

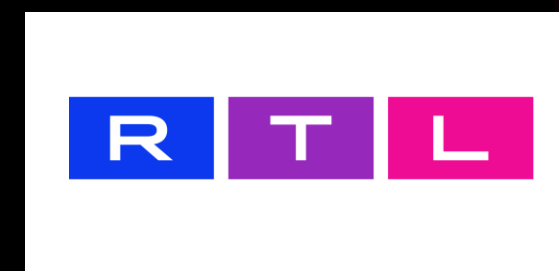
STICHTING  
NEDERLANDSE  
DATAKLUIS

DUTCH DATA VAULT FOUNDATION

# A personal data vault for everyone.

A new foundation for the Dutch society.

May 31st | MyData Conference 2023 | Helsinki



STICHTING  
NEDERLANDSE  
DATAKLUIS



## **Martijn van Dam.**

Former MP  
Minister  
Executive board member NPO



## **Arno Otto.**

MD Double-Click  
Chief Digital RTL Netherlands  
MD ProSieben Sat. 1  
Chief Transformation Talpa Network

SITUATION

# Everything you do online creates data. This data ends up everywhere, but not with the individual.

Your data feeds the algorithms that predict what you want; content, advertising and products.



Your whole  
digital self  
(& more...)



CONSEQUENCES

# We've lost control of our personal data.

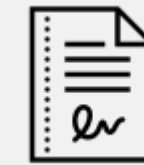
**We want to bring back the control of personal data to the individual.**

Over time, a number of weaving errors have crept in the World Wide Web. As a result, the internet has been monopolized and centralized. It is now in the hands of a limited number of companies. With major social and economic consequences.



**"We've lost control of our personal data."**  
– Sir Tim Berners-Lee. Inventor of the World Wide Web.

 **Economic implications.**



**Mandatory conditions**



**Winner-takes-all markets**



**Limited opportunities for SME's**



**"Lock-in" at most of the services**

 **Social implications.**



**Origin and maintaining of filter bubbles**



**Narrow view through echo chambers**



**Influencing and polarizations**



**Increasing privacy risks**

SOLUTION

# With your personal data vault we want to give back the control over personal data to the individual.

The individual decides whether his data is shared, with whom, when, for what purposes and for how long.

## Human centric data in stead of business centric data silos:

More and deeper data around individual creates more value both for individuals and for businesses.



Who



When



How long

PROMISE

# Only you, the individual, holds the key to your personal data store.

With the separation of the data from the service, the control of the data is completely in the hands of the individual.



# Trust

#Interoperability

#Transparency

#Value

#Control

#Privacy

FIX FOR IDENTIFIED PROBLEMS

# By separating personal data from the service and giving control to you as an individual, we solve current problems and create new opportunities.



INTEROPERABILITY

**Switching possible  
between services.**

Your data vault makes data usable for multiple service providers of your choice.



INCREASE INNOVATION

**Level playing  
field for services.**

Because you decide which service providers have access to which data, it becomes more difficult to get a monopoly on data.



NOTHING BUT THE TRUTH

**One single-source  
of the truth.**

Your data vault is the central place where you store and manage all your needs, preferences, interests and behavioral data.



PRIVACY BY DESIGN

**Immediate  
GDPR/AVG proof.**

Because you are in control of your data, data safes offer the answer to these increasingly complex regulations.

COOPERATION

# A unique cooperation of Dutch media companies to do R&D together on a model of personal data stores.

Supported by public and non-profit organizations and institutions (e.g. Universities).

**#Scale #Impact #Adoption #Innovation**

COOPERATION  
**Dutch media sector.**



Public broadcaster



Commercial publisher



Commercial broadcaster



Commercial publisher



Commercial broadcaster



DIFFERENT CATEGORIES OF PERSONAL DATA

# Which data are we talking about?

1

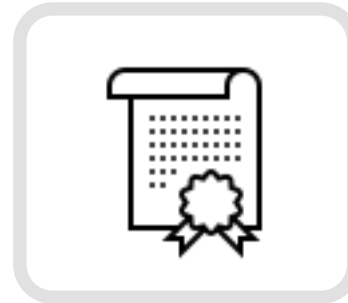


## Identity data

- ✓ Who are you officially
- ✓ Name, address, city
- ✓ Phone number
- ✓ Social Security number
- ✓ e-mail address

*Can not be changed*

2



## Verified data

- ✓ Official data & documents
- ✓ Authenticity certified
- ✓ Diploma
- ✓ Energy data
- ✓ Health care file

*Can not be changed*

3

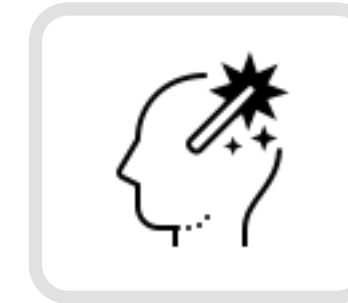


## Declared data

- ✓ Self given
- ✓ Preferences and interests
- ✓ Marketing research
- ✓ Top 2000
- ✓ Your favorite brands
- ✓ Shoe and clothing size

*You can change and delete*

4



## Behavioral data

- ✓ Data point for everything you click, watch, listen, read, post
- ✓ Used to predict preferences, interests and behavior (algorithms!)

