Protecting Your Identity Through a Personal Data Exchange

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360ofme
personal data exchange

Big Data Symposium, March 23-24
Agenda

- Valuing Personal Data
  - Awareness
  - Collection/Sharing
  - Trust
  - Personal Data Exchange
  - Q&A
Valuing Personal Data

The Valuing Personal Data framework

The elements and their increasing degree of richness and complexity

1. **Digital Identity**
   - An individual's most basic identifying traits (e.g., name, IP address)

2. **Digital Personae**
   - The content and social behaviour shared with personal networks (e.g., status updates, "reactions")

3. **Digital Footprints**
   - The imprints passively left behind from online or physical activities (e.g., cookies, location data)

4. **Derived Data**
   - The results of combining and analyzing end user data (e.g., consumer profiles)

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**Online Presence**
The connected or online activity, actions, behaviours, information, and data that are generated, accumulated, stored, and claimed in cyberspace. For an individual, an online presence is the complete set of data generated from one’s interaction with online or connected services and devices. This may be commonly referred as "Digital Footprints" by others.

**Derived Data**
The information derived by other parties from an individual's online presence, including any analysis, summarization, or aggregation of data and any resulting inferences such as characterization, segmentation, profiling, or rating of the individual.

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**Valuing Personal Data**
Both the process and result of assigning value to an individual’s online presence plus any derived data. Valuing Personal Data has emotional and economic value to individuals and monetary value to businesses.

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Digital media literacy = where is my data collected/used and what impact is that having on my life?

### Awareness of collection, analysis and storage of personal data for different activities, by country and generation

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Aware, by country</th>
<th>% Aware, by generation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Brazil</td>
<td>China</td>
</tr>
<tr>
<td>Online browsers, apps, and other media services or products</td>
<td>46</td>
<td>36</td>
</tr>
<tr>
<td>Internet-connected vehicles, personal assistants, and home monitors and</td>
<td>31</td>
<td>34</td>
</tr>
<tr>
<td>appliances (including one’s choices, searches, content viewed, and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>preferences)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial internet-connected wearable devices</td>
<td>31</td>
<td>29</td>
</tr>
<tr>
<td>Public places, facilities and infrastructure</td>
<td>34</td>
<td>31</td>
</tr>
<tr>
<td>Internet-connected media players</td>
<td>33</td>
<td>31</td>
</tr>
<tr>
<td>Retail sites</td>
<td>51</td>
<td>40</td>
</tr>
<tr>
<td>Digital entertainment services</td>
<td>42</td>
<td>34</td>
</tr>
<tr>
<td>Internet-connected mobile devices</td>
<td>47</td>
<td>36</td>
</tr>
<tr>
<td>Social media and professional networks</td>
<td>55</td>
<td>37</td>
</tr>
</tbody>
</table>
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60% of American are uncomfortable with their data being collected and shared

<table>
<thead>
<tr>
<th>Reason</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is being done without my knowledge</td>
<td>42</td>
</tr>
<tr>
<td>It is being done without my permission</td>
<td>53</td>
</tr>
<tr>
<td>I don’t understand why it is being done</td>
<td>15</td>
</tr>
<tr>
<td>I’m not comfortable with my data being used for personalized advertising</td>
<td>38</td>
</tr>
<tr>
<td>I’m not comfortable with my data being used to personalize or improve the products and services I use</td>
<td>25</td>
</tr>
<tr>
<td>I’m not comfortable with my data being shared with 3rd parties</td>
<td>48</td>
</tr>
<tr>
<td>I don’t understand how it could affect me</td>
<td>15</td>
</tr>
<tr>
<td>I fear my data could be used to commercially exploit me</td>
<td>36</td>
</tr>
<tr>
<td>I fear my data could disadvantage me in other ways (e.g., in hiring or lending decisions)</td>
<td>26</td>
</tr>
<tr>
<td>I fear my private data and digital footprint could become public</td>
<td>42</td>
</tr>
<tr>
<td>I don’t receive enough value or benefits in exchange for my data</td>
<td>36</td>
</tr>
<tr>
<td>I don’t understand how my data is protected</td>
<td>27</td>
</tr>
<tr>
<td>I don’t think sufficient measures are being taken to keep my data secure</td>
<td>40</td>
</tr>
<tr>
<td>I don’t think there is sufficient/effective regulation or oversight around the use of my data</td>
<td>33</td>
</tr>
<tr>
<td>I fear that “anonymous” or “anonymized” data could be traced back to my identity</td>
<td>30</td>
</tr>
<tr>
<td>I think that all types of data should be kept completely private, no matter what</td>
<td>31</td>
</tr>
<tr>
<td>I don’t fully understand what it means for companies and 3 parties to track, analyze, and store data</td>
<td>14</td>
</tr>
</tbody>
</table>
How big data can reveal your political views

Fareed Zakaria, GPS

On GPS, big data can determine your most intimate personality traits and is believed to have played a role in the U.S. presidential election.

Source: CNN

Advanced analytics today can determine nearly anything about your views!

Challenges:

- Boundary - public vs. private info?
- Consent - can I use it or not?
- Third party data - ethical or appropriate use?
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Trust – or not.

- Data is proliferating wildly
- Breaches are daily
- Healthcare data is very valuable
- Dark web is a supply chain of stolen data

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### Personal Data Exchange

#### Willingness to engage in a personal data value exchange

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree, by country</th>
<th>% Agree, by generation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Brazil</td>
<td>China</td>
</tr>
<tr>
<td>I consider my online presence and derived data to be an asset with monetary value</td>
<td>54</td>
<td>69</td>
</tr>
<tr>
<td>I would actively engage in trading or bartering elements of my online presence in return for value added content or services that would be free of charge</td>
<td>51</td>
<td>60</td>
</tr>
<tr>
<td>I feel that I already receive fair value in exchange for my online presence and derived data</td>
<td>28</td>
<td>52</td>
</tr>
<tr>
<td>If I received free content or services for my online presence and derived data, I would be more comfortable with my online activity being tracked, analysed and stored</td>
<td>49</td>
<td>61</td>
</tr>
</tbody>
</table>
Introducing 360 of me

Share  You control it
Predict  You learn from it
Earn  You monetize it
Platform Components

Nexus
The “hub” of a consumers data file. Demographics.

Vaults
Industry specific “spokes” of data. (i.e. healthcare)

Enterprise Marketing
create a targeted campaign to market to consumers

Insights
ISV’s developing AI and cognitive computing applications

Consulting
Advising companies on the best solution to meet regulated portability, mobility and security requirements for consumer data.
Personal Data Exchange

Core Tenets:

- Create the most secure digital data platform for consumers
- Facilitate easy data sharing
- Ensure 100% portability and mobility
- Develop insights that will improve well-being
- Virtualize a consumer’s data, creating one source of “truth”
- Monetization of a digital footprint for its owner
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Thank you for your time and interest!

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