MyDatan ja tekijänoikeusinfra yhtymäkohtia

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MyData is not a company or a product
MyData is an idea
MyData
human-centric
personal data
management
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
Use of personal data

Data protection

Data empowerment
<table>
<thead>
<tr>
<th></th>
<th>Open Data</th>
<th>MyData</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Accessible for anyone</td>
<td>Accessible for me</td>
</tr>
<tr>
<td>Use</td>
<td>Freedom for anyone to use</td>
<td>Freedom for me to use</td>
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<tr>
<td>Build on</td>
<td>Freedom for anyone to build on</td>
<td>Freedom for me to build on</td>
</tr>
<tr>
<td>Share</td>
<td>Freedom for anyone to share</td>
<td>Freedom for me to share</td>
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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.
Imogen Heap at MyData 2019 conference

https://youtu.be/jrGy1PLYols
Creative Passport

www.creativepassport.net/

A VERIFIED DIGITAL IDENTITY FOR MUSIC MAKERS

It helps you to:

ACCESS
UPDATE
MANAGE
SHARE

information about yourself and your works

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

Person

Operators

Data Sources

Ecosystem Governance

Data Using Services
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.
“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
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.
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
Kiitos!

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