
MyData and consent Management

Road to sustainable data business

2019

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Focus on trust, data and ecosystem

A company specialized in digital data services that help companies and public administration organizations comply with the Contractor's Obligations Act and the Tax Number Act. Tilaajavastuu.fi is Finland's largest and most comprehensive register for information stipulated in the Contractor's Obligations Act, aimed at business customers.

We cooperate closely with ID06 in Sweden in order to make a wide range of service in both countries through our joint venture Vaultit.

"Helping companies by improving their competitiveness and empowering individuals by creating competence profiles"

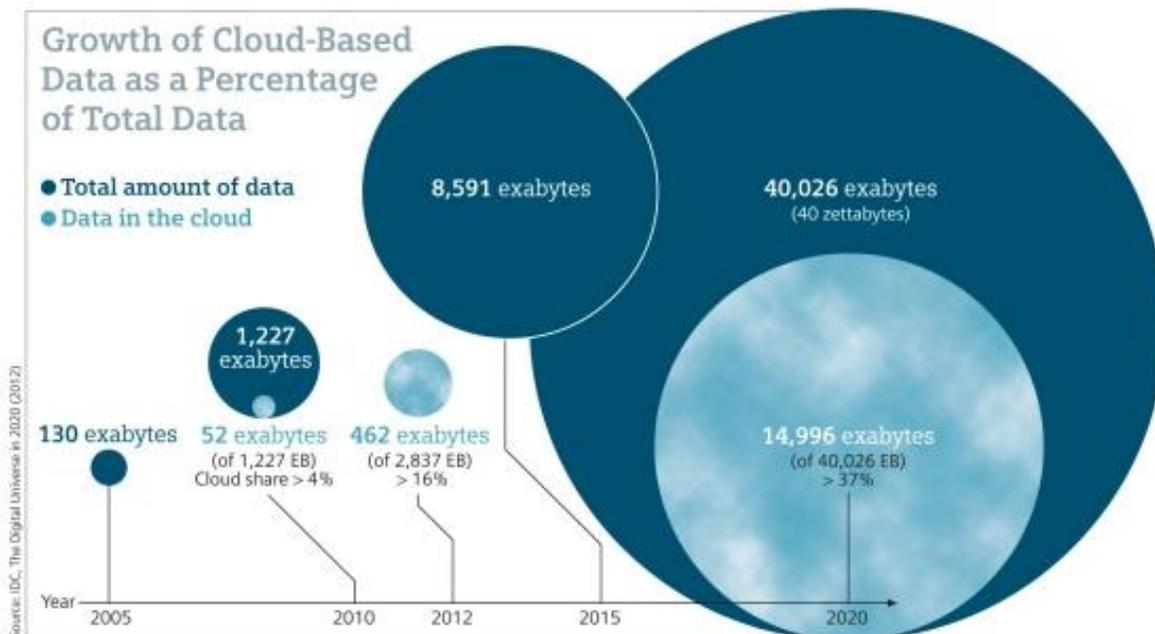
Public Private Partnership enables dynamic cooperation with authorities and fair competition with effortless bureaucratic burden"

Background – Owners

- › **The Confederation of Finnish Construction Industries RT (CFCI)**
 - › Founded in 1920 – around 2 800 members
 - › Building Construction and -product industry, Infrastructure, HPAC- and Surface contractors
- › **RAKLI The Finnish Association of Building Owners and Construction Clients**
 - › Founded in 1977 – around 220 members
 - › Activities cover the entire built environment, residential property, commercial property and infrastructure
- › **The Electrical Contractors´ Association of Finland STUL**
 - › Founded in 1933 – around 3 000 members
 - › Lobbying, developing the industry and spreading information
- › **The Finnish Real Estate Federation (FREF)**
 - › Founded in 1907 – around 28 000 member properties (around 2 million people)
 - › Advice on legal, technical, fiscal and economic matters for property owners and landlords
- › **The Construction Quality Association (Rakentamisen Laatu RALA ry)**
 - › Founded in 1997 – 15 organisations representing the real estate and construction industry
 - › RALA Certificate of Competence, RALA Certification and RALA Project Feedback

Why MyData?

