



Hello!



Viivi Lähteenoja

Deputy General Manager, MyData Global
viivi@mydata.org, @viivilahteenoja, @mydataorg





MyData White Paper (2020 ed.)

Short url to these slides: <https://mydata-global.org/white-paper-2020-06-12>



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Introduction



What is MyData?



MyData vision

The core idea is that people should be **in control of the data about themselves**.

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.org/declaration

For a just, sustainable, and prosperous digital society

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 and accountability

6. Interoperability



Data utilisation and data protection



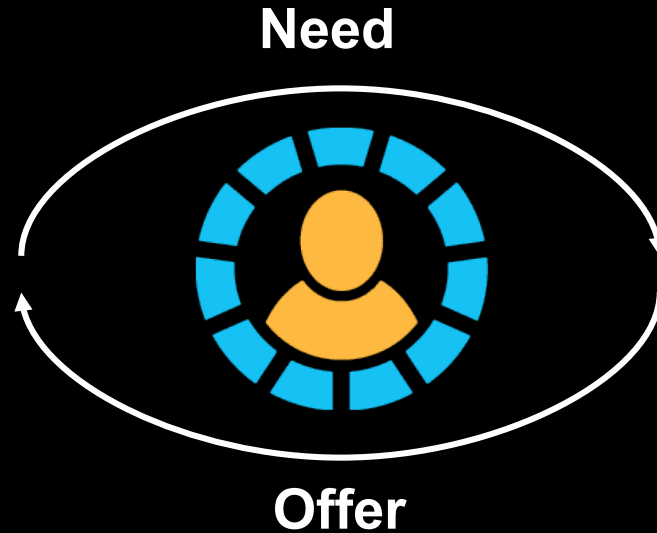


People and organisations



For a fair, sustainable, and prosperous digital society

People get value from data about themselves and set the agenda on how it is used



For organisations, the ethical use of data is always the most attractive option



MyData in context



“

Designation of data as personal or not is **not static or irreversible**: consider processes of data anonymisation and enrichment [and that as] circumstances change, e.g., the controller of a data set or the technologies available to use on a data set change, previously non-personal data may become such that it can in fact identify a natural person.



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**What MyData
would change**





