



My Data

A Model for Human -Centric Personal Data

MyData conference in Korea - Nov 29, 2019

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[www. my data.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...



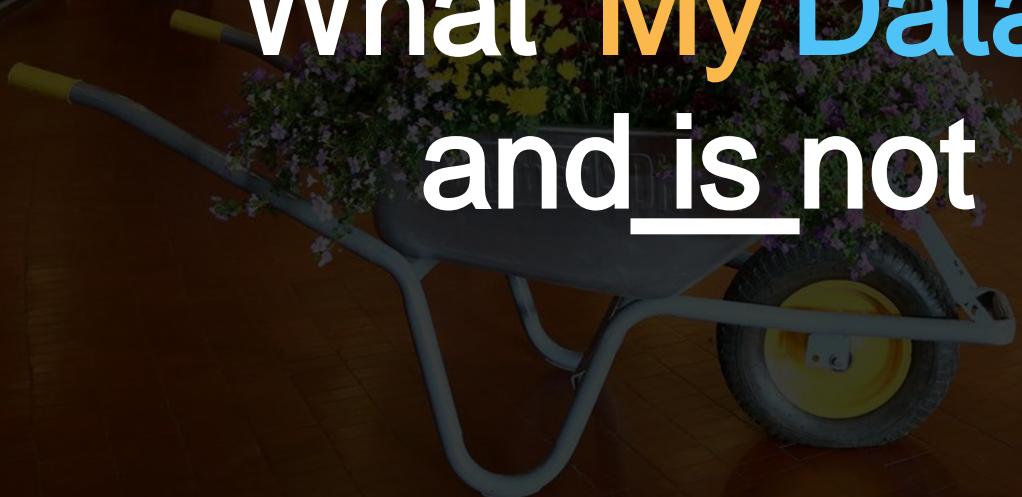
“You trust your
data is used
ethically.”