- › The amount of data grows faster and faster and vast amount of data is personal
 - › IoT-devices generate more and more information including personal data
 - › Growing amount of information is generated by the build environment, traffic, body monitoring devices, pets, etc.
 - › And majority of the information will be in the cloud



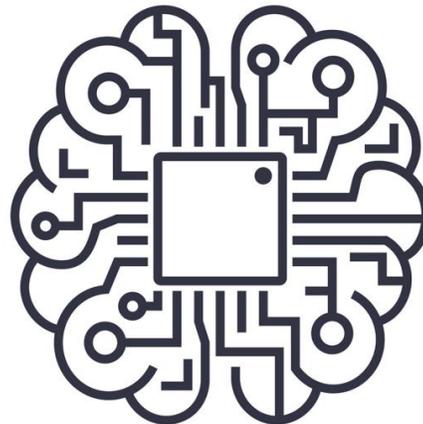
Why MyData?

- › While information accumulates it will be more and more fragmented
 - › Fragmentation is better from privacy aspect but difficult from the usage point of view.
 - › Creation of the digital twins requires an access to huge range of different sources
 - › Different or deprecated versions of the same data will be in multiple locations.

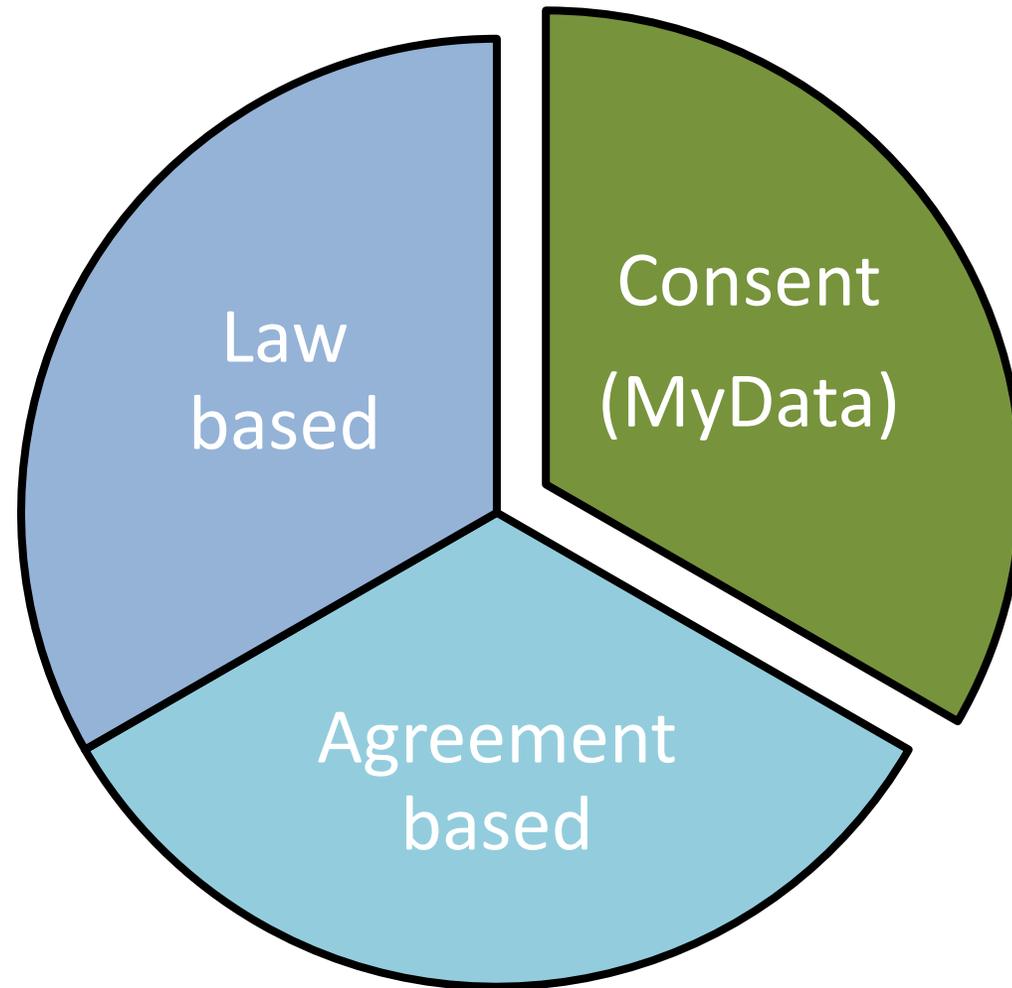


Why MyData?

