

MyData Global



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MyData Vision



The core idea of MyData is that individuals should be in **control** of their own data.

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.



The MyData opportunity

Current state

Trust is Broken

78% state that it is hard to trust companies in how they manage personal information - The future of Digital Trust - Orange (2014)

Opportunity

Trillion €

The Value of Our Digital Identity in EU - Boston Consulting Group (2012)

Solution

Brands

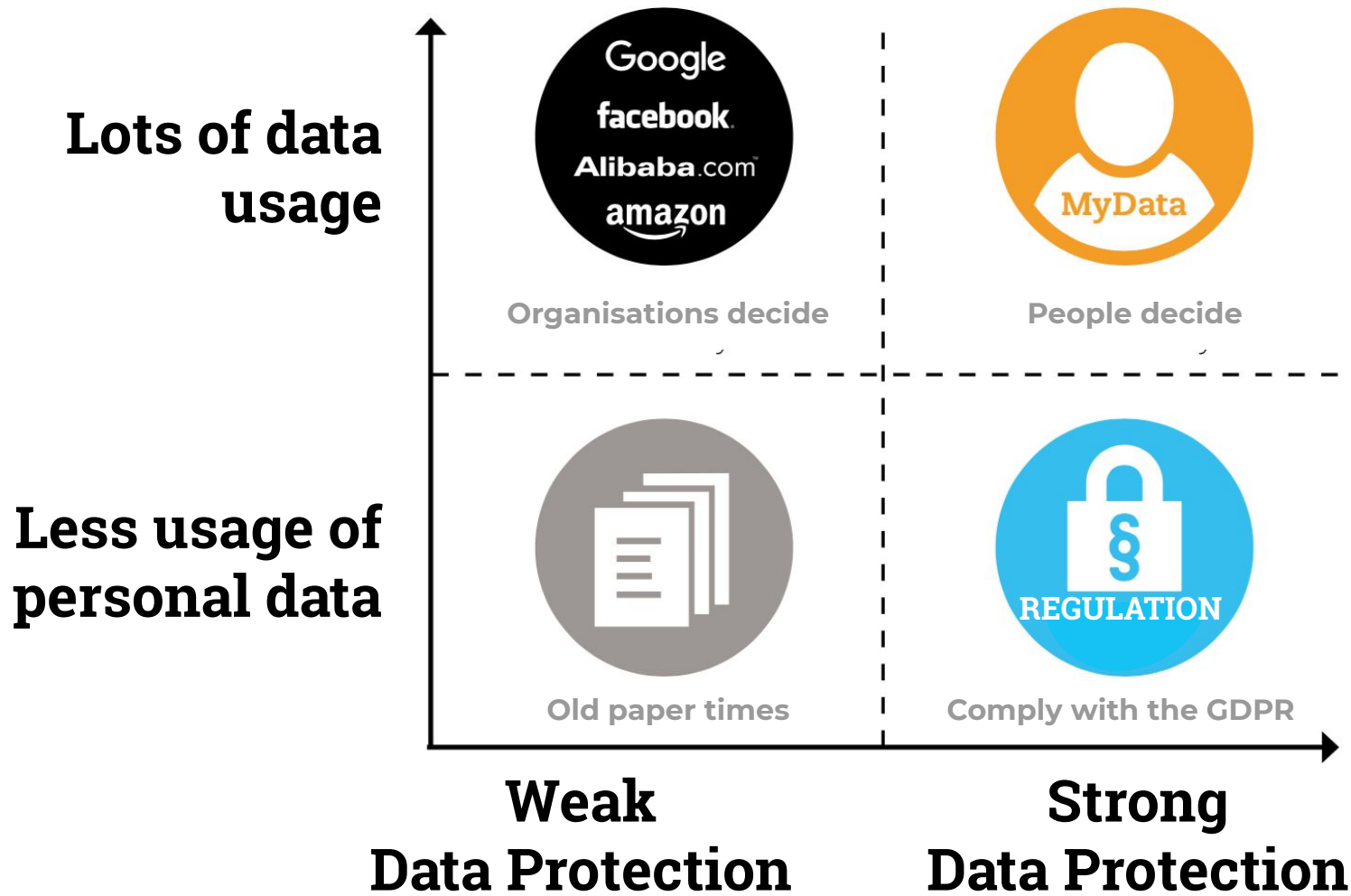
Technology

Easy of Use

Practices

Governance

Solving the trust challenge requires interoperability and new practices



mydata.org/**declaration**

For a just, sustainable, and prosperous digital society

- 1 **FORMAL** → **ACTIONABLE RIGHTS**
- 2 **DATA PROTECTION** → **EMPOWERMENT**
- 3 **CLOSED** → **OPEN ECOSYSTEMS**

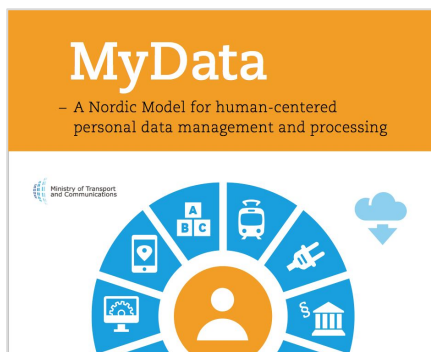
MyData in the Finnish Government Agenda