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

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

1

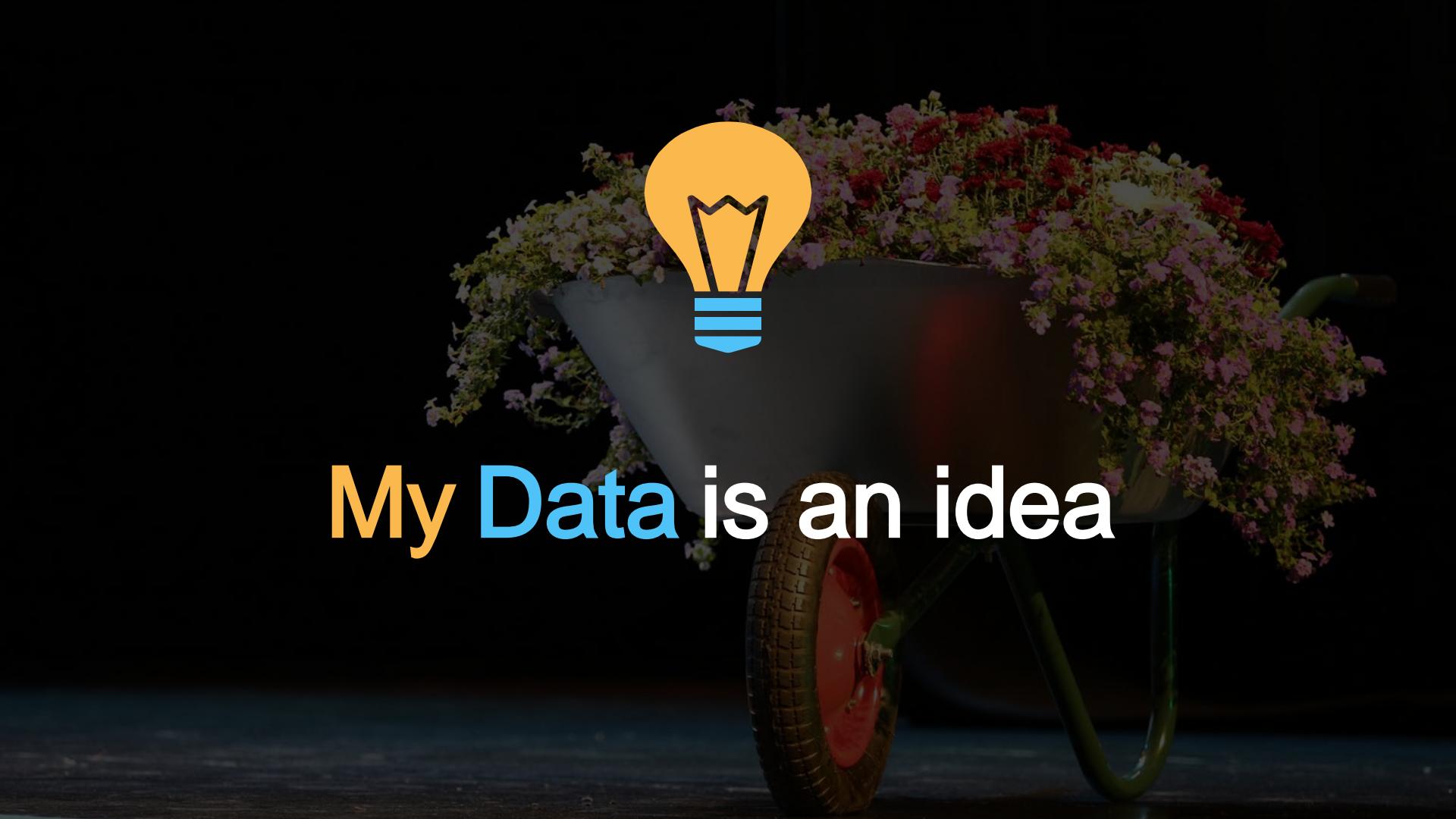
What My Data is and is not





My Data is not a company or a product



A wheelbarrow is filled with a variety of small, colorful flowers in shades of pink, red, and white. A glowing yellow lightbulb icon with a blue base is positioned in the center of the wheelbarrow's seat.

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](http://mydata.org/)

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.

