

SOCIAL ASPECT OF FAIR DATA PROTOCOL

Data sovereignty is a term that has come to prominence in the last few years. It refers to the right of an individual or company to determine how personal data is collected, stored and used. This includes the rights to access, delete and export data. Data sovereignty is important because it allows people to take control of their personal information which can be used against them by third parties. It also provides protection from government surveillance and other unwanted intrusions into privacy. Data sovereignty and personal freedom are something that many of us take for granted, especially in the age of the internet. We may very well be unaware that data privacy and government controls over personal information has been a decades-long battle, some progress is being made but it has not been very impactful.

"The internet has made it easy for companies to mine your personal data and sell you things without your knowledge." This sentence is true but also gives a narrow view into the effect companies can have on everyday life. Your data is a commodity that companies want to control. This can encompass all of your usages on the internet, from your search history, to who you talk to on Facebook, what you read and if you open emails. What does this mean for you and me? It means that companies can use the information they have collected from the internet to manipulate our view of the world. This is usually done through advertising but has been seen in creating impressions during political elections as well. It can be as brazen as a company paying people to follow them or post positive things about them on social media, or as sinister as showing "fake news" which leads to people to form an opinion. Fair data protocol Imagine's a society with a private digital life where your privacy is not weaponized against you just to sell

you more things. A society where data is used for social good and value is distributed fairly. It is based on the simple premise that personal data is a part of the individual. As such, it should be treated as any other inalienable part of human identity. Fair data protocol heavily focuses upon 10 of its principles, which are meant to protect the privacy and maintain certain anonymity of the end user. This type of technology is not yet a commonly adopted by the world. The closest thing to we have seen is by Apple which protect the end user privacy from third party apps but is still a very centralized figure. What we needed is an ecosystem of application which protects our privacy from third party vultures, while giving us the best security and features possible. Fair data protocol is making this vision come true and is guiding the world to a better decentralized alternative to the current system which are powered by centralization. Although the Project is not the first ever to tackle this very problem but the pace of progress is fundamentally stronger. It also supports a data driven economy but has its own way of handling.

The data-driven economy is one which provides consumers with the ability to monetize their personal data in order to make informed decisions. Companies provide consumers with this opportunity in exchange for a share of the proceeds, and consumers are incentivized to share their information because it helps them make better decisions about things that are important to them. A fair data economy is one where the individual has control over their own data and isn't exploited by companies or governments, unaware of how this data is being used or what it could be used for in the future.

All of this means nothing to the user if the technology that has the ability to make this dream come true is not compatible with current systems, that's why Fair data protocol has focused on "Interoperability" which is the key to achieving all of this. With the rapid changes in social

media, people are increasingly becoming more and more active online. In order to keep up with these changes, some companies have had to compete by providing interoperability between their social media and other platforms. Facebook is expanding its reach by investing in interoperability with other platforms such as WhatsApp and Instagram. To provide users with a seamless experience across all of the platforms owned by Facebook, they have created a user interface design system that allows them to reuse code from one platform to another. This has allowed Facebook to create a unified experience for users whether they are posting on Facebook or WhatsApp or Instagram. This is the kind of interoperability that is aimed by Fair Data Society but is focused on storage and data handling and not on social media right now.

The balance between data sovereignty and personal freedom is delicate. Data breaches and the improper use of aggregate data can be devastating to an individual, while mining aggregate data can provide valuable insights that help society grow. This project is decentralized, distributed and built on top of technologies like peer-to-peer networks and the blockchain. The goal is to give power back to users by giving them direct control over their data and personal information. With privacy, you can control your own data and decide who gets to use it, who gets to know about it, which third party get to store it. Privacy is the ability to choose what type of information you want to share with whom. As people become more and more aware about these things. They will move more towards protecting themselves this is where Fair Data Protocol saves the day.