“The right of citizens to their own digital information and privacy is strengthened. Individuals are given the possibility to manage their personal data in public information systems and to give consent to data reuse in other services, in accordance with the MyData principles.”

“Gathering information about different ways to better protect the rights of citizens to manage their own data in accordance with the mydata-principles. Promoting this both in national and international regulation.”

[New Finnish Government Agenda 3.6.2019 - p.106 & 112](#)



White papers
2014 (FI), 2015 (EN) and
2018 (FI)

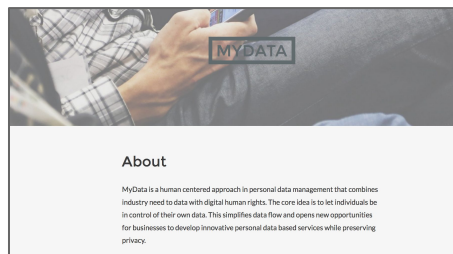
**“People’s right to decide
about and monitor their
personal information will
be enhanced”**
**“start MyData based pilot
projects”**

**Government agenda &
spearhead programmes**
2015 →



International conferences 2016, 2017 & 2018
mydata2018.org

MyData Alliance
40+ organizations
Facilitate pilots
Create interoperability



Specification + Code
Architecture
documentation &
Reference implementation

MyData Global

Over several years, we have built a community of thousands and the foundation for a strong movement. It is now formalised into the first international nonprofit based in Finland.