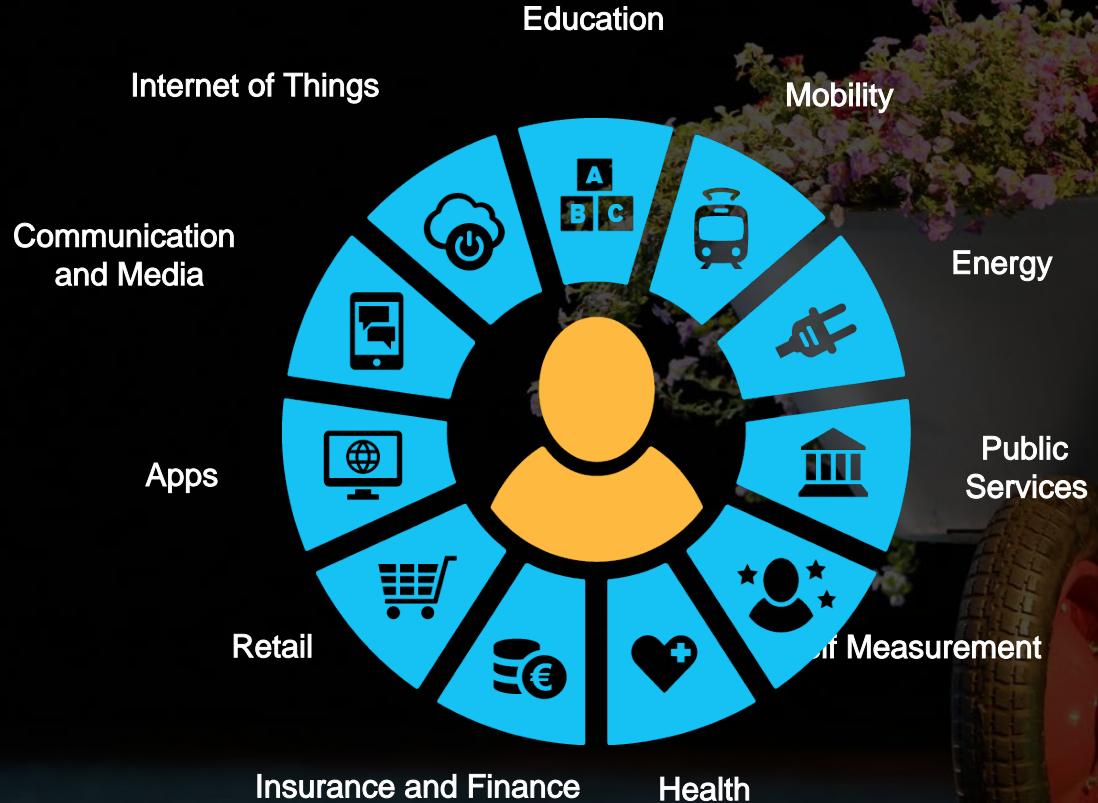
That's why we talk about the shift

FROM CLOSED
TO OPEN ECOSYSTEMS

A wheelbarrow is positioned in the foreground, filled with a variety of colorful flowers. The wheelbarrow has a yellow handle and a grey tray. A small white rectangular sign on the tray reads "Wagner SD". In the background, a large, modern-style hall is filled with people. The ceiling features numerous white, teardrop-shaped light fixtures. Stairs are visible on the left, and a curved wall on the right displays several informational signs.

2

What MyData is and is not



