



MyData - human-centric approach to personal data for equal and sustainable digital societies

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MyData Global

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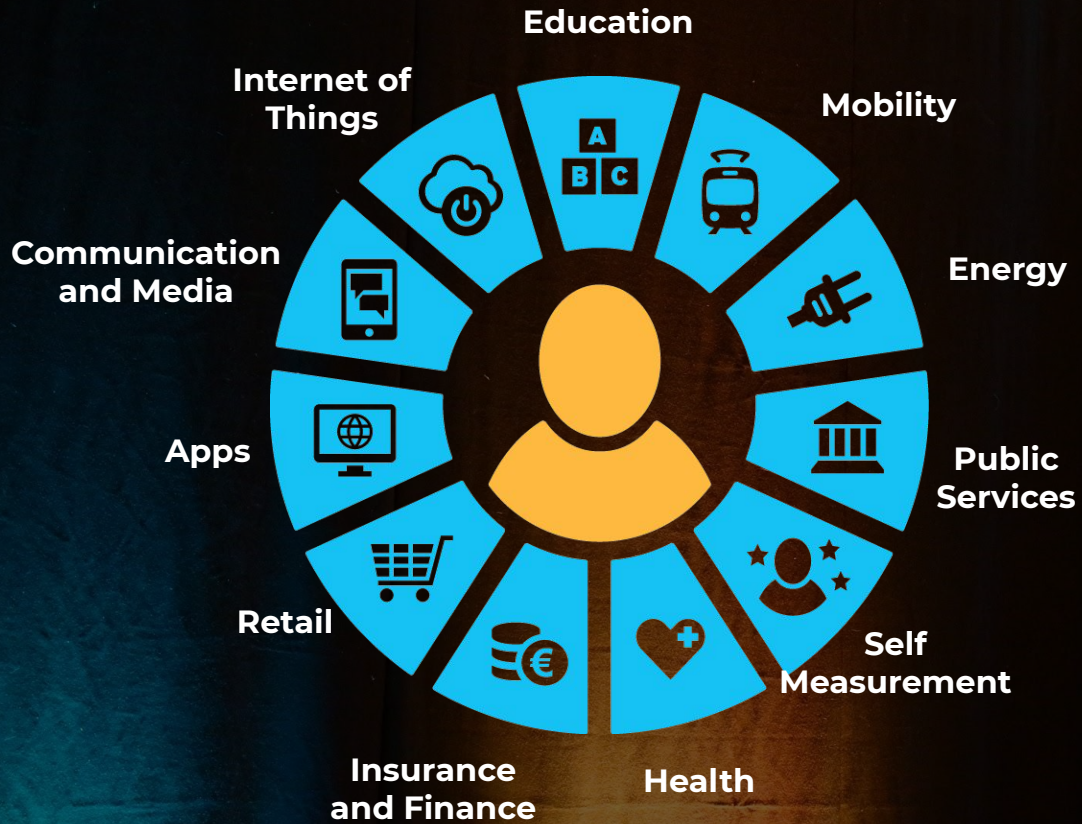
**Imagine if you felt
that...**



**“I trust my data
is used
ethically.”**

**“My personal data
makes my everyday
easier and better.”**

**“Together with others,
I am a powerful actor
and my choices
matter”**



**PERSONAL
DATA IS
EVERYWHERE.**

Trust is the key

“Lack of trust in service providers prevents me from using digital services”