MyData Global

Founded 11 October 2018

Over 600 members

... including over 90 organisations

... from over 40 countries

Over 20 local hubs on 6 continents

Emerging international thematic groups

inrupt

mylife
digital

MIDATA

digi.me

Tilaajavastuu

**PLATFORM
OF TRUST**

mydex

powr of you

Personium

Cozy Cloud

meeco

DataSign

onecub

datamixer
DATA DRIVEN HAPPINESS

Qiy digital me

**MY DATA
INTELLIGENCE**

**[&] fair &
smart**

HAT
Hub-of-All-Things

FIndy

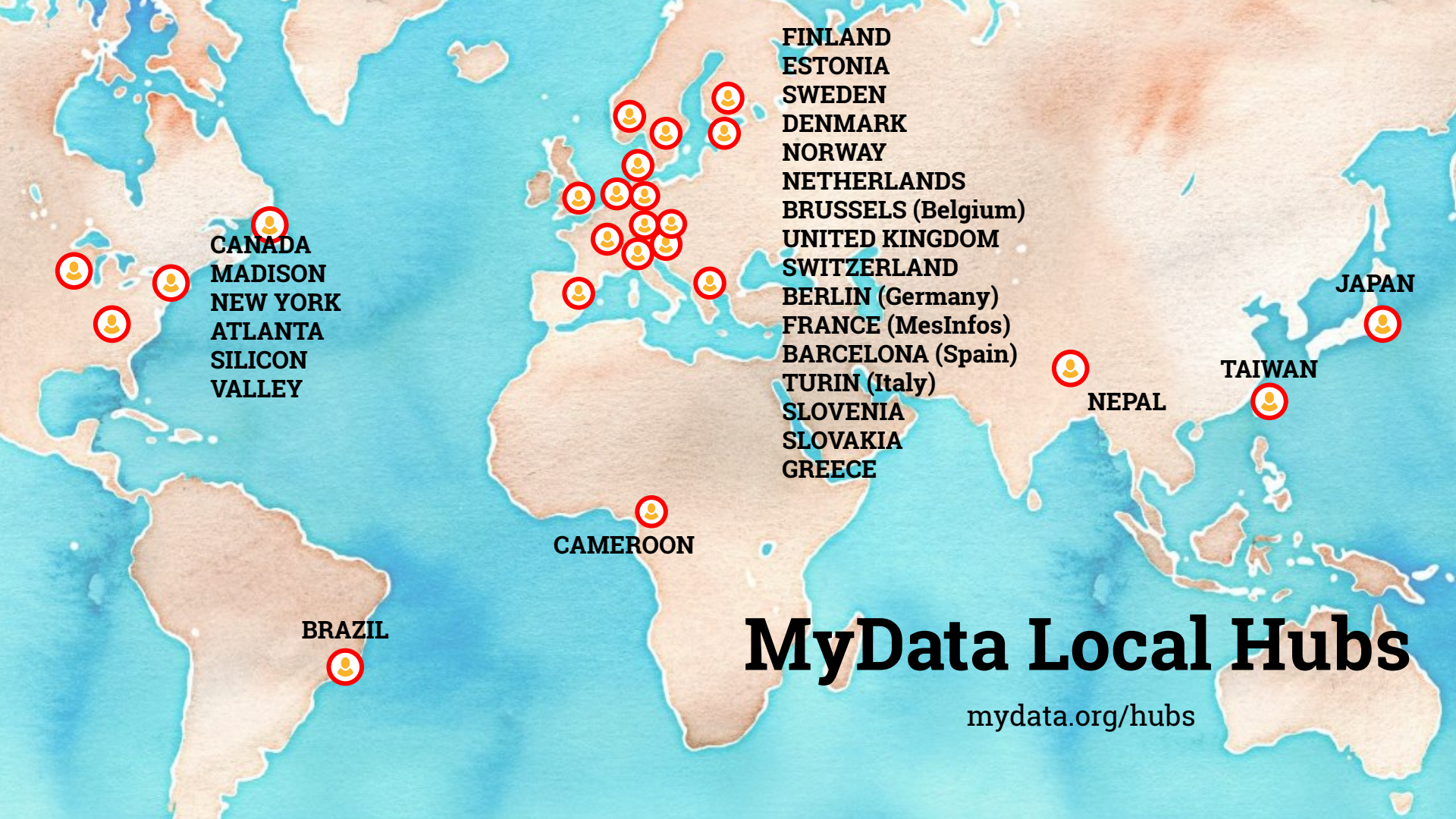
Do
DATACOUP

comuny

PLANETWAY

healthbank

people.io



CANADA
MADISON
NEW YORK
ATLANTA
SILICON
VALLEY

BRAZIL

CAMEROON

FINLAND
ESTONIA
SWEDEN
DENMARK
NORWAY
NETHERLANDS
BRUSSELS (Belgium)
UNITED KINGDOM
SWITZERLAND
BERLIN (Germany)
FRANCE (MesInfos)
BARCELONA (Spain)
TURIN (Italy)
SLOVENIA
SLOVAKIA
GREECE

NEPAL

TAIWAN

JAPAN

MyData Local Hubs

mydata.org/hubs



MyData 2019

Rebuilding trust - for human-centered data economy

SEPT 25-27 2019
HELSINKI, FINLAND

MyData 2019 in a nutshell

MyData 2019 is the leading international conference on human-centered personal data management, organized by MyData Global.

