The issues surrounding personal data today, very broadly speaking, can be viewed from ....

BUSINESS,
LEGAL,
TECH, and
SOCIETAL

...perspectives.

We've also called it a **BLT-Sandwich**

Below you'll find descriptions of the different perspectives you might take on the theme of your proposal.

Business

Submissions from a business perspective seek to explore how typically commercial businesses and their operational models can try and engage in a fair and sustainable personal data economy.

Submissions taking a business perspective consider how businesses can demonstrate that their commercial models support their consumers ethically and overcome the convenience apathy, whilst showcasing that ethical business is *better* business. Discussions around the conflicts of interest, whether financial incentivisation works, how to ensure individual empowerment over data usage is implemented and maintained, are encouraged.

Concepts to explore (not exhaustive)**:**

- Identify and share existing or tentative **business models** embedding MyData values and principles.
- Exploration of concrete ways in which businesses can **incorporate human empowerment with data** into their core.
- Models showing why **investment** in privacy and respectful treatment of personal data is inevitable, necessary, and undeniably beneficial for prospering businesses.
- **Who is paying** for personal data?
- How to disrupt the prevailing **AdTech-driven personal data economy**? Or how to drive it to change into an industry respectful of people and their data?
- Are **individual financial incentives** required to attract widespread public interest for MyData values and principles?
- We need to consider the flows of value, money and data in a **social context**. How can we solve the mismatch of the benefits and profits in the current world order, that has eroded trust? Currently, value is exchanged for data in a non-transparent manner (free-to-use services). What are the viable, transparent, trust-enabling business models for one-to-many and many-to-one transactions?
- Business innovation vs **technology innovation**: how can each fuel the other?
- How can **regulation and business** better work together to ensure the needs and rights of the individual are met whilst maintaining corporate goals?

Legal

The legal perspective of MyData, and personal data in general, approaches this complex set of issues from the perspective of how different forms of legislation and regulation can provide ingredients for solutions that enable the shift to a fair and sustainable digital world. Some examples and ideas are outlined below.

Concepts to explore (not exhaustive)**:**

- Legislation:
  - Can MyData issues be best solved and regulated on the international or the local level?
  - What are the territorial differences in legal perspective? How can these align to help individuals and businesses understand what they can expect across the globe?
  - What are the "best and worst" legal frameworks for dealing with MyData?
  - How much should the personal data ecosystem be self-regulated (such as by codes of conduct) or based on social norms?
  - Personal data as an asset or a human right? What does this really mean? What are the implications?

- Enforcement:
  - What is the function of the data subjects' requests pursuant to the GDPR? Do they fulfil their purpose or are they used in bad faith?
  - Do data protection authorities have bad or good image? Should they help or punish? Should business have initiative to share more information (e.g. on breaches) with them?
  - Main points of conflict and examples of good cooperation between several parties participating in one personal data processing (e.g. joint controllers, controllers and processors). What is the best way to establish and manage this legal relationship?
  - Who should be more motivated to enforce MyData rights: individuals, businesses or government?

Tech

The tech perspective on MyData emphasises the role of technology in addressing challenges related to personal data and human-centric digital services. Some may argue that the rapid advances in technology witnessed over the past several decades have outpaced developments in other areas, such as law, that aim to protect privacy. The MyData Community aims to showcase and promote how technology can also be wielded towards the benefit of individuals and especially to protect inherent data subject rights.

Concepts to explore (not exhaustive)**:**

- What are the technological systems and patterns that will ensure the rights of individuals can be managed, and what is their current status of development and adoption?
- In order to ensure data portability and reuse, what kinds of interoperability, portability, semantics, governance, and standards solutions are still needed and how can they collaboratively be developed?
- To what extent can technology "bake in" values about personal data, and what unintended threats may exist with regards to for example privacy-preserving technologies?
  - How are attitudes shifting among tech leaders with respect to personal data, and what impact will this have on existing technologies and platforms?

Society

As individuals and societies, the stakes around personal data are high. The societal perspective of MyData seeks to tackle these stakes head on, exploring in both critical and creative ways how individuals, communities and societies can use, share and benefit from personal data to support a fair and sustainable data economy for all.

Concepts to explore (not exhaustive):

- Whose responsibility is this anyway?
    - As individuals and societies, what do we know about how personal data is used, and what else do we need to know? Whose responsibility is it to answer these questions and who is doing this well?
    - What are the frameworks for thinking about the individual and society around the use of personal data, and how do they help us solve shared problems?
    - How do different cultures and economies think about personal data and its impact on individuals and society?
    - How can personal data be used to mitigate social prejudices and biases, how can it exacerbate them, or simply entrench a status quo?
    - What role can trust and transparency play here?

- A better future
    - Who are the innovators and visionaries shifting how we use personal data to benefit individuals not just as consumers, but also as citizens, students, employees, pensioners...?
    - How can we use personal data for the greater good?
    - How can we help to address issues of digital inclusion?