- › Automation, AI and robotics requires more quality information for functioning
 - › Information is siloed, distributed and getting an access is difficult or impossible
 - › Automation and AI needs continuous data flows not just separate data fragments or snapshots
 - › For companies acquiring a proper raw data will be a bigger and bigger obstacle for future development



Personal Data Processing criteria (simplified overview)



Personal Data Processing criteria

Consent is not the only reason for accessing data.
MyData operator can bring more transparency and better control to the personal data in all cases to promote sustainable data business.

- › **Consent**

- › **Deniable**
- › Cornerstone for MyData

- › **Agreement based right to the data**

- › **Limited right to deny**
- › For example contract of employment
- › Deniable only by terminating the agreement / not signing the agreement
- › Some rights to access the data may remain after the termination

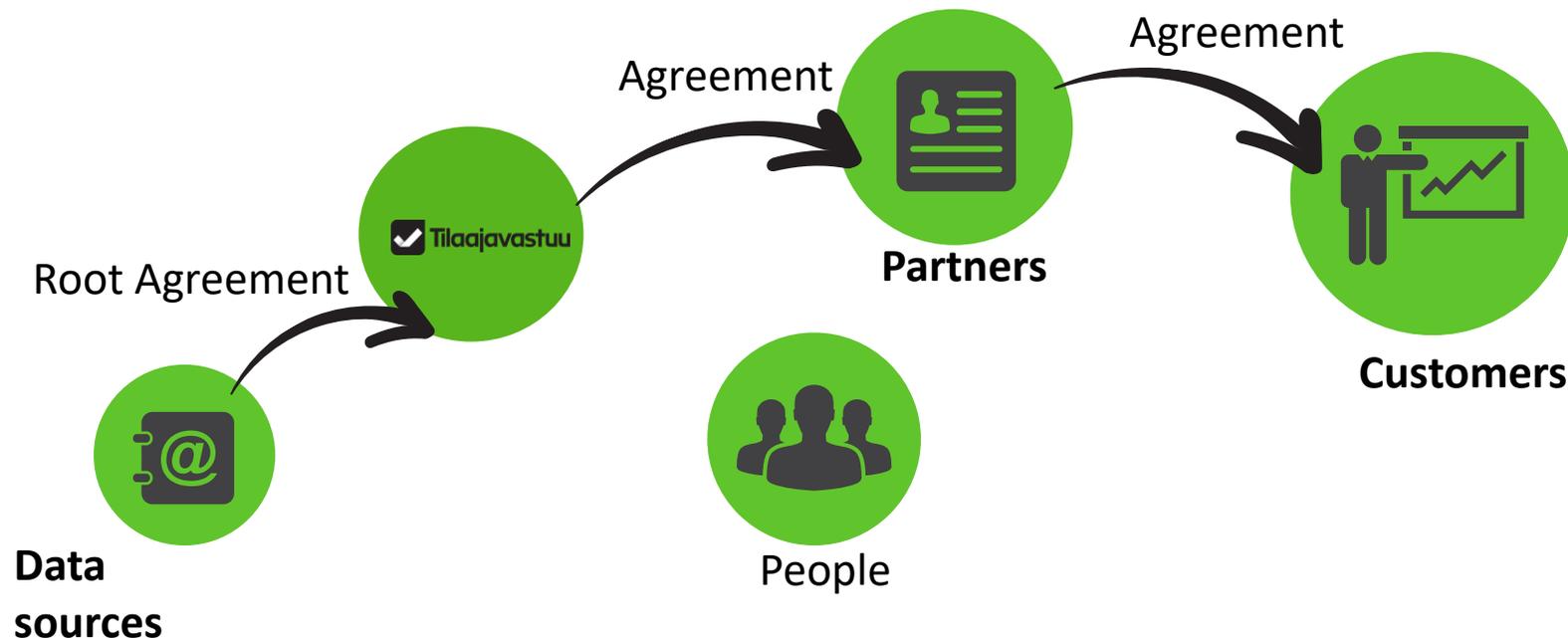
- › **Law based data processing** (e.g. to follow the legal obligations)

- › **No right to deny**
- › Obligation for companies from labour safety legislation, etc.
- › Government right to access personal data for compliance with a legal obligation