In 2019, the Conference is organized for the 4th time, as the associated event of the Finland's EU Presidency.

The overarching theme of the MyData 2019 conference is **“Rebuilding trust - for human-centered data economy”**.
Join us to work on this together!

MyData 2019 is about:



All conference sessions feature a combination of the different flavours of the personal data BLT Sandwich:
business, legal, tech, and society.



New in 2019



Date - 25-27 September

Context - Finnish EU presidency

Cooperation with NGI - NGI Forum 2019 as part of MyData 2019

Theme - “Rebuilding trust - for human-centered data economy”.

Upgraded venue - attractive, historical, close to everything

More participants - aiming at 800-1000 participants

Wider geographical reach - 40+ countries expected

Neutral ground for diverse stakeholders

Companies 50%

Government 20%

NGOs 10%

Research 10%

Hackers, Artists & Activists 10%

Who should attend?

Policymakers and policyshapers

CDOs, CIOs, CTOs, CPOs, DPOs

Personal Information Management Systems community

Business development professionals

Legal experts in ICT

Digital transformation experts

Privacy and responsible data protection advocates

Data enthusiasts, designers

Early adopters & learners

How to participate?

Save the Date
25-27 Sept 2019

**Join the
Programme Team**

viivi@mydata.org

**Join MyData
Global network!**

<http://mydata.org>



Spread the word

twitter.com/mydataorg

**Become the Event
Partner**

partnerships@mydata.org

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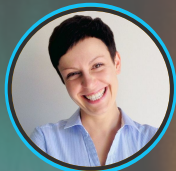
Berit Skjernaa



Mad Ball



Riikka Kämppi



Karolina
Mackiewicz



Ansku Tuomainen



Antti "Jogi"
Poikola



Sarah Medjek



John Wunderlich



Paul-Olivier Dehaye



Julian Ranger



Ignasi Alcalde



Jaana Sinipuro



Steven Wilkinson

BOARD

STEERING GROUP

Read more: www.mydata.org

Thank you!