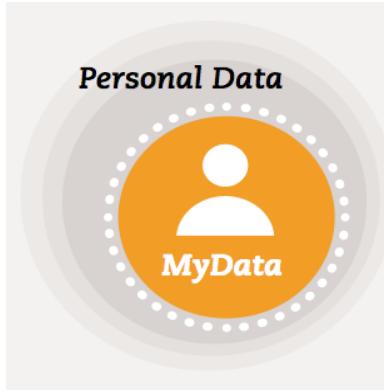
**PERSONAL DATA
IS EVERYWHERE**



MyData

Personal
Data

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



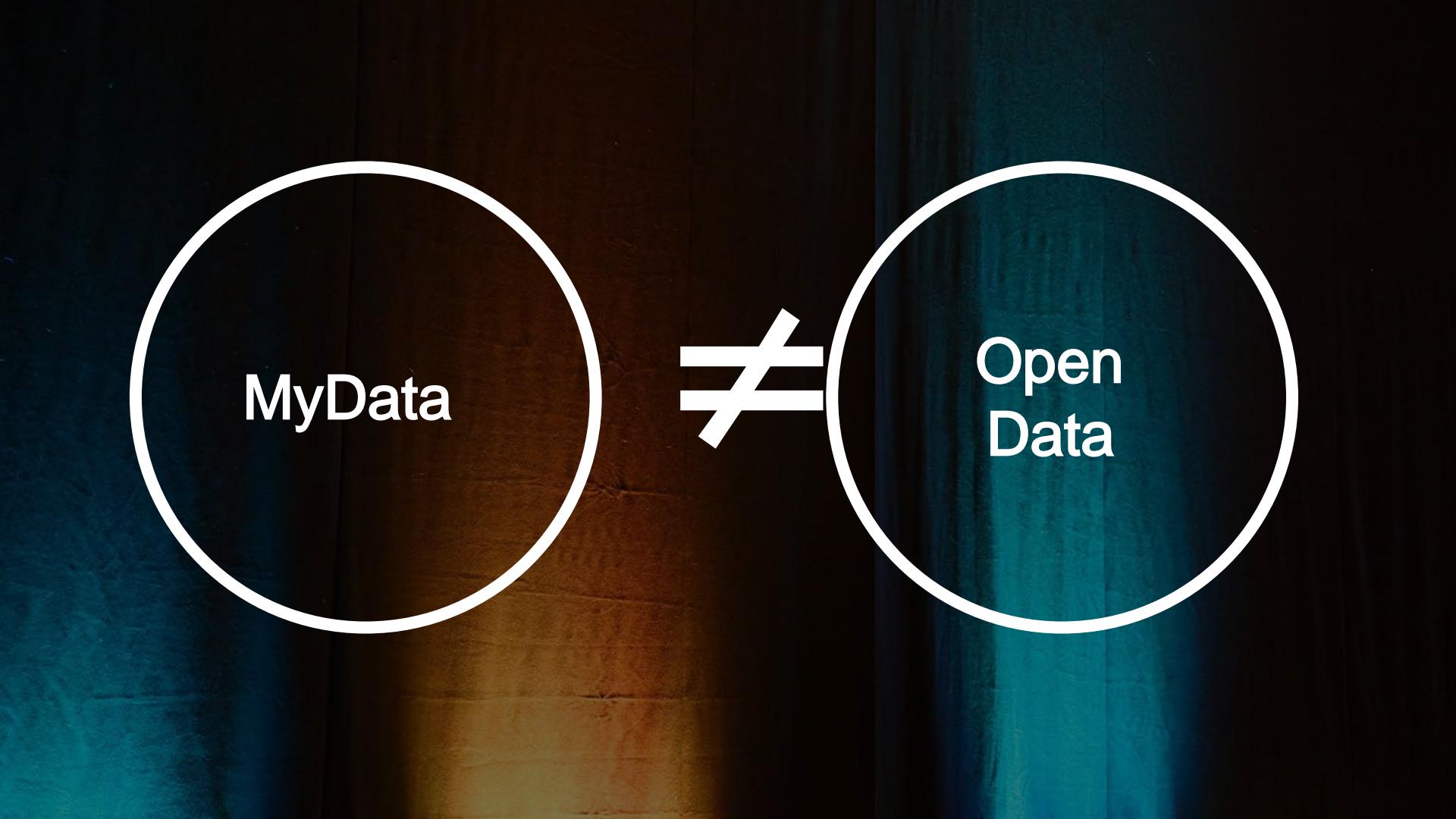
- Right to know what personal information exists.
- Right to see the actual content of personal information.
- Right to rectify false personal information.
- Right to audit who accesses and processes personal information and why.
- **Right to obtain personal information and use it freely.**
- Right to 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.