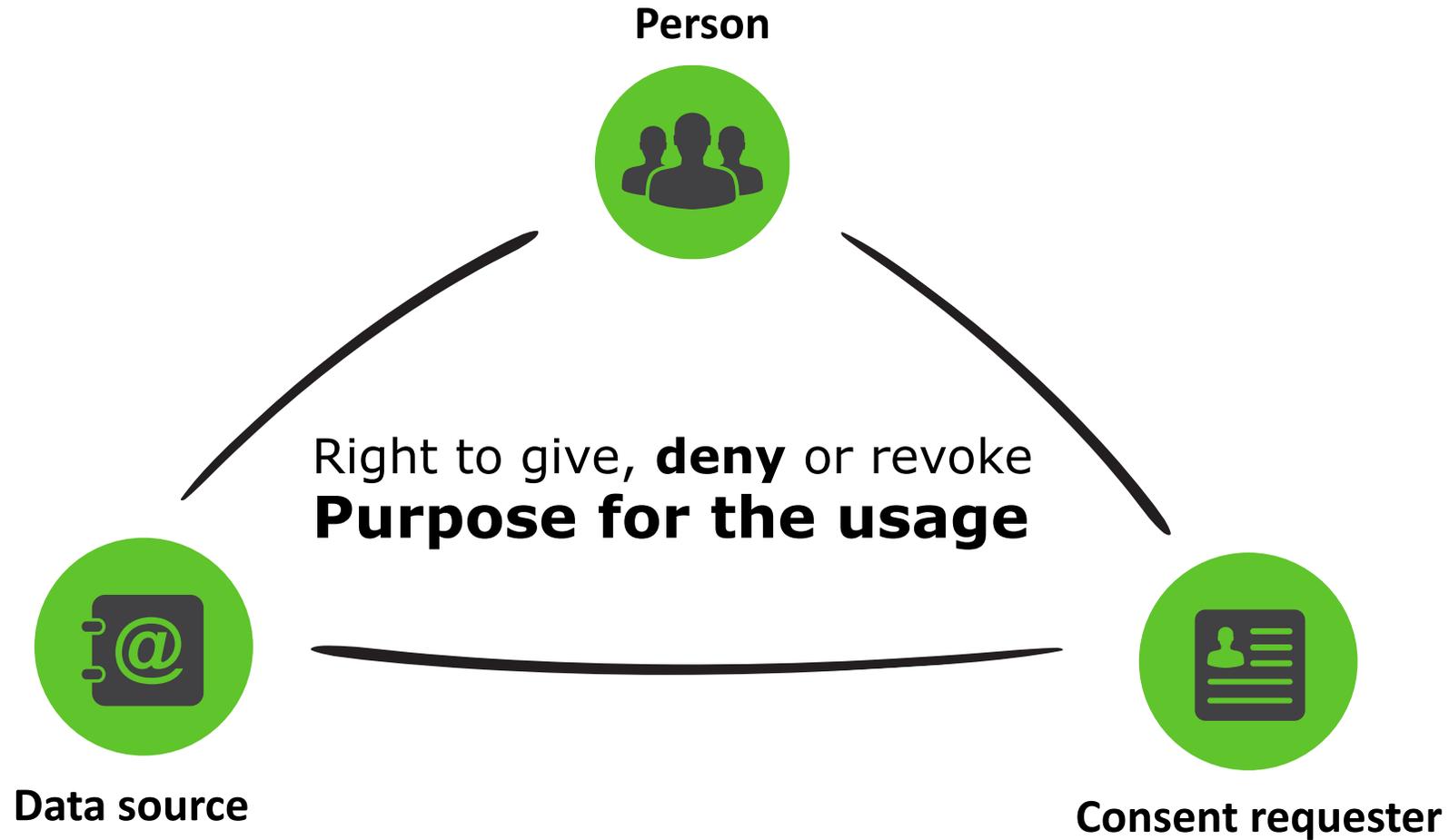
Current state of accessing data

Based on a chain of agreements

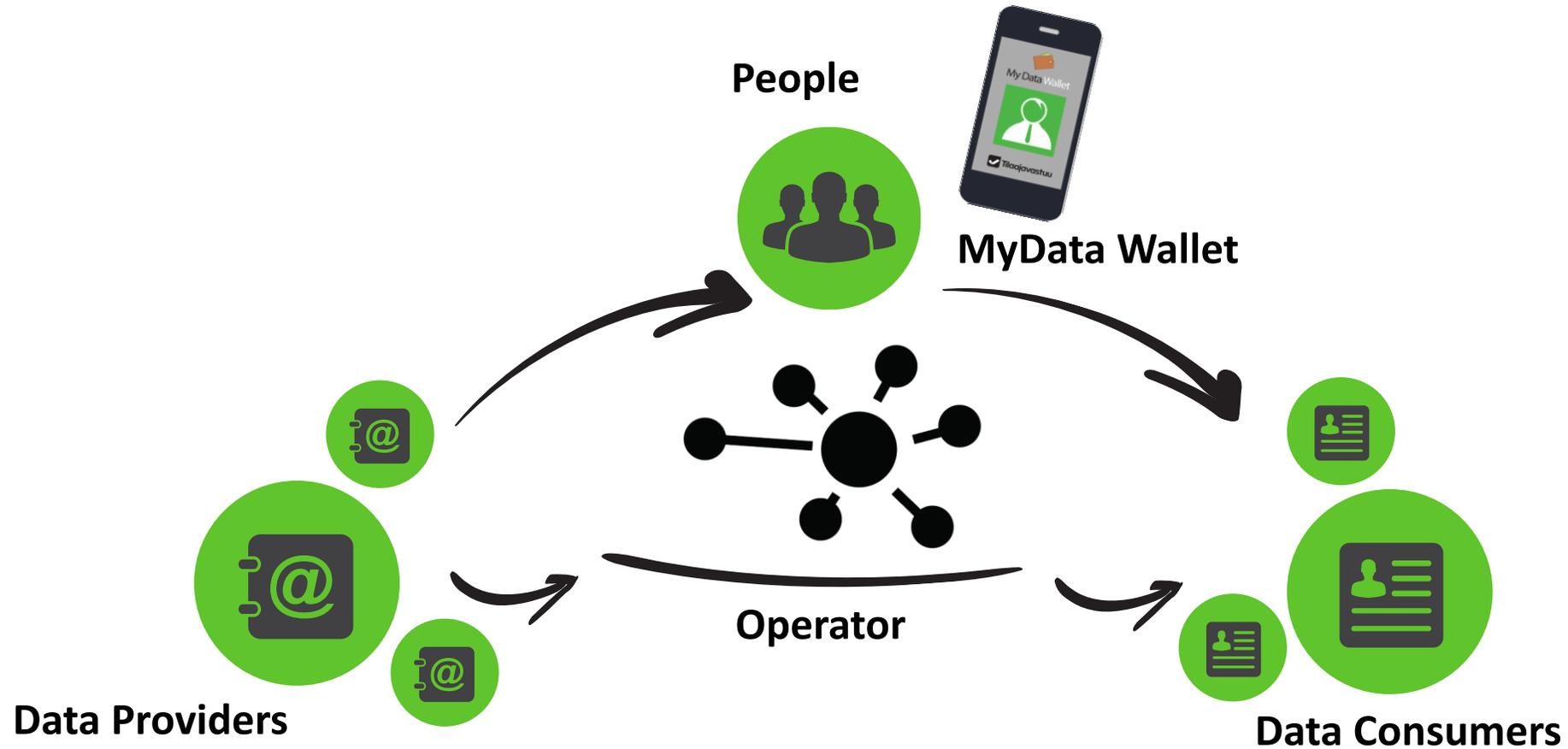
- › Agreements about data usage is currently made by parties within the data access chain in separate agreements.
- › The usage is usually limited to the scope of the root agreement.
- › People whose data we operate are not involved in the process. That limits their options to access and use this data outside the agreements scopes.