2/5

Strongly agree, agree

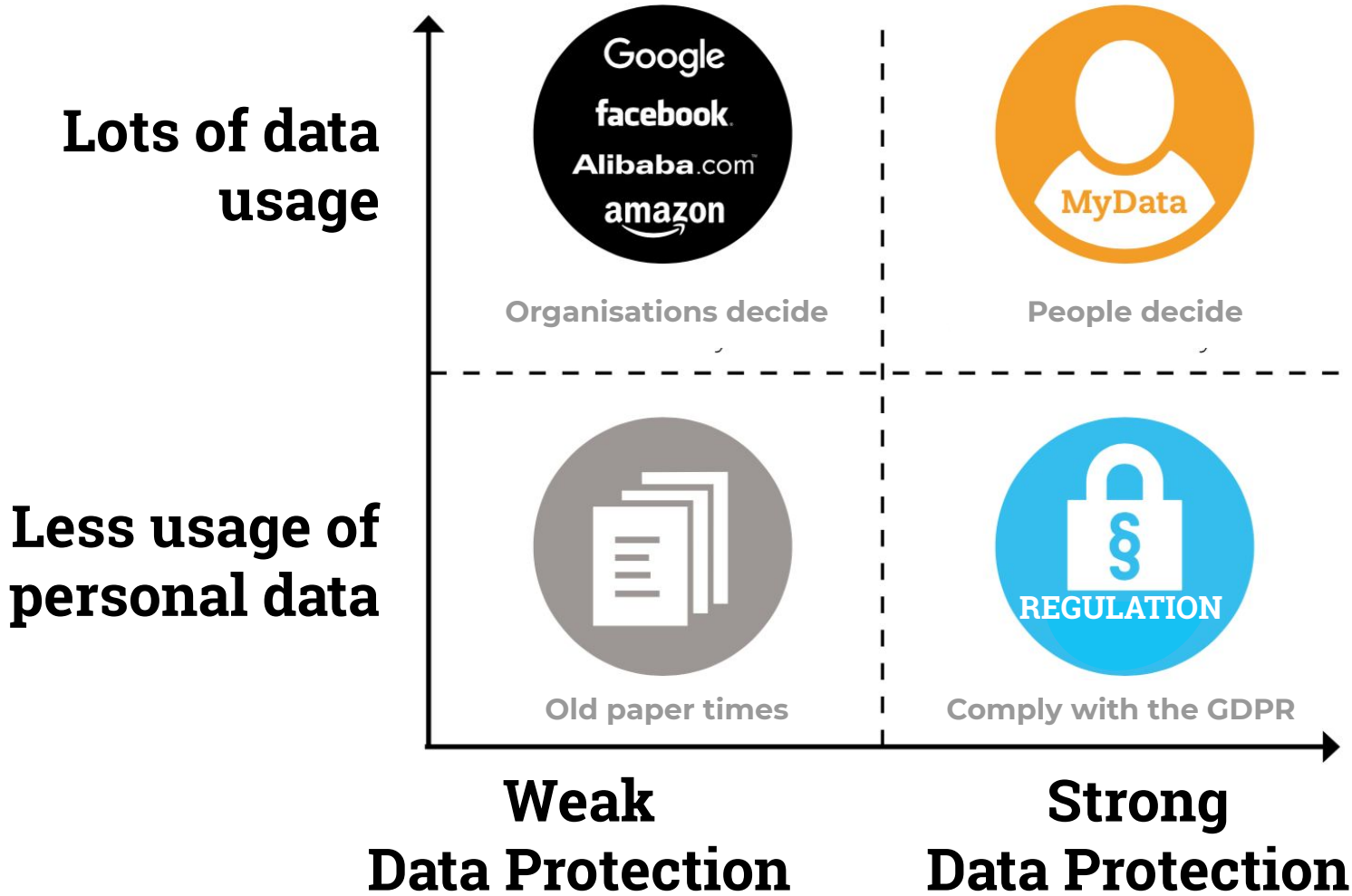
Finland	43%
Netherlands	38%
Germany	48%
France	39%

MyData vision

The core idea is that individuals should be in **control of their own data.**

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





MyData concept

API Ecosystem



Platform Model



MyData Model

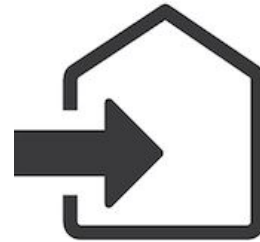
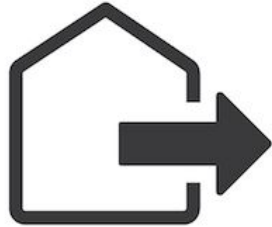


Person



Operator

**Data
Source**



**Data
Using
Service**

The benefits - individuals

- better data based services (ie. personalized recommendations)
- better privacy and transparency, control over personal data
- consumer empowerment, more balanced power and better ways to interact with companies and public organizations
- monetization of personal data

The benefits - businesses

- consumer trust strengthens engagement
- integrated complementary services
- lower critical mass of users for new innovations through data portability
- insight and transparency into consumer behavior and its impact (optimized service production)

The benefits - governments

- parallel development of digital rights, innovation and business growth
- infrastructure facilitates smart regulation in practice
- more informed decision-making based on rich data
- encouraging responsible and sustainable citizen behavior

Fair Data Economy

Functional

+

Fair for people

- + Access to market / low barriers
- + Incentives for all actors
- + Open competition
- + Choice of products and services for variety of needs

- + Data rights and privacy
- + Inclusive → no-one is left behind
- + Feeling of purpose, security and dignity

- No transparency
- Monopolies & unfair competition
- Negative externalities
- Barriers to entry
- Instability, stagnation

- Corruption
- Neglected human rights
- Labour exploitation
- Growing inequalities
- No free choice
- Power imbalances

Two Type of Challenges

Is it Functional?

Economic
centralization,
winner takes all?

Competition?

Tax income?



Is it Fair

Influencing
behaviours?

Surveillance
Economy?

Privacy &
protection?

