Me, My Data and I: the future of the personal data economy

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The personal data economy
DECODE is a European Commission funded project piloting new technologies that give people more control over how they store, manage and use personal data generated online.

We are testing the technology in two pilot cities - Barcelona and Amsterdam - and will explore the social benefits of widespread open data commons.
Who is DECODE?
4 problems DECODE addresses

1 - People have lost control of their data. This does not just mean the erosion of privacy and autonomy. It’s also bad for the security of people’s online identity.

2 - Most data today is controlled by a handful of monopolies. This makes it inaccessible to those who want to create solutions and services for public benefit.

3 - The monopolisation of data creates economic inefficiencies and inequalities. This threatens to undermine trust between citizens, public institutions, and companies.

4 - The current digital ecosystem is highly fragmented and siloed. This fragmentation makes data unmanageable and end users ultimately lose control over it.
DECODE’s vision of the personal data economy

- **Data Sovereignty** - Empowering individuals with control of their personal data
- **Building a data commons** - Ability to share personal data for the common good
- **Privacy by Design** - Data minimisation in online interactions
- **Reconceptualising data’s value** - Data as a public good, to release its social value
- **A new internet economy** - A set of open protocols to enable new internet business models
Can we **regain control** of our data?

We want to **flexibly** decide **who** to share it with, under which **rules**, **when** and for **what** purpose and we want to do it in a **transparently**.

In short: Real **data sovereignty**
Untraceable, unlikable identities: Attributed Based Credentials (ABCs)

“Over 18”

“Resident of the city of London”

“Local government employee”

“Post code within Westminster”

“Accountant”
“Smart Rules”

- Share for 15 minutes
- Share with registered energy suppliers only
- Share with local govt. only
- Share with IP addresses in my city only
- Anonymous except for friends and family
- Available for common use
BCN Pilot: data-driven participatory democracy (DECIDIM)

- Open source, 30k users
- Accountability on signing petitions & online voting, yet privacy on political beliefs
- Provides tools for people with similar political beliefs to find one another

“Resident of the city of Barcelona”

decidim.barcelona
IoT pilot: Personalised data commons dashboards

smartcitizen.me/makingsense

- IoT data might be privacy-sensitive
- Crowd sensing of a problem with IoT in a community
- Users can decide to whom and under which conditions they share data
Thank you