

PRIVACY BY DESIGN

- Right to Privacy in Smart Cities

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Cutting-edge **IT** research and technology



ALEXANDRA
INSTITUTE

MY ONE SENTENCE

PRIVACY REQUIRES HUMAN
CENTRICITY



**Our mission is to empower individuals by
improving their right to self-determination
regarding their personal data**

MYDATA PRINCIPLES

1. HUMAN CENTRIC CONTROL AND
PRIVACY

2. USABLE DATA

3. OPEN BUSINESS ENVIRONMENT



We are making it happen and making it right

THE CONCEPT

API Ecosystem



Platform Model



MyData Model



Imagine if we all felt that...



"I trust my data is used ethically."

"My personal data makes my everyday easier and better."

"Together with others, I am a powerful actor and my choices matter"



How do we do it?

A stylized world map with a watercolor-like texture. The landmasses are in shades of brown and tan, while the oceans are in various shades of blue and teal. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe, Africa, and Asia on the right.

TOGETHER
B**BUSINESS**
L**LEGAL**
T**TECH**
S**SOCIETY**

MyData Operators

**Personal Data Spaces (PDS), Personal
Information Management Services (PIMS),
Information Banks, Information Fiduciaries,
Data Facilitators...**



**Hundreds but not yet
thousands**

**“MyData Operator” like
initiatives Globally**

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

DATA COUP

comuNY

PLANETWAY

healthbank

people.io



What can you do?

THINK

*How are you and your organisation addressing the challenges,
and moreover the **opportunities** on how personal data is used
today?*

*How can we make the digital world
a fairer and safer place for all citizens,
locally and globally?*

www.mydata2019.org



MyData 2019

Rebuilding trust - for human-centered data economy

SEPT 25-27 2019
HELSINKI, FINLAND

MyData 2019 conference is a place for accelerating global change towards a human-centric approach to personal data. On 25-27 September 2019, some 1000 experts from business, legal, tech and society sectors will gather for the fourth time in Helsinki, with the focus on how to effect the change we need.

[TICKETS](#)

Thank you for your attention!

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