MyData and Consent



MyData operator enables new ways to build data demanding services



Clear roles and responsibilities

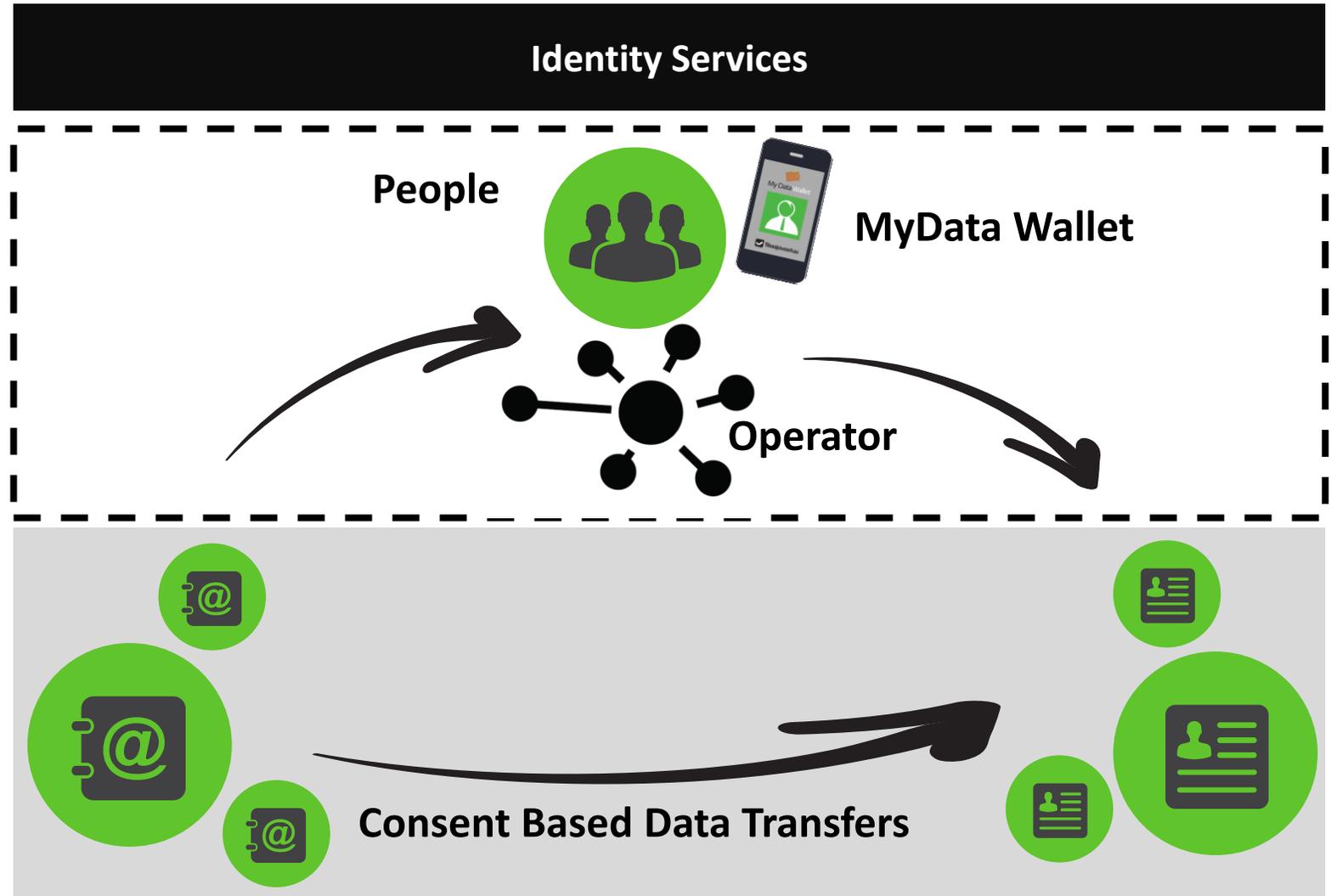
Identity Layer

MyData Operator Layer

- Identity linking
- Registered data sources
- Registered data consumers
- Consent management services