MyData

Big
Data



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

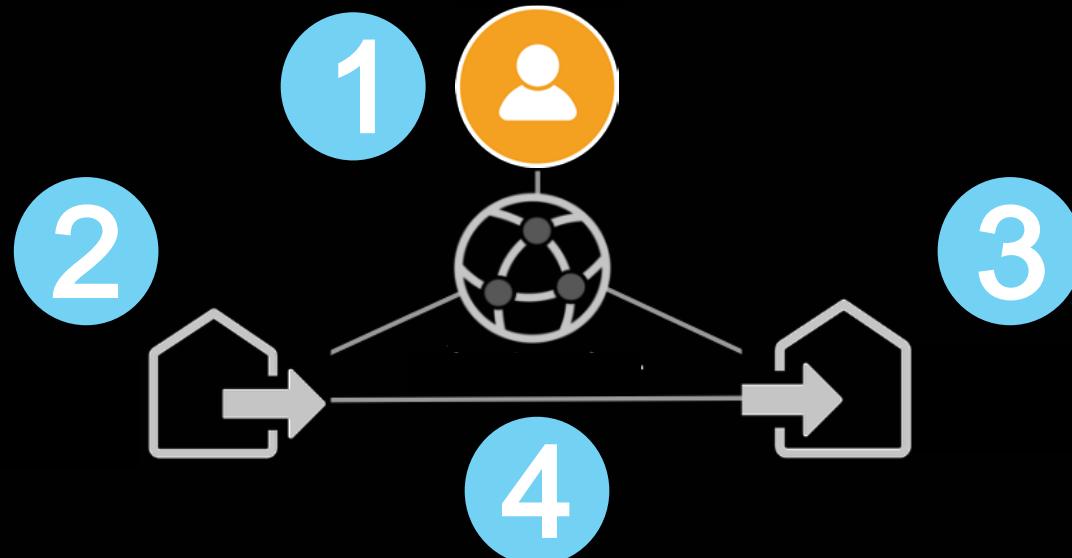


My Data Roles My Data Principles

<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>

4

My Data in the global context





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.



EU

Complex fight for privacy



China

State-owned digital identities



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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.



