

# Dr. Yury Glikman

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# Personal Data Platforms: Giving Back Control to Data Owners

DataVaults project



## Personal Data Value

- Key for offering novel personalised services
- Individuals are the begin and the end of the personal data value chain
- Tons of data generated today
- estimated 3.5 billion active users
- total value is approximately \$210 billion
- Success stories of Facebook and Co

# Challenges and Considerations

- Only 15% of people feel they have control of their data
- Lack of trust, but a general willingness of more than 70% of millennials (aged between 16-34) to share their data for actual benefits, non-necessarily financial
- Privacy and Security
- Regulations importance to reinforce trust and security
- People share their value without getting a fair amount of it back
- Control Vs. Complexity



Name



Address



Localisation



Online identifier



Health information



Income



Cultural profile



and more



DataVaults

let the data owners (the individuals) decide what, how much and in which manner they would like to share it

guarantee the privacy and security of their data

retrieve a fair share of the value their data generates

# DataVaults Facts

Topic: ICT-13-2018-2019 supporting the emergence of data markets and the data economy

Start Date  
01/01/2020

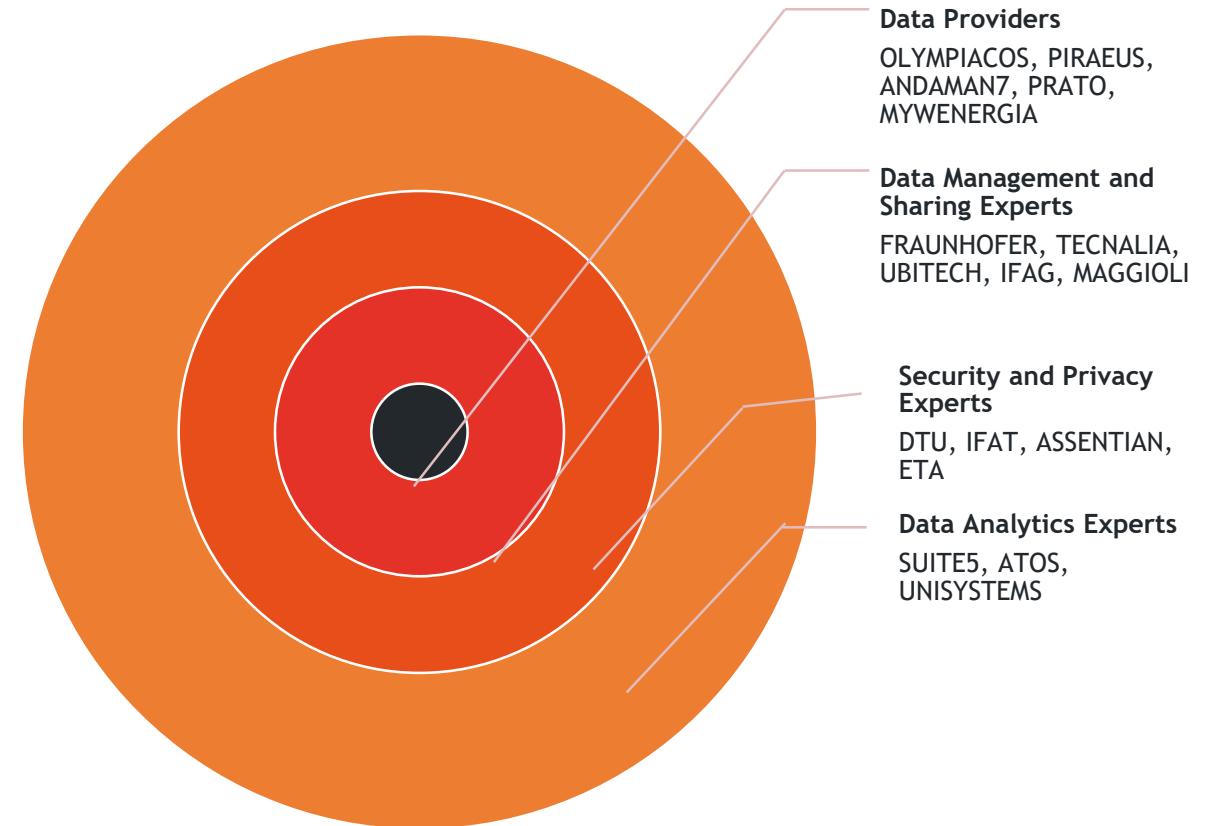
17 Partners

36 Months

9 Countries

Innovation Action

5 Demonstrators



# Vision

Platform defining

**secure, trusted and privacy  
preserving mechanisms**

allowing individuals to

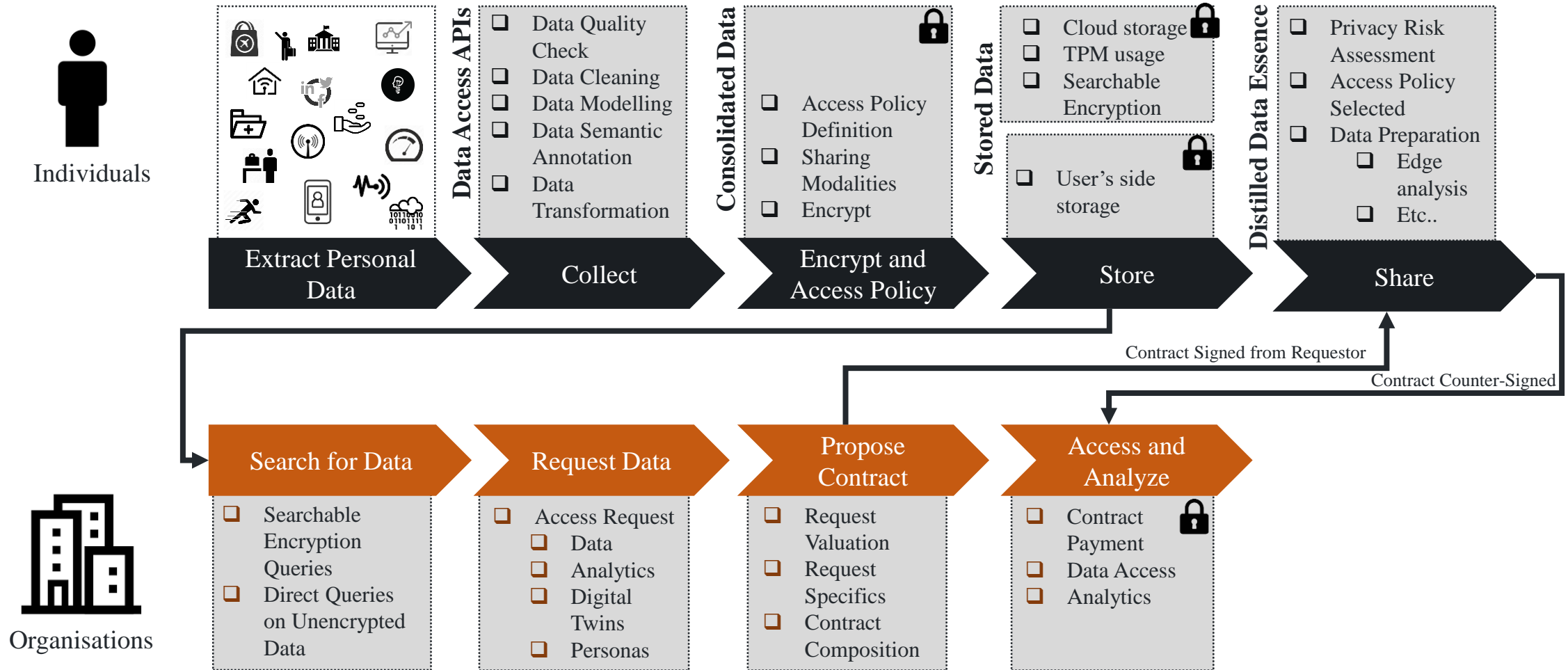
**take ownership and control of their  
data and share them at will,  
through flexible data sharing and fair  
compensation schemes with other  
entities**

For Individuals - Data Providers - Data  
Seekers & Data Analysts

Multi-tier ecosystem governed by  
smart contracts to safeguard data  
ownership, privacy and usage

Attribute value to all entities that  
generate value, especially to data  
owners

# DataVaults Data Flow





# DataVaults Demonstrators



Demonstrator #1 - Sports And Activity Personal Data (Olympiacos)



Demonstrator #2 - Strengthening Entrepreneurship And Mobility (Piraeus)



Demonstrator #3 - Healthcare Data Retention And Sharing (Andaman7)



Demonstrator #4 - Smart home Personal Energy Data (Miwenergia)



Demonstrator #5 - Personal Data For Municipal Services And The Tourism Industry (Prato)

**Thank you!**

[www.datavaults.eu](http://www.datavaults.eu)

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