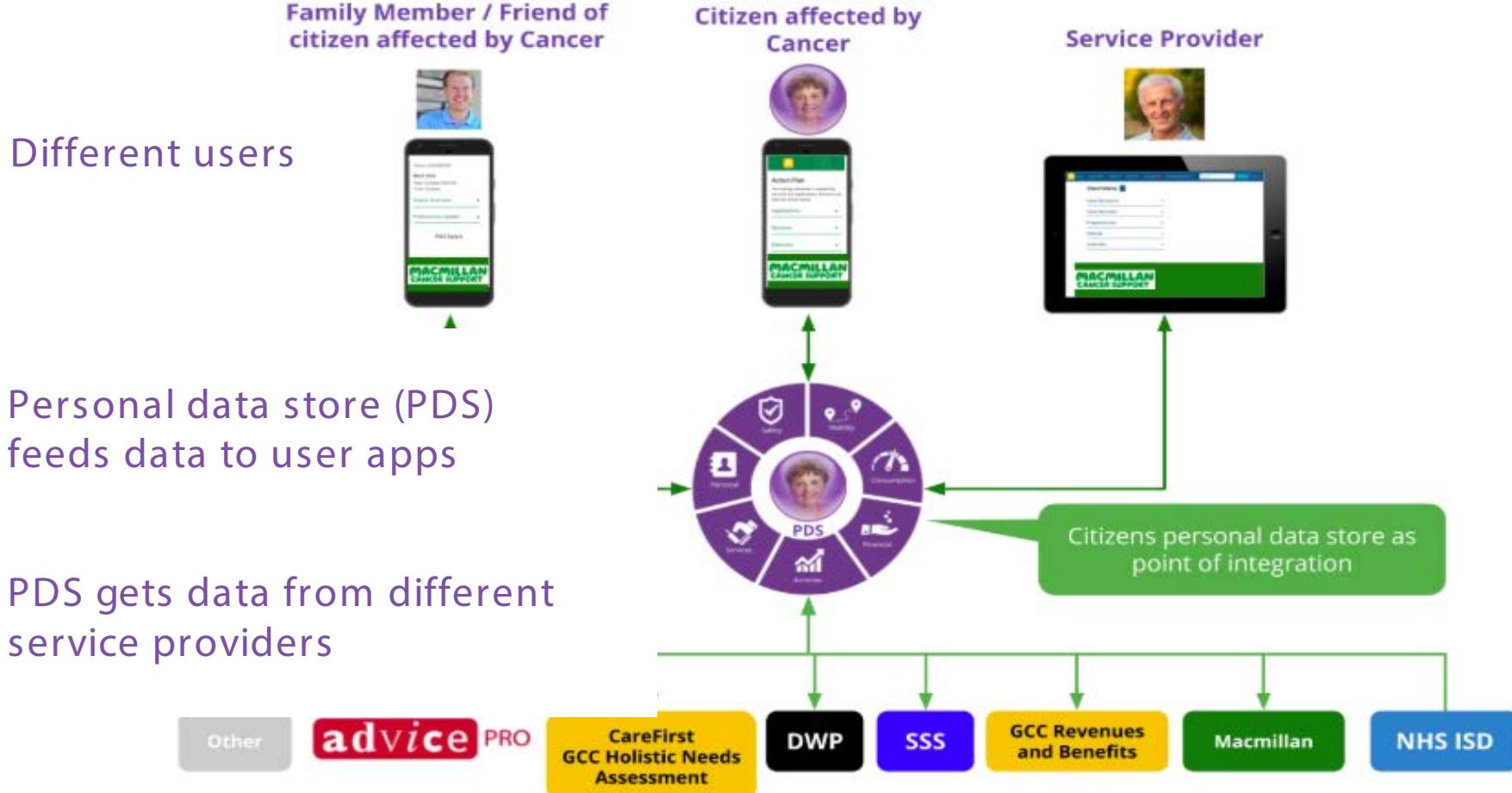


Personal Data Store  
ISO27001 | FairData Certified  
Data stored in UK  
Encrypted in storage and transit  
Individual data controller  
Free service to individual  
Standard API's

**mydex**  
Trust Framework and  
Platform API Services



# Different users access different data



# A better future

A new personal data logistics infrastructure



-  Empowers citizens
-  Reduces cost, risk, effort
-  Protects citizens' data
-  Operates fairly
-  Operates efficiently
-  Is inclusive

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# Thank you

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