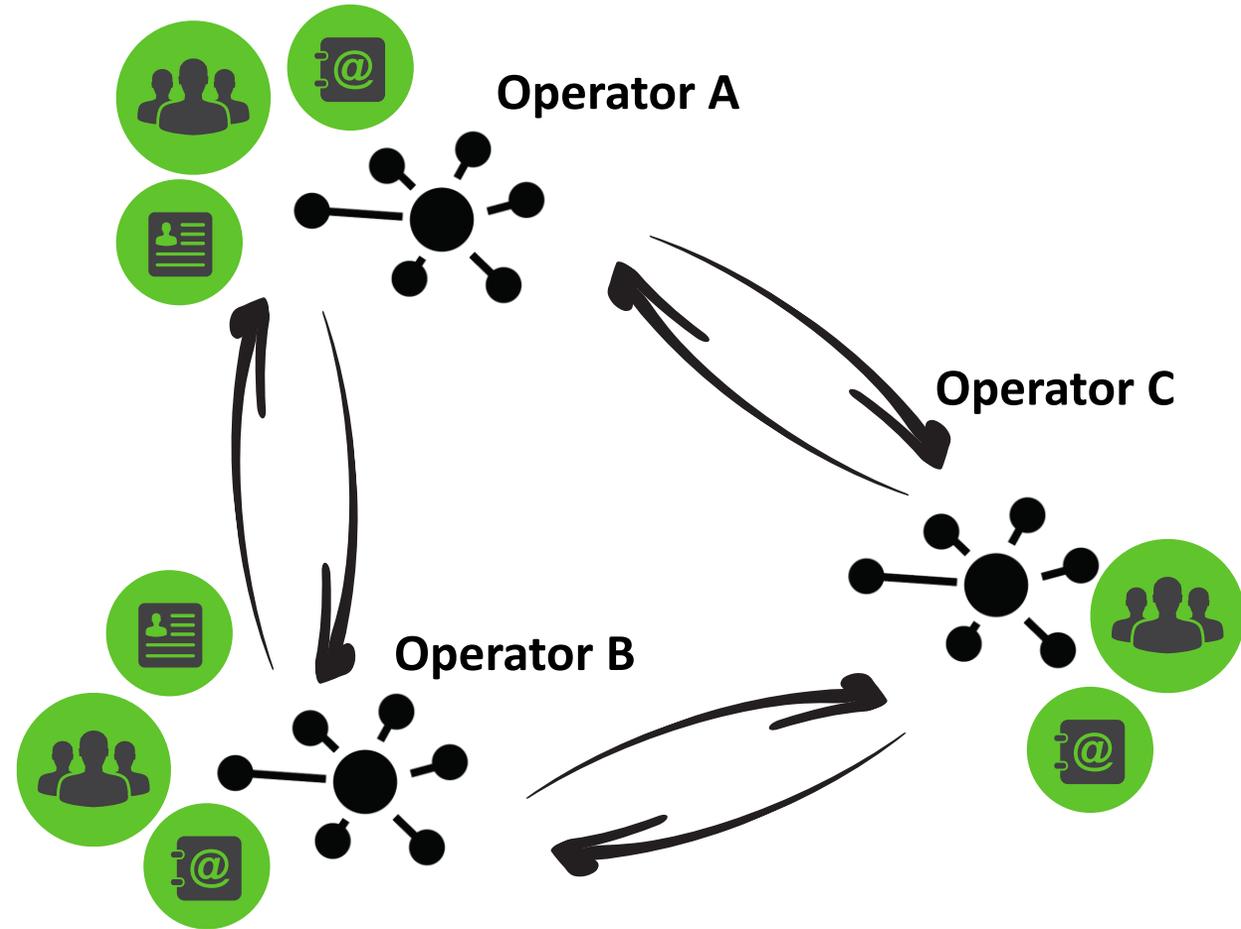
Data Transfer Layer

- Substance related obligations
- Data transfers
- Consent requests
- Data removal