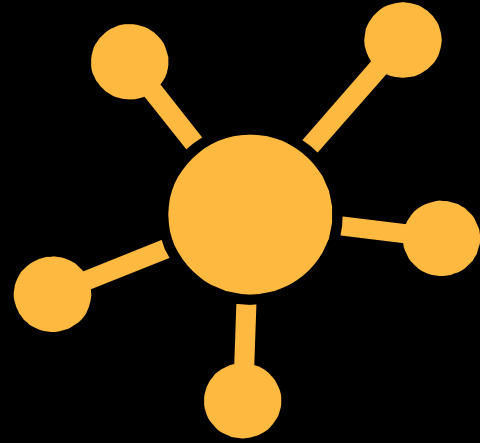
Actionable rights





Data empowerment





Open ecosystems





**Potential
risks and
benefits**



3

MyData infrastructure



From platforms to networks

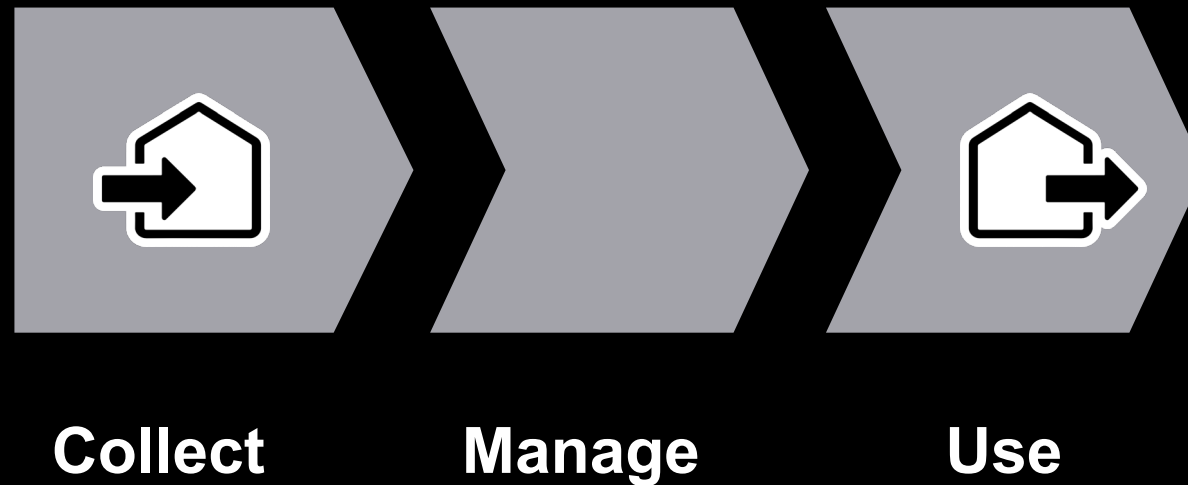


Human-centric personal data ecosystems



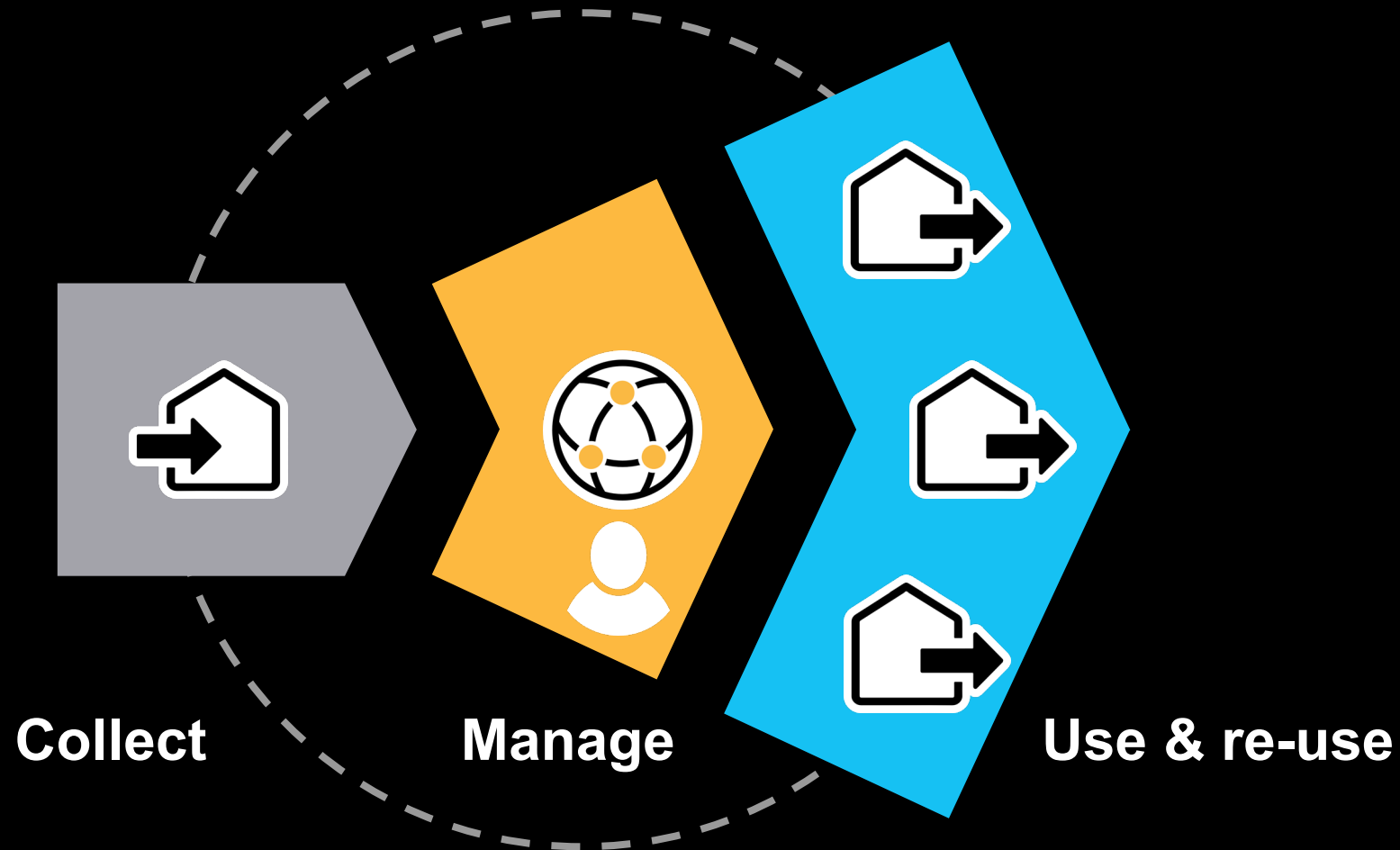
Currently:

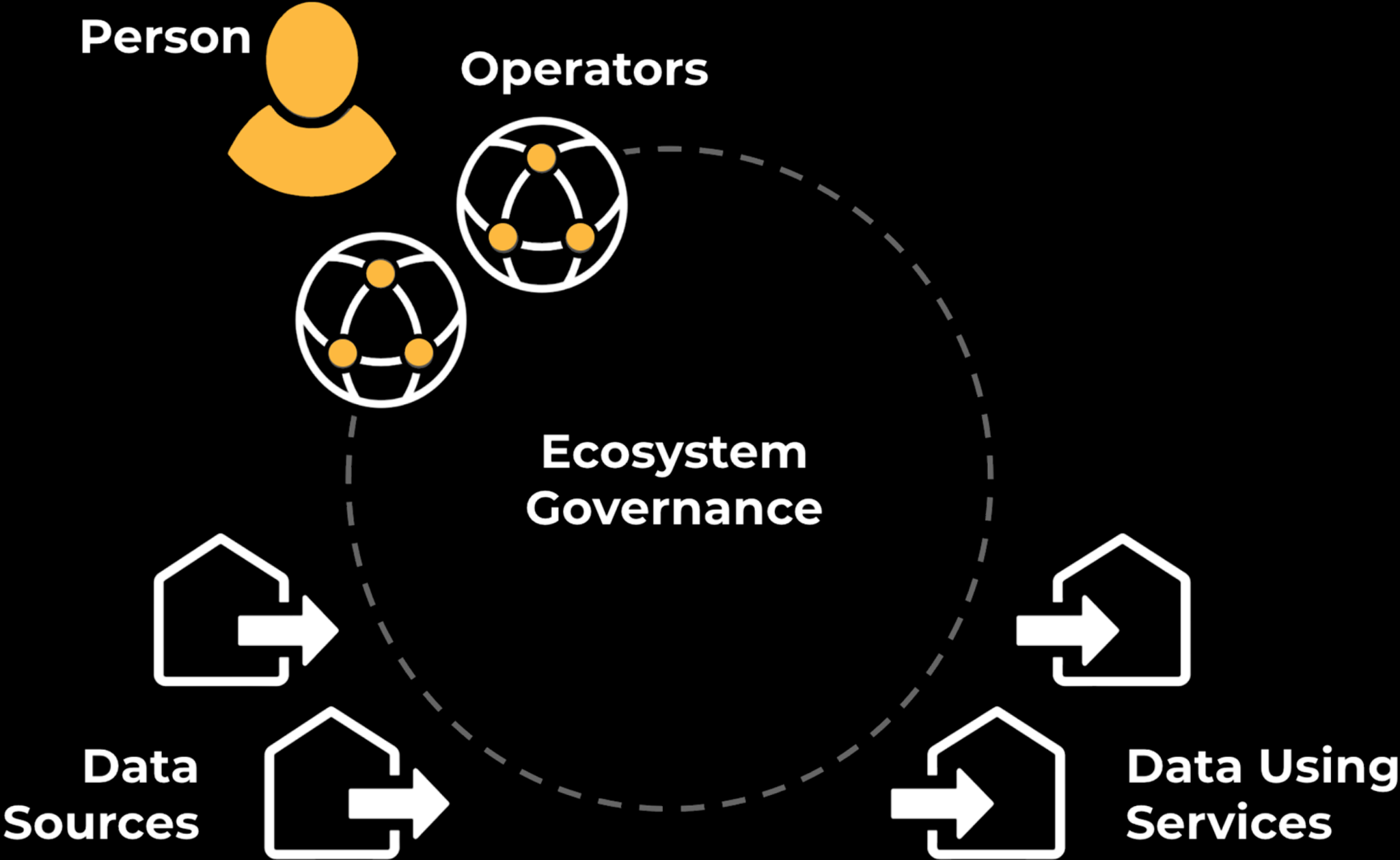
- Organisations manage the whole value chain
- Integrating data from multiple sources is hard



Future:

→ Specialised services for different parts of the value chain





MyData operator reference model



Functional elements

Governance support

Identity management

Permission management

Service management

Value exchange

Data model management

Personal data transfer

Personal data storage

Logging and accountability



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Use case examples



**Control
over IoT
data**

**Verified
dynamic
CV 2.0**

**Loyalty
card data
re-use**



**Portable
media
profile**

**Trans-
parent
public
services**

**Better
research,
better
decisions**



Kiitos!

Any questions? You can find me at



@viivilahteenoja & viivi@mydata.org

