



MyDatan ja tekijänoikeusinfran yhtymäkohtia

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MyData is not a
company or a
product





MyData is an idea

MyData

**human-centric
personal data
management**

MyData in a nutshell



The core idea of MyData is that individuals should have agency to **control data about themselves**.

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**.



FAIR, SUSTAINABLE, AND PROSPEROUS DIGITAL SOCIETY THROUGH A HUMAN-CENTRIC APPROACH TO PERSONAL DATA

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



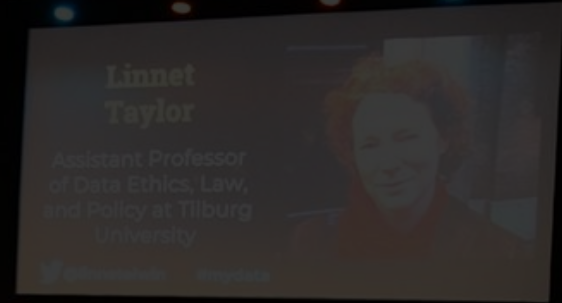
For organisations, the ethical use of data is always the most attractive option

**FROM FORMAL TO
ACTIONABLE RIGHTS**

**FROM DATA PROTECTION TO
DATA EMPOWERMENT**

**FROM CLOSED TO
OPEN ECOSYSTEMS**

BUSINESS LEGAL TECH SOCIETY





Open Data / MyData

	Open Data Accessible for anyone	MyData Accessible for me
Use	Freedom for anyone to use	Freedom for me to use
Build on	Freedom for anyone to build on	Freedom for me to build on
Share	Freedom for anyone to share	Freedom for me to share

THE DIGITAL IDENTITY FOR MUSIC MAKERS

THE CREATIVE PASSPORT...|

The Creative Passport is a verified digital ID for MUSIC MAKERS, where they can ACCESS, UPDATE AND MANAGE information about themselves and their works, and share it with others.

How The Creative Passport works for you

MUSIC MAKERS ✓

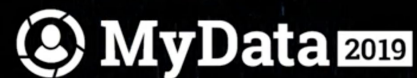
Are you a Musician, Artist, Engineer, Composer, Producer, Manager? Or all of the above? Find out how The Creative Passport will enhance your professional career.

ARTIST REPRESENTATIVES ✓

Are you a Label, Collection Society, Publisher, Distributor? Read more about how The Creative Passport will benefit both your business and your clients

MUSIC SERVICES ✓

Are you a streaming platform, music provider or any form of music service that holds Artists' profiles and assets – find out how The Creative Passport comes in place.



Rebuilding trust - for human-centered data economy

**SEPT 25-27 2019
HELSINKI, FINLAND**

**Imogen Heap at
MyData 2019
conference**

[https://youtu.be/
jrGy1PLYols](https://youtu.be/jrGy1PLYols)

Creative Passport

[www.creative
passport.net/](http://www.creativepassport.net/)

A VERIFIED DIGITAL IDENTITY FOR MUSIC MAKERS

It helps you to:

ACCESS
UPDATE
MANAGE
SHARE

information about yourself and your works

WHICH INFORMATION?

PROFILE INFO

(Real name, artistic names, blogs, pictures, etc)

DESCRIPTIVE METADATA

(Skills, Roles, interests Inspirations, etc)

IDS & REPRESENTATIVES

(Gov. ID, ISNI, IPI, IPN, your past/present label, publisher, agent)

CONTACTS & TEAM

(General contact, Manager, lawyers, PR)

OTHER INFO

(Collaborations, Credits, Awards, live perf, Brands, etc)

THE CREATIVE PASSPORT IS FREE FOR MUSIC MAKERS!

WE THINK IT IS YOUR RIGHT
to own your own information.

WE ARE A NOT-FOR-PROFIT
We charge Services to access your verified log in / info.

