

Personal Data Stores

*the route to data independence, portability, trust and
seamless services*

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Engaging People in Data Privacy

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Privacy as a term is part of the problem....

Confuses rather than clarifies

Creates counter productive assumptions



We end up in a perpetual dead end and people feel hopeless



Lots of attempts to address

Organisation centric

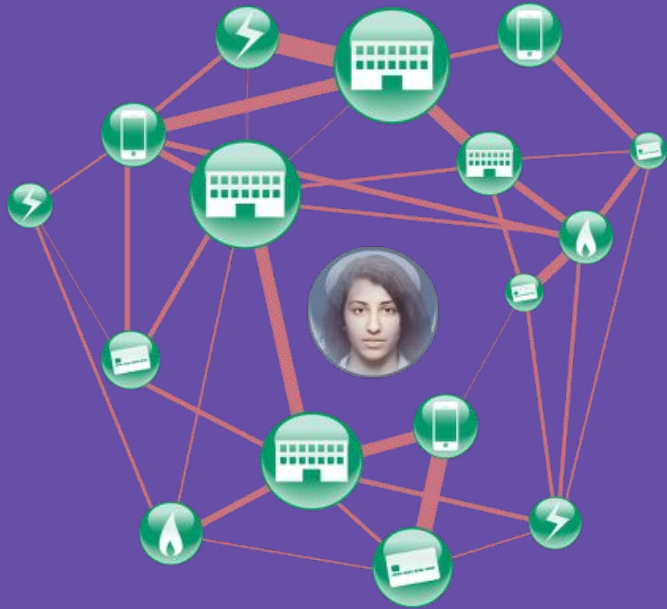
Lots of duplication

Too much effort

No consistency



The underlying cause



Data fragmented
Sharing is complex
Lack of transparency
Lack of control
Lack of context
Lack of standards



The real conversation is about engaging people in...

the benefits of data sharing
making informed choices
setting preferences and policy
assessing risks of data sharing



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We all need data to flow

At the right time

To the right place

For the right purposes

On the right basis



To reduce
Friction & effort
Cost & risk
To increase
access
convenience
trust
opportunity



Personal Data Stores



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Collect, receive and store data from any aspect of a person's life and....

Type

- Transactional
- Meta
- State

Category

- Verified
- Self collected
- Self asserted

....share where and when they need



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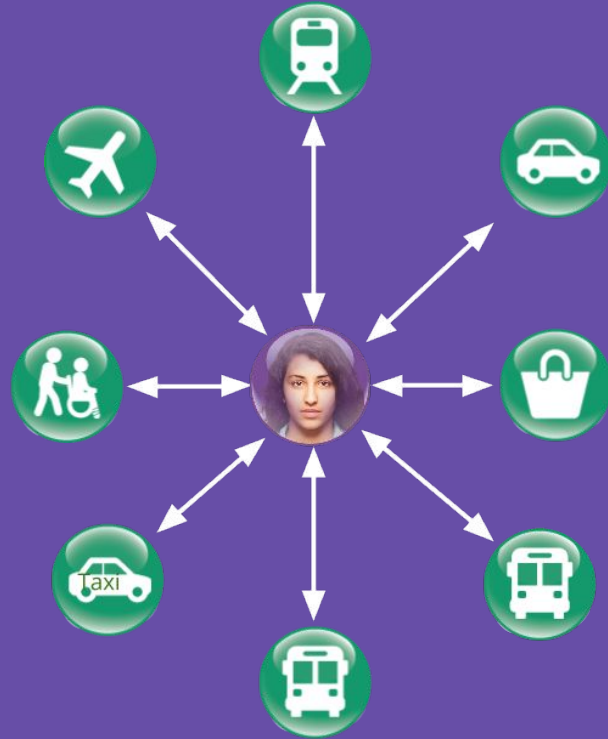


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Through data independence & portability



Increased data quality
Increased trust & confidence
Easier customer journeys
Transparency about use
Streamlined control
Flexibility and adaptability



So let's move a new approach

The screenshot displays a mobile application interface with three main sections on the left: 'Collection Area' (blue), 'Deletion Area' (red), and 'Sharing Area' (yellow). Below these are four 'Write' buttons with different settings: 'Automatic' (green), 'Request' (blue), 'Automatic' (red), and 'Automatic' (grey).

The main content area is divided into two sections:

- Personal data Collection preferences**: A table with columns 'Personal Data Type' and 'Description'.

Personal Data Type	Description
<input checked="" type="checkbox"/> Locations	It collects your geographic locations over time, and the points of interest you have been.
<input type="checkbox"/> Social Interactions	Collects your data concerning your interactions with other users (e.g. when and in which way you interacted). Examples of data sources and information extracted: <ul style="list-style-type: none">Information (logbook) of incoming/outgoing phone callsInformation (logbook) of incoming/outgoing text messages and MMSPersonal devices detected by Bluetooth in the proximity of your device
<input checked="" type="checkbox"/> Applications	Collects information on the execution of applications in your devices and the data produced by these applications.
- Personal data Sharing/Usage preferences**: A table with columns 'Personal Data Type' and 'Sharing'.