MyData Global

Nonprofit Association

mydata.org/**declaration**

For a just, sustainable, and prosperous digital society

- 1 **FORMAL** → **ACTIONABLE RIGHTS**
- 2 **DATA PROTECTION** → **EMPOWERMENT**
- 3 **CLOSED** → **OPEN ECOSYSTEMS**

MyData Global - the non-profit

Founded 10th October 2018

Almost 600 members

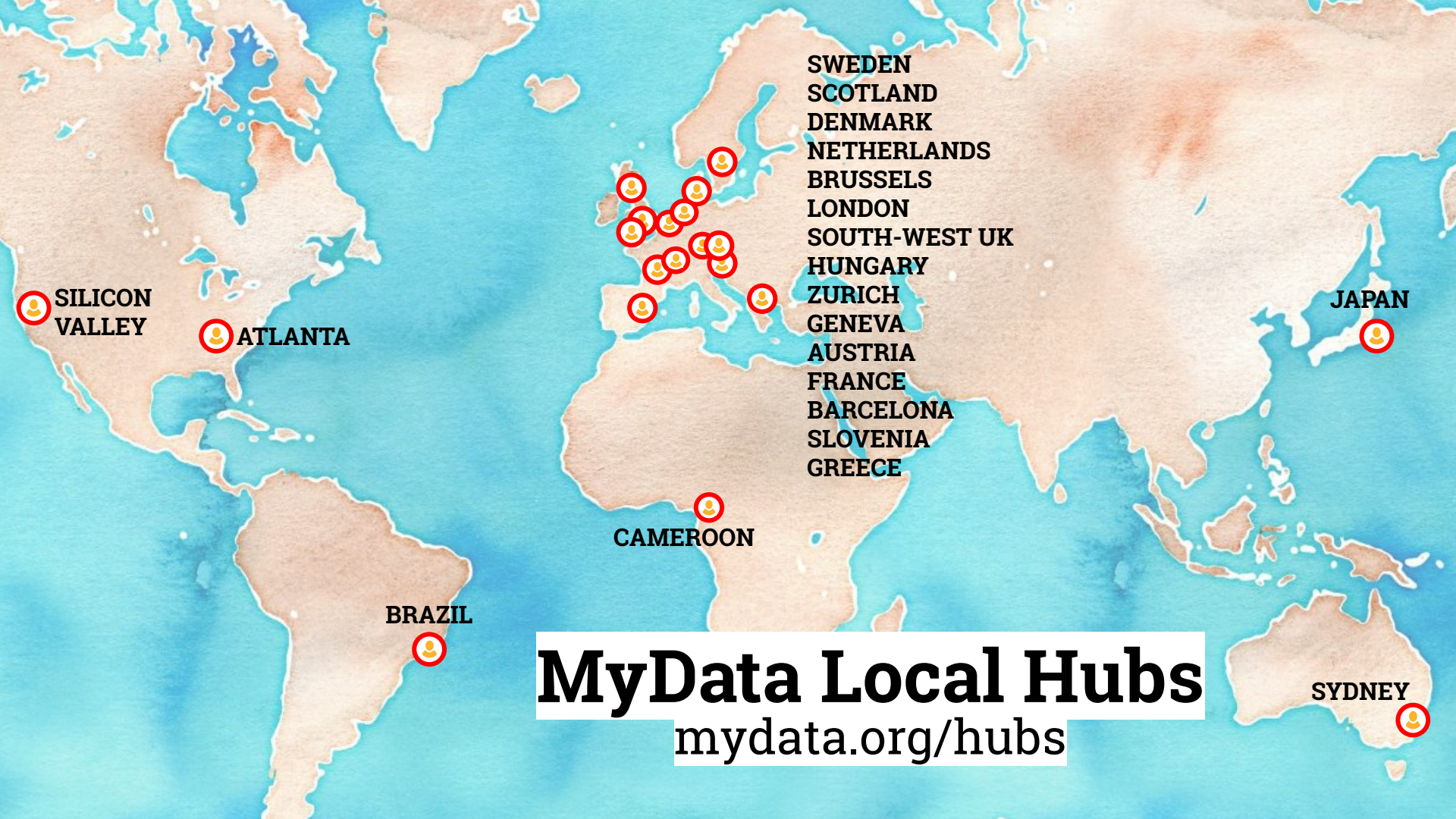
... including over 70 organisations

... from more than 40 countries

Over 20 initiatives on 6 continents

PURPOSE: To empower individuals by improving their right to self-determination regarding their personal data.





MyData Local Hubs

mydata.org/hubs

- SWEDEN
- SCOTLAND
- DENMARK
- NETHERLANDS
- BRUSSELS
- LONDON
- SOUTH-WEST UK
- HUNGARY
- ZURICH
- GENEVA
- AUSTRIA
- FRANCE
- BARCELONA
- SLOVENIA
- GREECE



BBUSINESS

LLEGAL

TTECH

SSOCIETY



**International
conferences with
300+ presenters
and 600-800 visitors
each year**

www.mydata2019.org



MyData 2019

Rebuilding trust - for human-centered data economy

SEPT 25-27 2019

HELSINKI, FINLAND

MyData 2019 conference is a place for accelerating global change towards a human-centric approach to personal data. On 25-27 September 2019, some 1000 experts from business, legal, tech and society sectors will gather for the fourth time in Helsinki, with the focus on how to effect the change we need.

[TICKETS](#)

Thank You!

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www.mydata.org

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