China

State-owned digital identities



US

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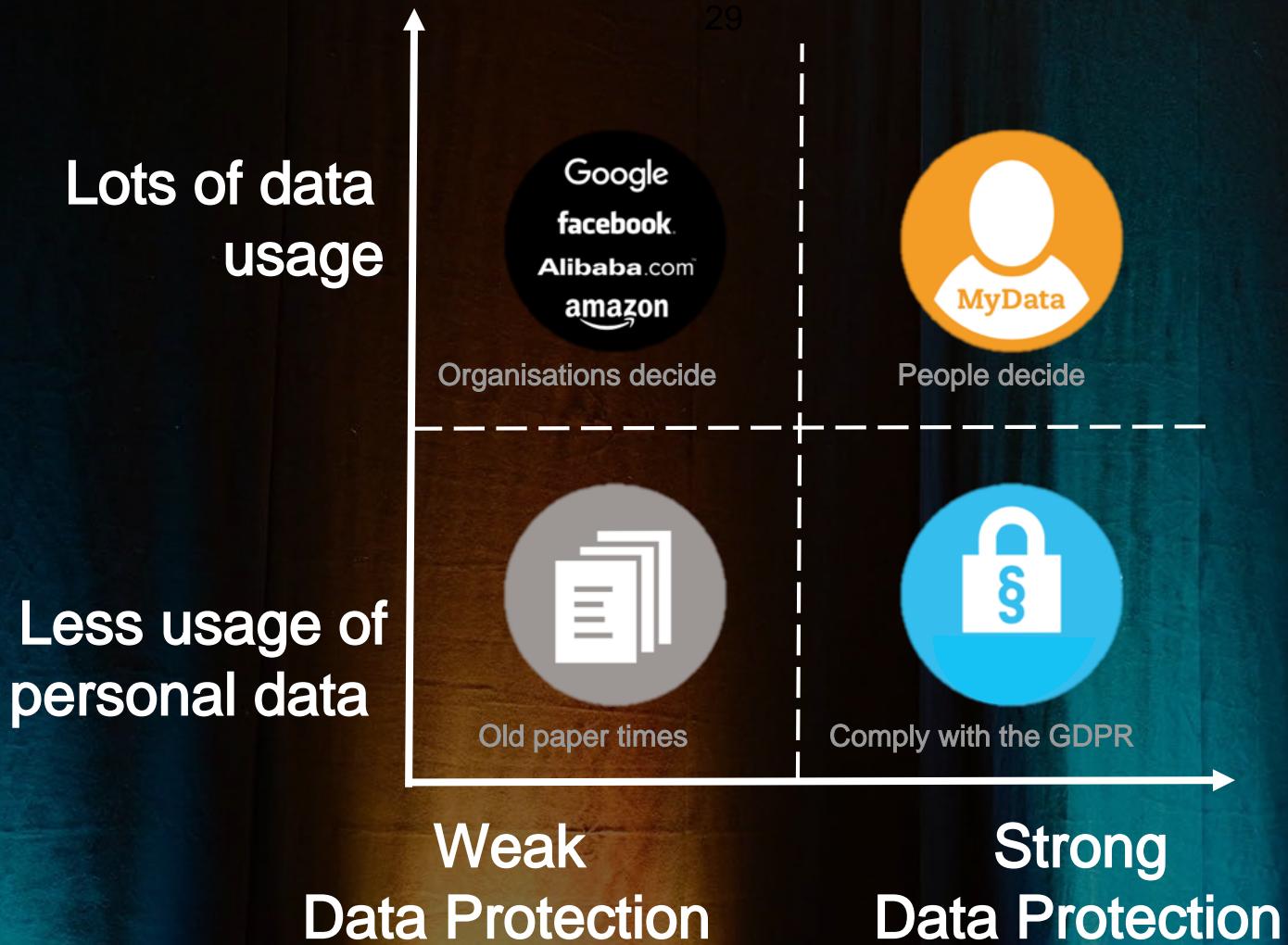
National Social Credit System (SCS) for identity trust attributes.

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.

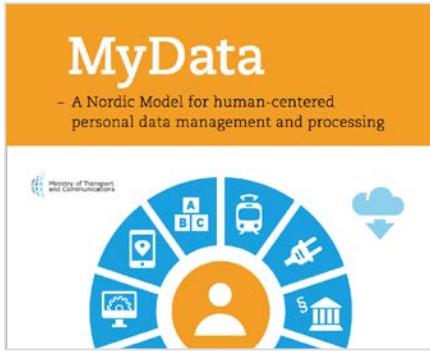
Services such as sesame credit are defining individual's trust level.