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Analytics

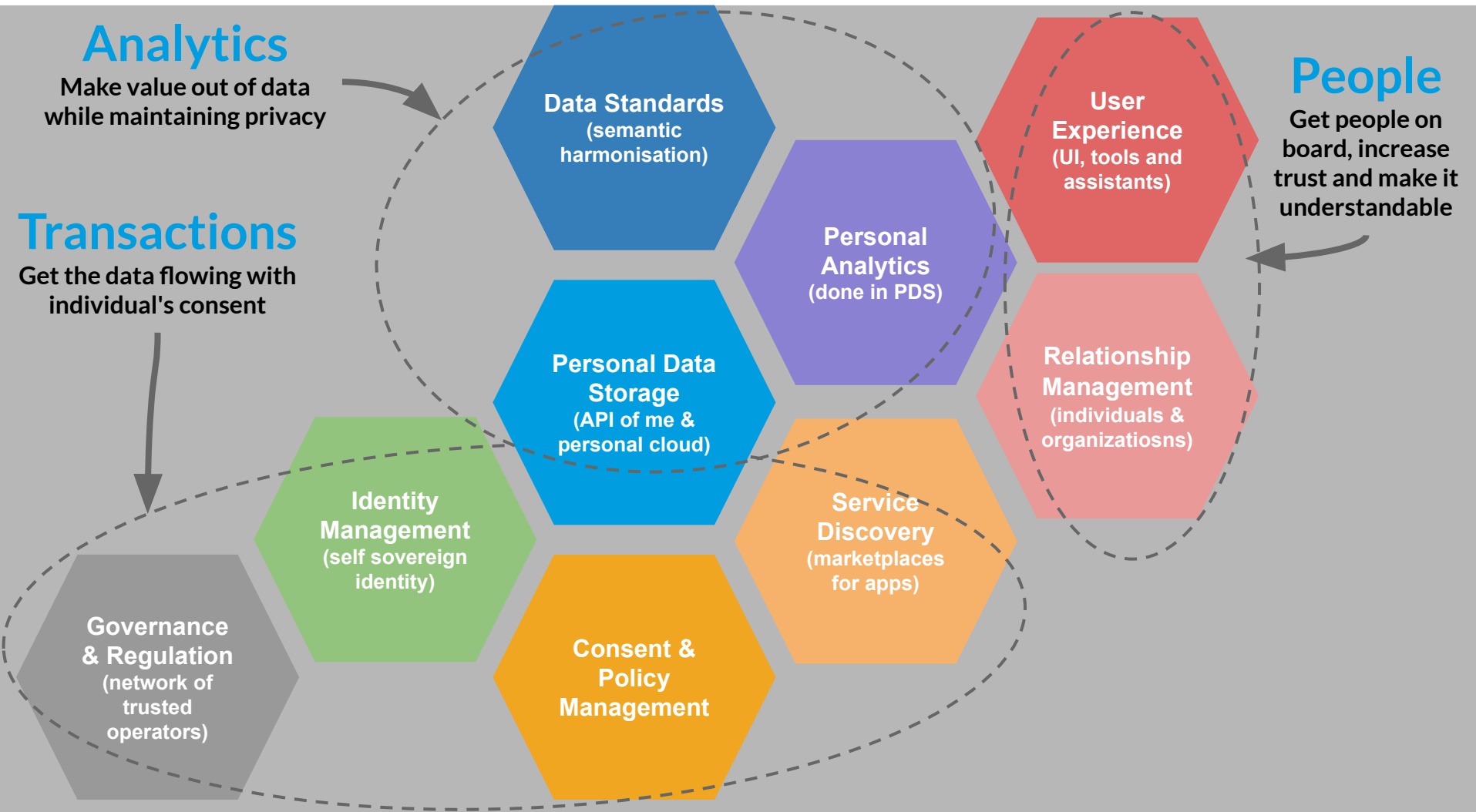
Make value out of data while maintaining privacy

People

Get people on board, increase trust and make it understandable

Transactions

Get the data flowing with individual's consent



**Main
Stage
Sessions**

Value for
People

Cities

**Demo
lounge**

Data
Economy &
Ecosystems

My AI

Human
Centered
Digital
Identity

Perspectives

Design

Governance

Health

**TOPIC
TRACKS**

Make It Happen

Further resources

Essentials:

MyData Global Community:
<https://mydata.org>

MyData Declaration:
<https://mydata.org/declaration>

Learn more:

Our thinking on Medium:
<https://medium.com/mydata>

White papers and more:
<https://mydata.org/papers>

Videos from the MyData conferences:
<https://www.youtube.com/channel/UCjBkx-XKa1gOr71fyCrJPfg>

Selected news:

Tietoviikko, article, 13 Oct: Assistant Professor of Data Ethics, Law, Suomesta tuli eettisen henkilötiedon edelläkävijä: MyData Global -järjestö ryhtyy ajamaan digitaalisia ihmisoikeuksia

Helsingin Sanomat, editorial, 9 Sep: Meille digitaaliset palvelut lisäävät vapauden tunnetta, monessa maassa niitä käytetään entistä tiukempaan valvontaan

MTV3, evening news segment, 31 Aug: Vanhemmat voivat tietämättään asettaa lapsensa vaaraan verkossa: "He eivät ymmärrä, miten tietoja tallennetaan ja jaetaan"

Yle, A-Studio, 29 Aug: Kapina somejättejä vastaan