

MyData



A Human Centric Approach for
Organizing Personal Data

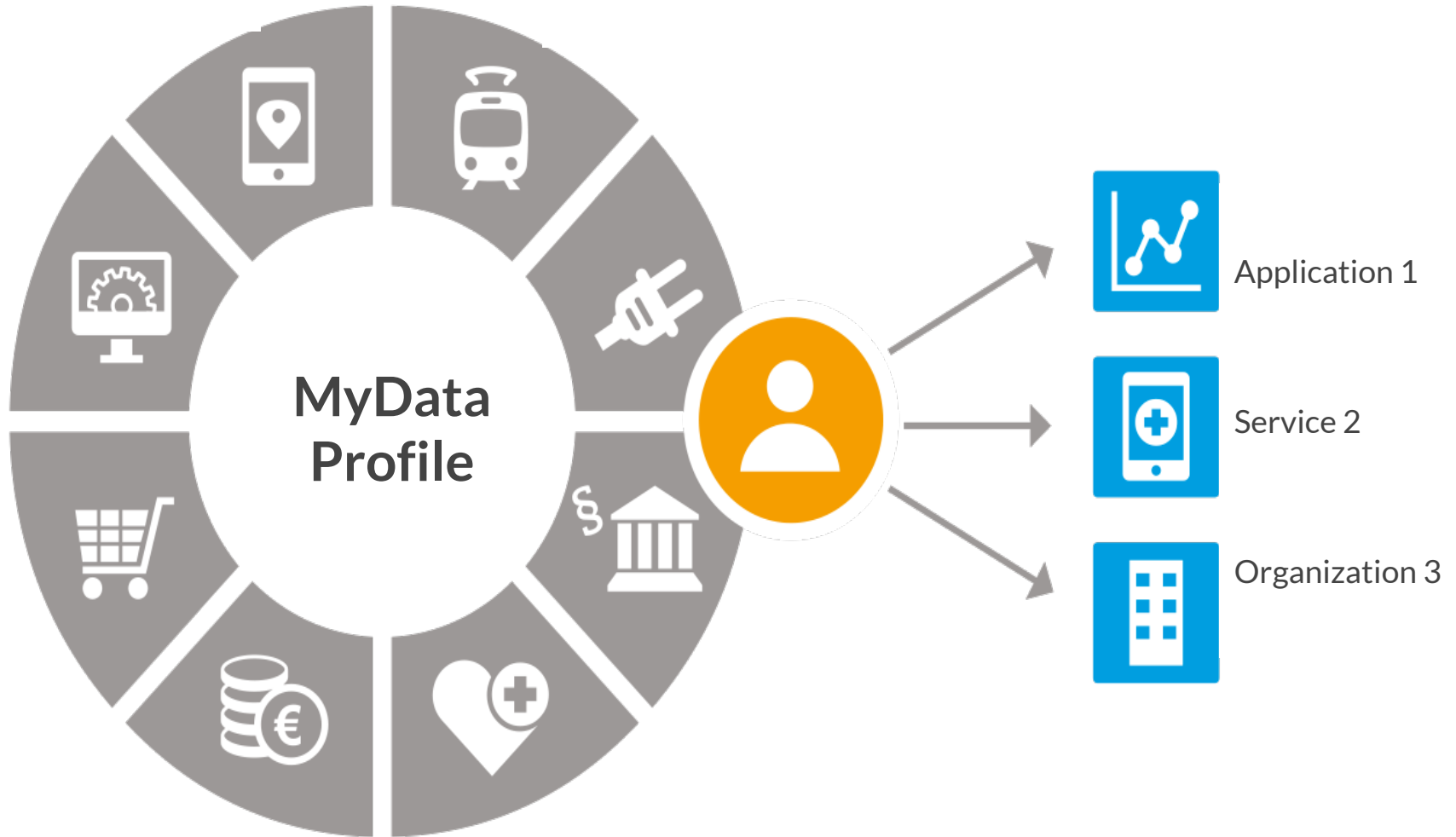
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MyData Principles

- **Human Centric:** right to data, individual in control, privacy
- **Usability of Data:** machine readable, open formats, APIs, standards
- **Open Business Environment:** interoperability, possibility to change services without “data locks”



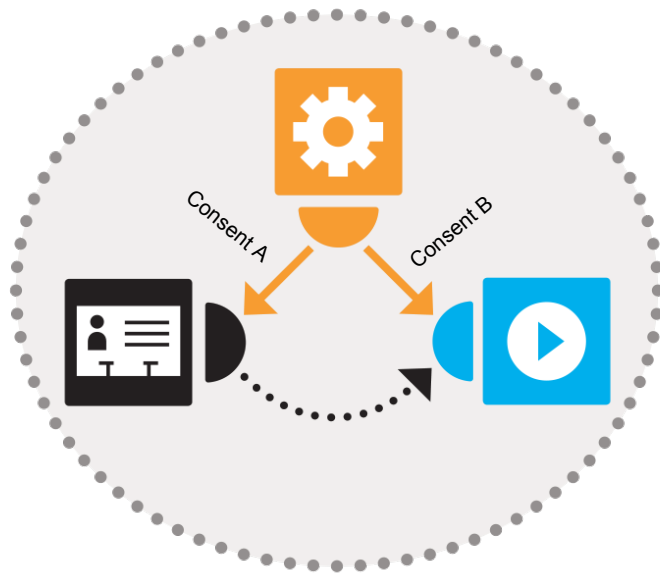
Connecting Data Sources



People Build Rich Profiles

- Based on **multiple sources** of raw data
- Controlled and maintained by the individual
- **Portable** between services; several services can use the same profiles
- Profile is **way to communicate** and share meaningful information (instead of raw data)

MyData Operator Model



Individual / data subject / account owner:

person who created and is using the account to link new services and authorize data flows with consents. Has relationship with the source, the sink and the operator



MyData Operator:

Provides MyData Accounts and related services. Account enables digital consent management – Authorization as a Service.



Data sources and data using services:

Data source provides data about the Individual to the services that use this data (Data Sinks). Same actor can be working as both Data Source and Data Sink.



Consent flow



Data flow

MyData in Finland

“People’s right to decide about and monitor their personal information will be enhanced”

[Strategic Programme of Prime Minister Juha Sipilä’s Government 29 May 2015 - p.27](#)

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[MyData White Paper](#)

