

Personal Data Landscape Term Definitions

Individual: A person

Devices: Mobile phones, computers, self tracking devices, medical monitoring devices, e-readers.

Context: Where a person is (home, school, work). The Role they are playing (parent, coach, spouse, employee, supervisor, athletic team member). Persona they are presenting (video game player, professional, goofy hobby identity).

Data: The bits generated explicitly such as photos, tweets, status updates.

Frameworks: Contractual multi-party frameworks connect legal/policy agreements to technical interoperability to protect the individual and enable markets. The Personal Cloud service provider is at the heart of these frameworks, chosen by the end user, and works on their behalf managing their data and its participation in the framework.

Personal Data Analytics: Services that help people gain insight into their own personal data. An example being one's daily health status or a personal annual report.

[Trusted Organizations]

Product Producer: This is an example of a Vendor Relationship Management connection where a consumer who bought a product from a producer manages an open channel with the maker of the product they bought and willingly share information under favorable terms they the user set.

Infomediary: A service trusted to have insight into a person's data and working on their behalf. They have an individual's personally identifiable information (PII) and protect that data and put it to use.

Data Aggregation Services: Services create aggregate data sets from personal data, like music listening habits. Aggregators may compensate people for their data, people may share altruistically, or people may unknowingly share.

Public Services: Governments delivering services to their constituents can enable use of personal data stores for better access and data quality.

[The Market]

Market Place: This is where an Individual's business agents with PII meet Vendor agents without PII.

Retailers: Companies that sell goods to customers.

Service Providers: Companies that provide services to people.

Vendor Agents: Companies that help retailers and service providers find good potential leads. They do not have personally identifiable information.

[Governance]

How systems are regulated take many forms. Governance starts with laws and regulation but also includes cultural practices, business norms, and, in digital systems, how identifiers are allocated and the code that connects them.

LEGAL:

Government: plays many roles in the systems:

Regulator: Governments set baseline rules for how markets work. They provide the court system where contract law is adjudicated.

Public Records: Governments record births, marriages, divorces, deaths along with licensing, and property title registries.

Public Safety: Policing and law enforcement.

Ombudsman: Many states have a data protection commissioner who protects constituents.

International Treaty Organizations: They support the coordination of international treaties and provide a meta-international law that hold governments accountable to each other.

CODE: Computer code and how it runs determines what is possible in computer systems. The phrase "Code is Law" was popularized by Lawrence Lessig.

Standards Development Organizations: Bruce Sterling said "If code is law then standards are like the Senate." Standards bodies agree on how code works regardless of the particular language it is written in or system it is running on. For example, the W3C standardizes the HTML specification for presenting web pages.

IDENTIFIER: Networks run on identifiers for each endpoint. How these are allocated, and the terms and conditions of use in a network, govern the network.

Global Identifier Registries: Examples include the phone system, Domain Names, ISBN numbers, RFID.

Private Name Spaces: examples include Twitter, Skype, Google, Facebook etc.

PEER: This kind of governance is the most powerful in many ways and helps social systems operate.

Peer-to-Peer: People have opinions about each other and also about businesses and services they interact with - like Yelp for small businesses.

Professional: Doctors, lawyers, engineers, geologists, and architects are professions that peer regulate.

Institutional: Institutions figure out what other peer institutions are - such as banks worldwide in SWIFT.

Framework Creators: Organizations that create contractual legal-policy/technology frameworks that govern complex multi-party networks.



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