



Diagram from  
**Personal Data:  
The Emergence of a New Asset Class**  
A World Economic Forum Report, February 2011

**FIGURE 1: INDIVIDUAL END USERS ARE AT THE CENTER OF DIVERSE TYPES OF PERSONAL DATA**  
Source: Davis, Marc, Ron Martinez and Chris Kalaboukis. "Rethinking Personal Information – Workshop Pre-read." Invention Arts and World Economic Forum, June 2010.