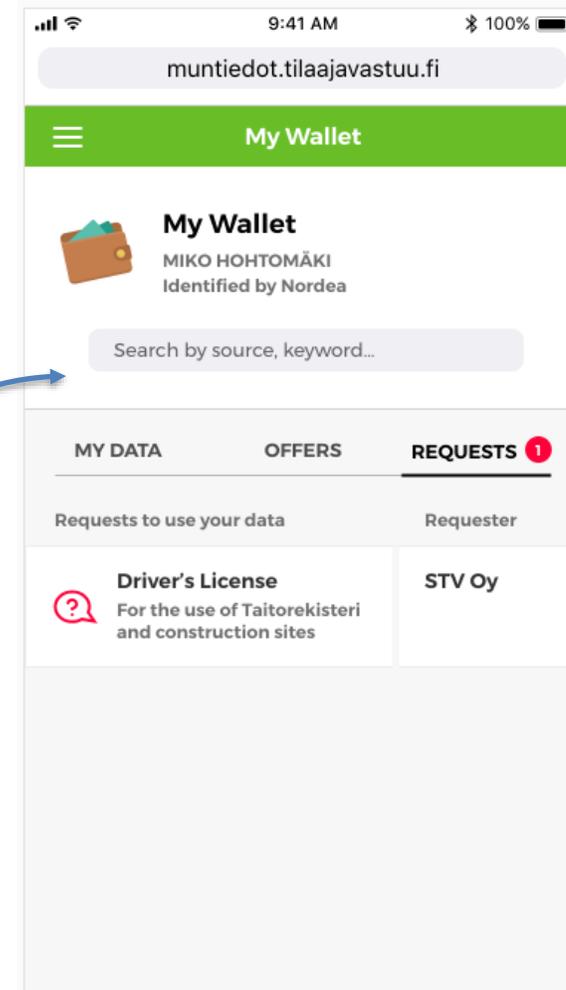
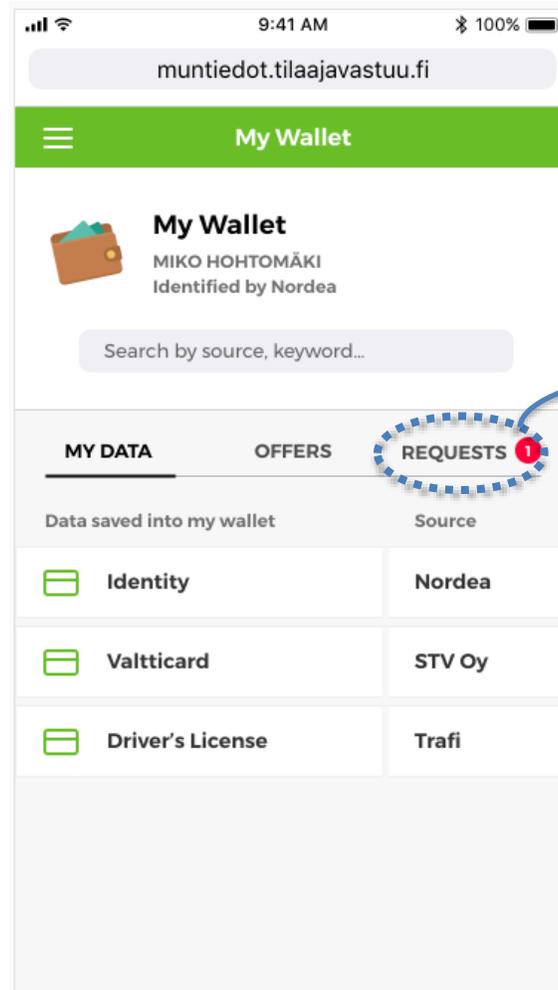
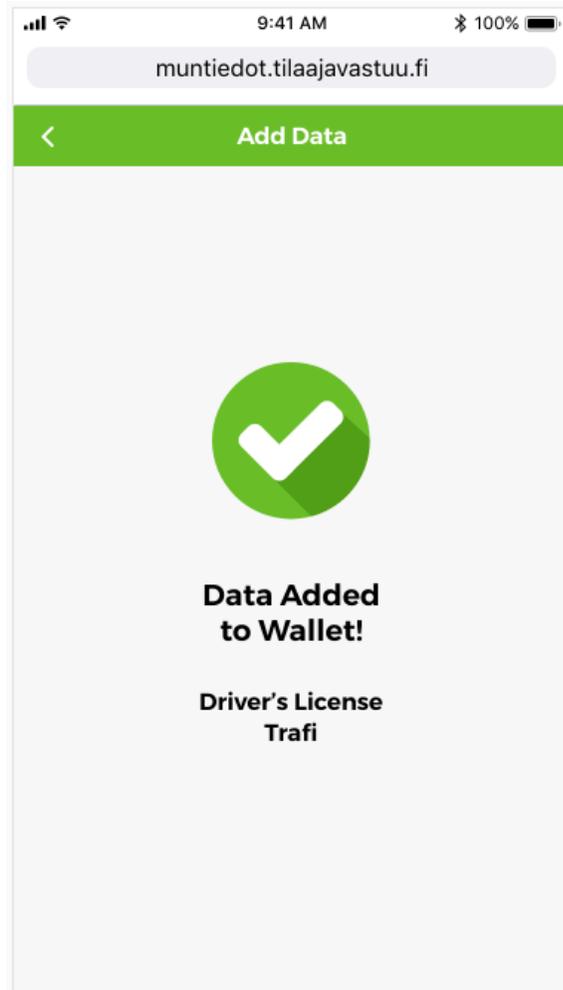
MyData Trust Network as a business enabler

- › Need for a **trust network** for growing amount of parties using and exchanging data
- › **Consent centric approach** (for both juridical or real persons)
- › Operational without separate agreements with every party. Being a part of the network and having a consents grants an access
- › **Requires a common rulebook** for accessing and sharing data in the network!
- › **Multi operator model** with blockchain for sharing identities of parties in the network
- › Operator network for international data business creation



Background blockchain for sharing trusted identities of trusted parties

MyData Wallet and Consent



Sustainable data business can create new and better opportunities for the business who respect the individual rights!