

“My Data” in Finland

What do we mean by “My Data”

The role of business and government

The perspective of the individual

Mydex CIC: essential infrastructure

How it fits together

Discussion: My Data in Finland: what next?

Personal control over personal data

It's good for everyone

Why does it matter?

For the world

- social networks, search engines, smart phone apps sold on false premise
- stifled innovation
- loss of trust

For organisations

- 'blocked' digital services
- poor data quality
- regulatory cost
- loss of trust

For individuals

- loss of convenience and control
- time wasting entry of data
- loss of trust



Thought leaders



Nesta...



National consensus



What Mydex offers

Trust framework

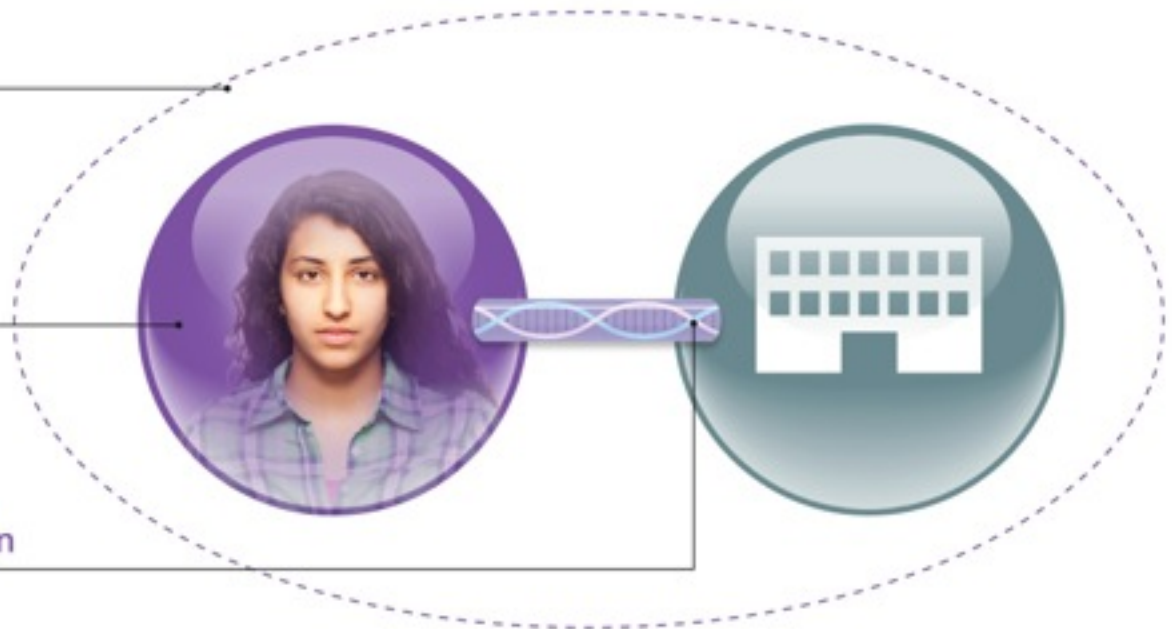
legal and technical

Personal data store

and a Mydex ID, all free

Standard encrypted connection

at a low cost



The virtuous circle

How Mydex builds trust



The foundation of trust

Governance

- *community interest*
- *asset locked*
- *serves members*
- *ISO 27001*

Legal

- *Mydex charter*
- *data sharing agreement*
- *individual data controller*



Commercial

- *free to individuals*
- *micropayment connections/developers*
- *vast savings*
- *new revenues*

Technical

- *UK-based cloud*
- *open source standard*
- *multi-protocol*

It's good for everyone

For individuals

- ✓ convenience and control
- ✓ time saving
- ✓ value
- ✓ trust

For organisations

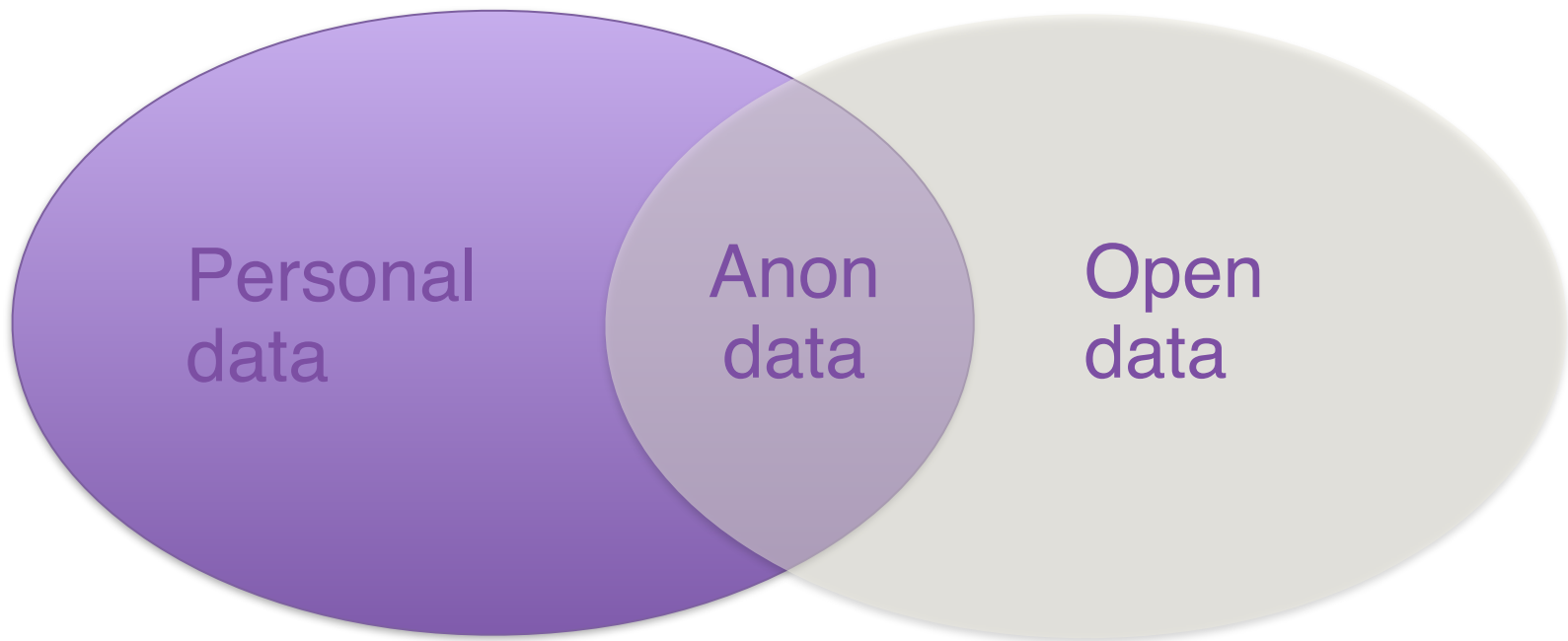
- ✓ savings
- ✓ relationships
- ✓ new services
- ✓ trust

For the world

- ✓ efficient digital logistics
- ✓ economic growth
- ✓ safer online world



Open data community and the “personal data ecosystem”



OKF & personal data: what next?

Press for personal control over personal data

Establish it's a win-win all round

Something like Mydex in Finland?

Let's make data givebacks happen

Be creative and vigilant

Bring government and business with us

- we need them all

- this is a win-win

Present realistic way ahead at OKFest Berlin July

Let's get started!

pds.mydex.org

for individuals

dev.mydex.org

for developers