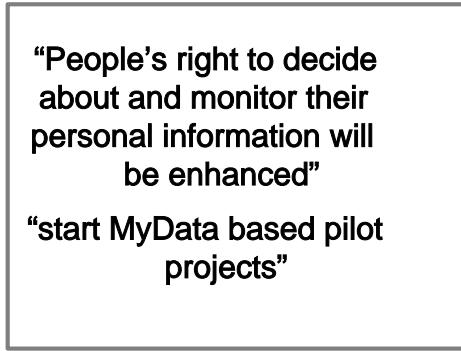
A hand truck with a single large wheel at the front and a smaller one at the back, holding a large black pot overflowing with a variety of small, colorful flowers in shades of red, pink, and white. A yellow lightbulb icon is superimposed on the center of the flower pot.

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)



International conferences 2016, 2017, 2018, 2019
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](#)

Dataprinciples2019.fi

EU2019.FI

Finland's Presidency
of the Council
of the European Union

ABILITIES TO



ACCESS



SHARE



ACT



INNOVATE



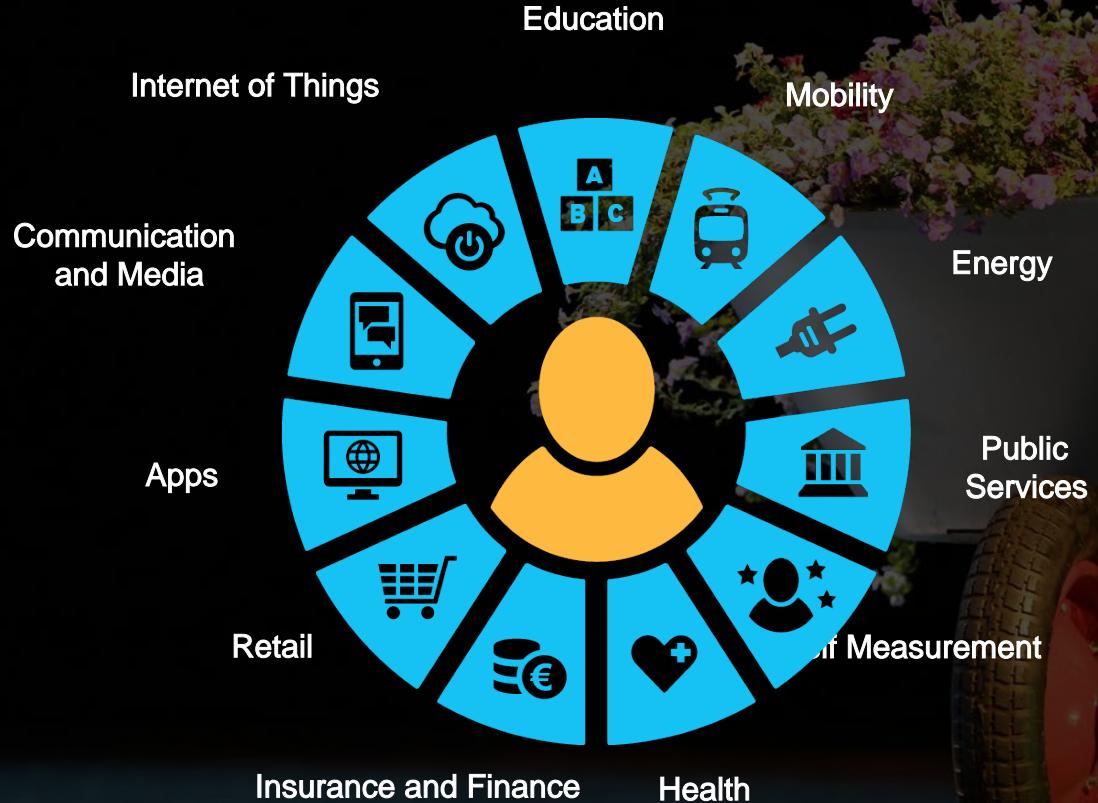
TRUST



LEARN



4 My Data - Ecosystem



**PERSONAL DATA
IS EVERYWHERE**

Analytics

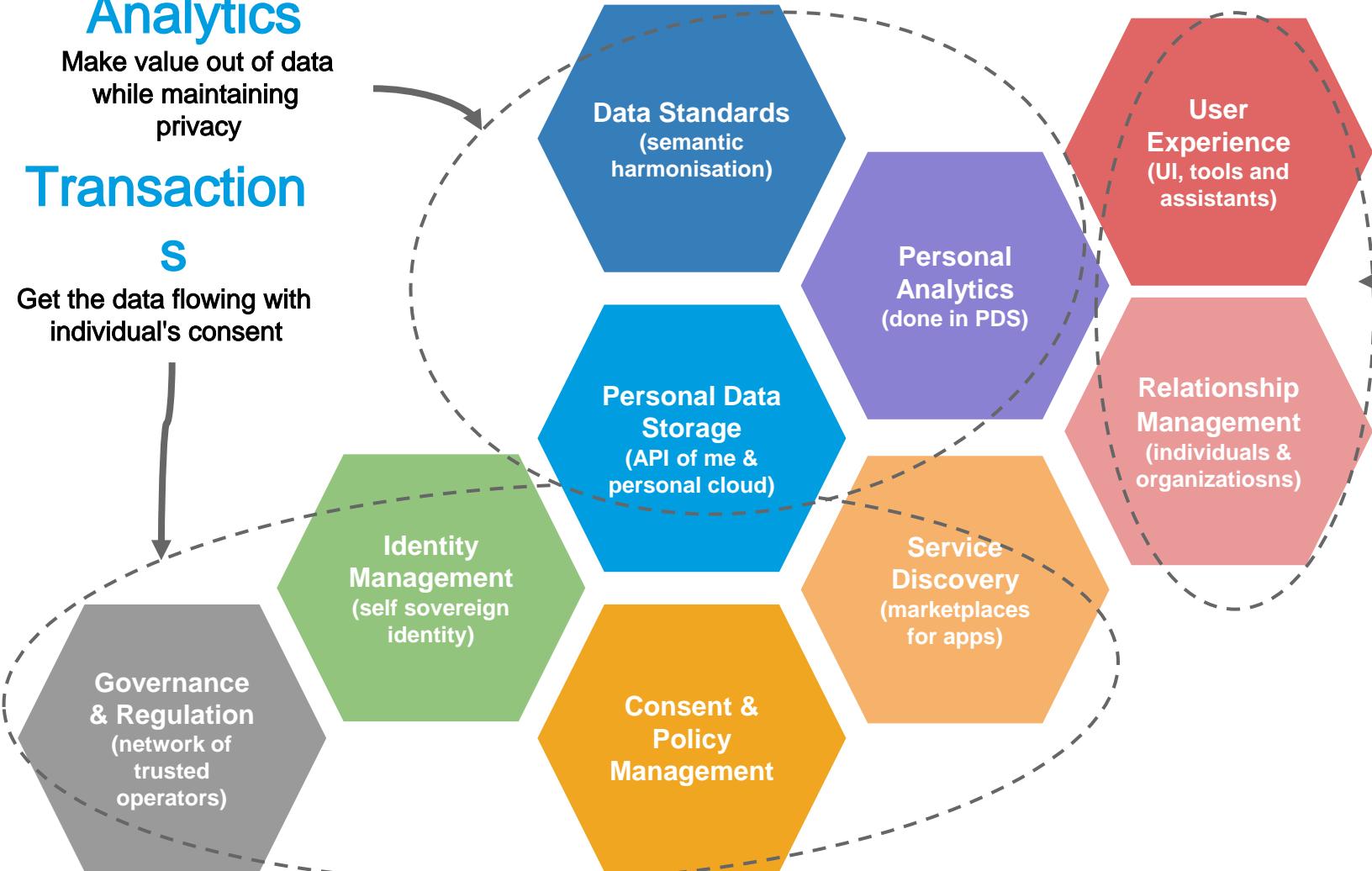
Make value out of data while maintaining privacy