WE SAVE ADMIN WORK
and increase information accuracy of both for YOU
and businesses interacting with you

MyData operators
interconnected and
human-centric data
intermediaries

**Make it happen,
make it right!**

Governance

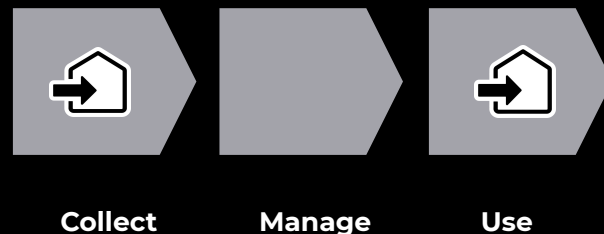
Infrastructure

Standards

Facilitating personal data ecosystems

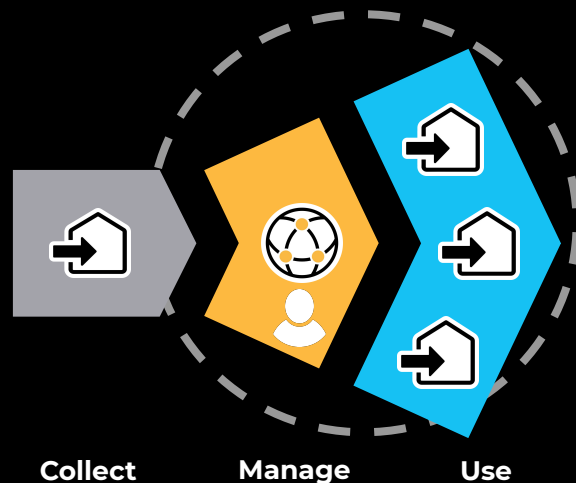
Now:

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

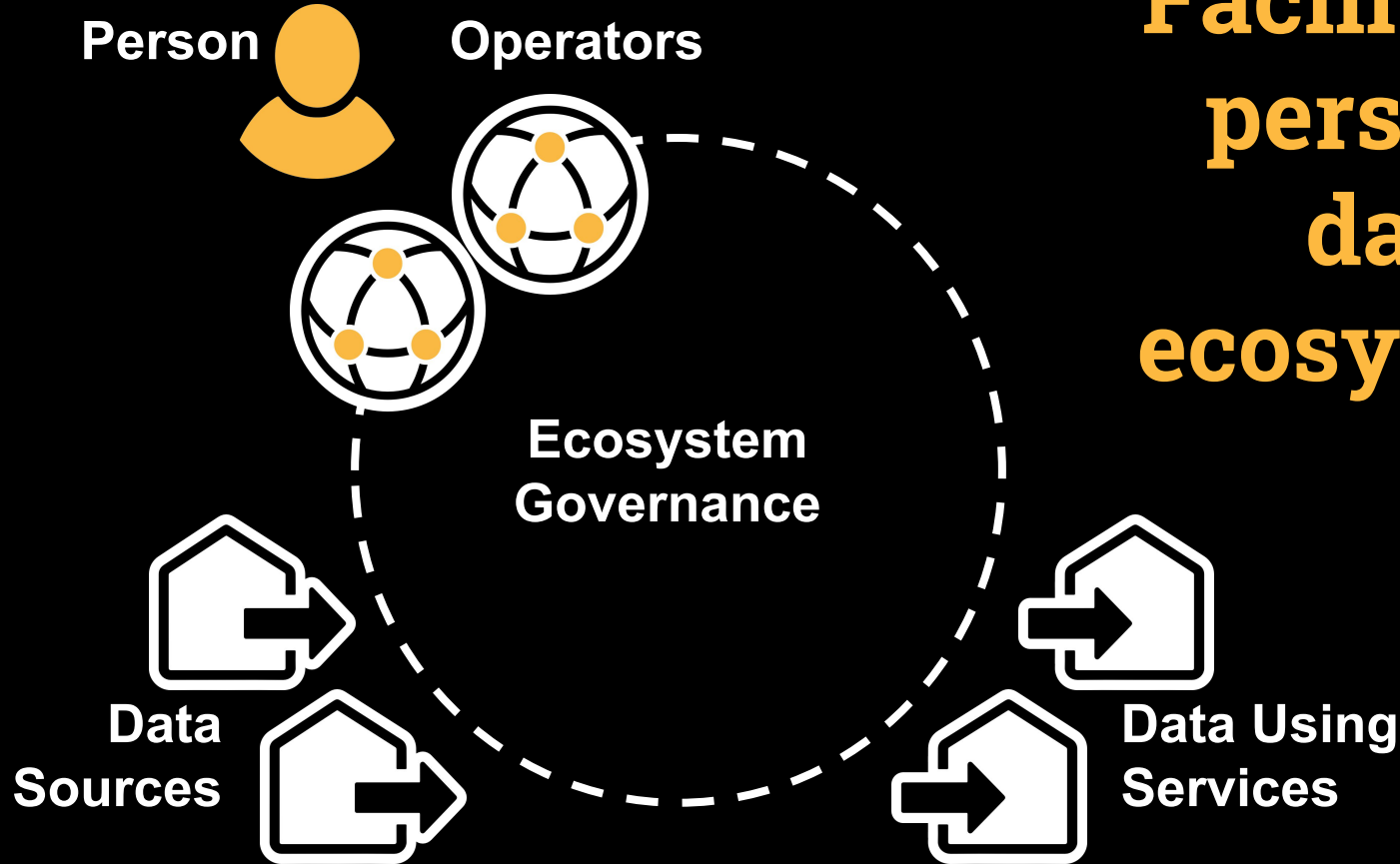


Future:

- Specialised services for different parts of the value chain
- Need mechanisms for permissions (consent etc.)



Facilitating personal data ecosystems



“

The MyData operator reference model describes nine core functional elements of operators. These elements affect how easy it is to utilise personal data, how transparent and human-centric the utilisation of personal data is, and how well the infrastructure supports open competition.

Governance support

Identity management

Permission management

Service management

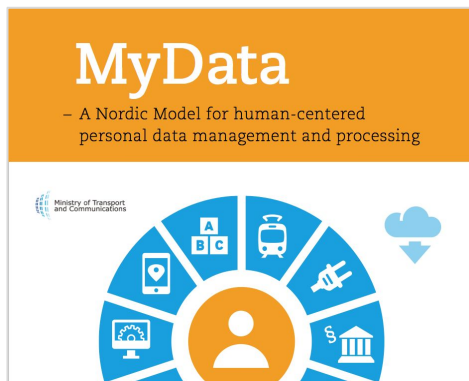
Value exchange

Data model management

Personal data transfer

Personal data storage

Logging and accountability



**“People’s right to decide
about and monitor their
personal information will
be enhanced”**

**“start MyData-based
pilot projects”**



White papers

2014 (FI), 2015 (EN), 2018
(FI), 2020 (EN)

mydata.org/papers

**Government agendas &
spearhead programmes**

2015 →

**International conferences 2016, 2017,
2018, 2019, 2020**

online2020.mydata.org

MyData in the Finnish Government Programme

Programme of Prime Minister Antti Rinne's Government 6 June 2019

INCLUSIVE AND COMPETENT FINLAND

– a socially, economically and ecologically sustainable society

“We will provide an opportunity for **individuals to manage their personal data in public information systems in accordance with the MyData principle** and to give permission for their use in other services. [...] The objective will be promoted by both national and international regulation.

DataPrinciples2019.fi

EU2019.FI

Finland's Presidency
of the Council
of the European Union

ABILITIES TO



ACCESS



SHARE



ACT



INNOVATE



TRUST



LEARN

MyData in the European Data Strategy 2020



MyData is recognised as one of the movements that “promise significant benefits to individuals, including to their health and wellness, better personal finances, reduced environmental footprint, hassle-free access to public and private services and greater oversight and transparency over their personal data.”

MyData Global

- ✓ **International** nonprofit
- ✓ Headquartered in **Finland**
- ✓ Founded in **2018**
- ✓ **500** members

... from over **50** countries

... including almost **100** organisations

- ✓ **27** local hubs on **6** continents
- ✓ Emerging international **thematic** groups
- ✓ Organiser of the leading personal data **conference**



mydata.org/declaration

mydata.org/papers

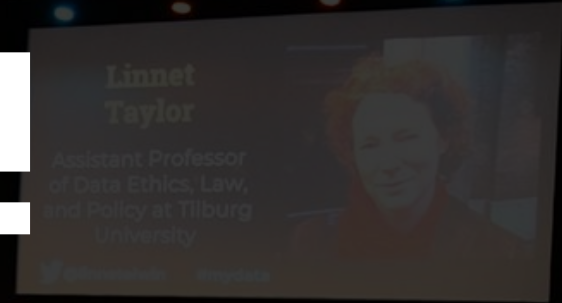
mydata.org/slack

mydata.org/join





Kiitos!



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