Personal Data Type	Sharing
Locations	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Social Interactions	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Environment	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Mood	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Expenses	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

To the right of the sharing preferences is a section titled 'How do I share my data?' with three options: 'I DO NOT share my data (only personal usage)', 'I share aggregations of my data with the community only ANONYMOUSLY', and 'I share aggregations of my data with the community FULLY NON-ANONYMOUSLY'.



Key principles of person centred

Must empower individual's

Ensure secure two way delivery

Capture and verify once use as many times as needed

Individual controls access

Data is portable and independent from services layer

Trust must be transparently delivered



Who are we?

A Community Interest Company

Established in 2007

Defined social purpose - “empowerment of individual's”

A digital public services platform

Identity, Personal Data & Consent Management

Multi-sided benefits for all

Open standards and API's | Trust Framework



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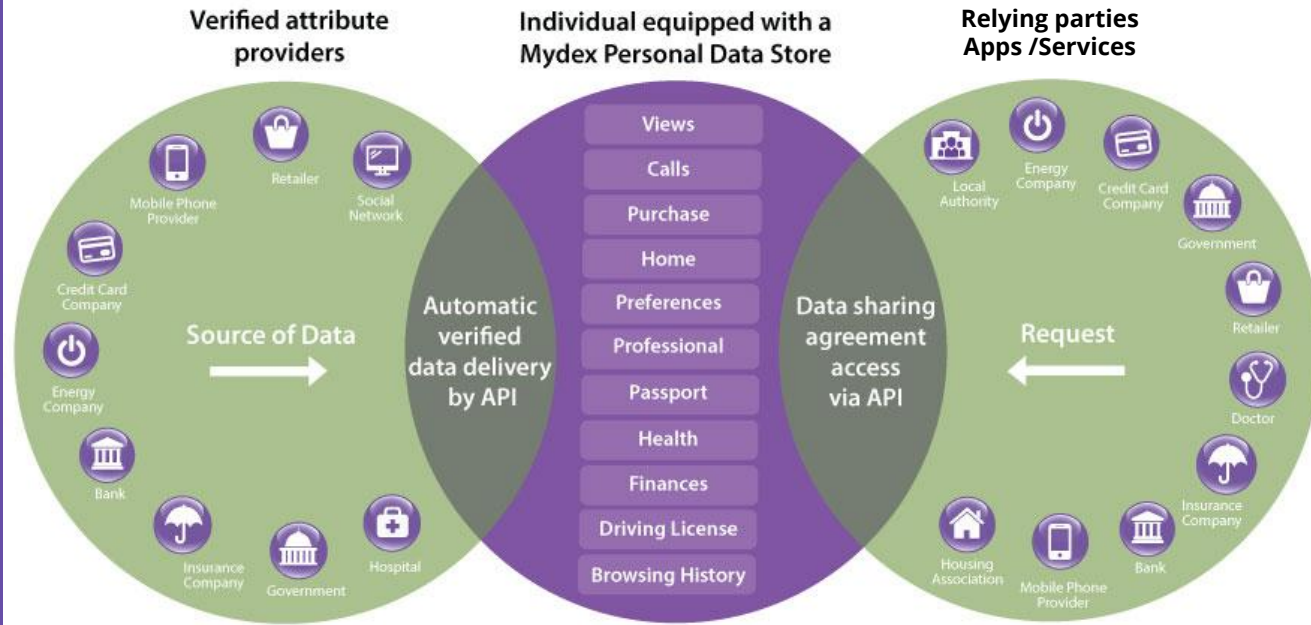
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Mydex CIC implementation



Connecting organisations play different roles on both sides of the personal data ecosystem



Mydex Trust Framework and Platform creates and underpins the secure ecosystem for digital services



All Citizens get free forever

Portable privacy friendly MydexID

Self sovereign, open standards, multi-protocol

Personal Data Store

Collect, receive, store, organise, analyse, distribute

Consent Management as a Service

Define policy, track, approve, monitor, revoke



Three core services for organisations

Identity as a Service

Registration, Authentication, Password Management, Profiles

Data Management as a Service

Verified attribute delivery, storage and exchange

Rich extensible data model, cross life, cross sector, any domain

Consent Management as a Service

What, why, when, who, where, how often, how long

Enables local clusters data sharing quickly, securely, low cost, low risk

Enables, apps and services to be built on top of platform



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Organisation Benefits

Reduced cost & risk

Faster execution

Deliver better customer experience

Increased trust & loyalty

Increase future lifetime value



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Individual Benefits

Increased convenience

Less effort

More insight

Greater independence

More choice & control