Transactions

Get the data flowing with individual's consent

People

Get people on board, increase trust and make it understandable







US



UK



SWITZERLAND



UK



FINLAND



FINLAND



UK



US



JAPAN



FRANCE



JAPAN



FRANCE



BELGIUM



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

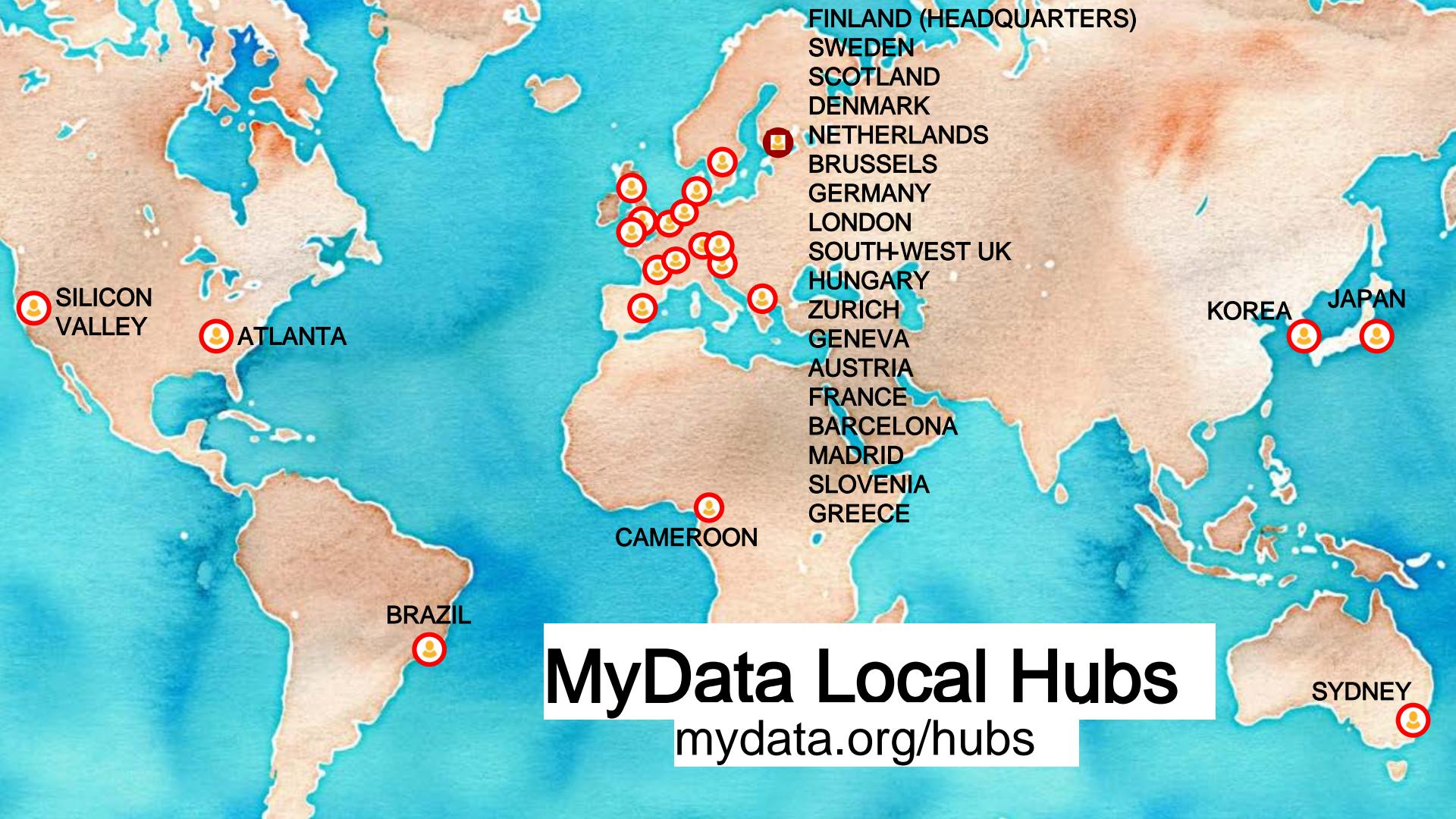
About 600 members

... 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

MyData Global - what we do 2020-2022

MyData Events
gather the
community and keep
it strong

MyData Academy
trains and certifies
professionals on
trusted data
management

MyData Ecosystems
are built locally and
connected
internationally

MyData Publications
spread the message
and attract new
expertise to the
community

CORE
ACTIVITIES

CONNECTING
COMMUNITIES

THOUGHT
LEADERSHIP

ECOSYSTEM
FACILITATION

OUTREACH &
COMMUNICATIONS

ACTIVITY
AREAS



[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

Thank you!

Teemu Ropponen
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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

Who
Receives

	Person	Operator	Data Source	Data Using Service
Person	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