*You can change and delete*

DIFFERENT CATEGORIES OF PERSONAL DATA

# We focus on Declared and Behavioral data.

1



## Identity data

- ✓ Who are you officially
- ✓ Name, address, city
- ✓ Phone number
- ✓ Social Security number
- ✓ e-mail adres

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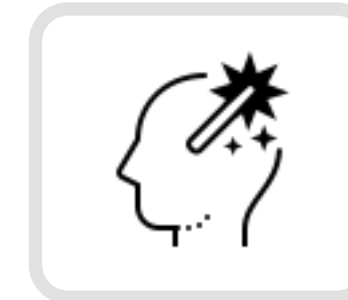


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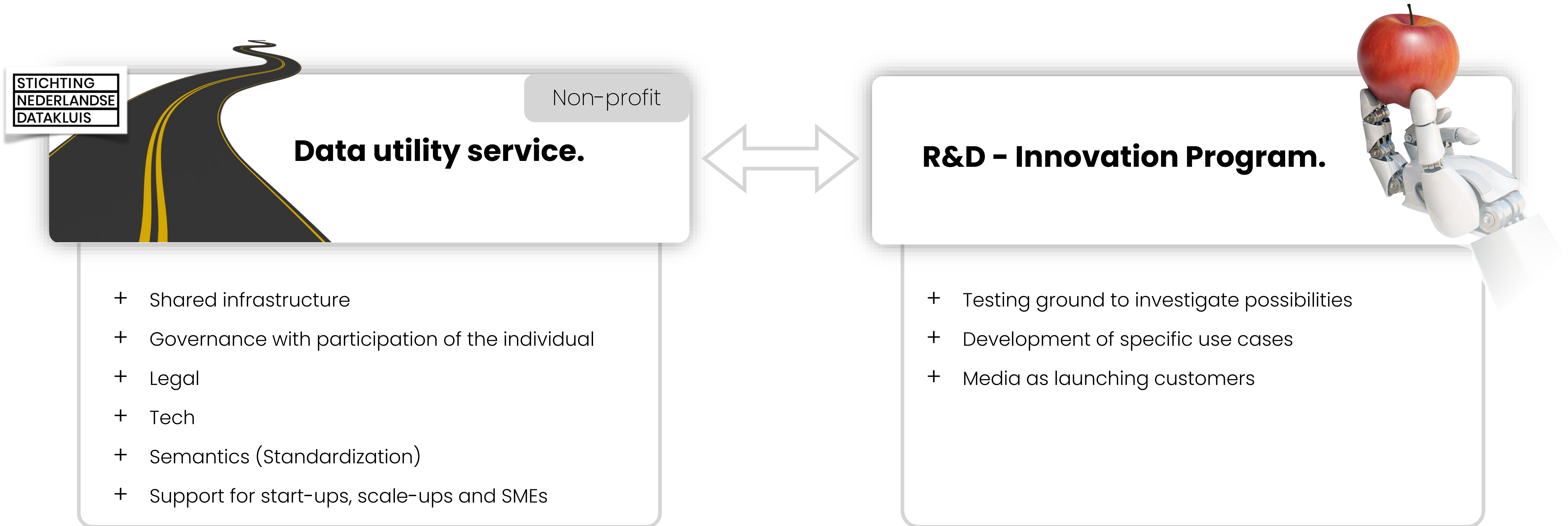
## Behavioral data

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*You can change and delete*

PLAN

# Establishing a data utility service and doing R&D on concrete use-cases.



PERSONAL DATA STORE ECOSYSTEM

# Develop an ecosystem driven by a non-profit neutral data facilitator.

Utility service for all businesses and public organization in multiple sectors.

With a governance and legal framework for the protection of the privacy of individuals.

- **Technology** (Solid based)
- **Governance**
- **Legal**
- **Semantics**



OVER THE COURSE OF FIVE YEARS

# We'll research the possibilities in eight areas that can create added value for individuals, companies and organizations.

- |            |                        |  |             |   |   |
|------------|------------------------|--|-------------|---|---|
| <b>I</b>   | <b>SSO</b>             | Using the data store for login and consent management.               | <b>V</b>    | <b>New services</b>                     | Developing new applications based on the data vault                 |
| <b>II</b>  | <b>Own data</b>        | Offering personal content and ads based on data provided by yourself | <b>VI</b>   | <b>Data analyses &amp; federated AI</b> | Running analytics and AI on the vault instead of on our own systems |
| <b>III</b> | <b>External data</b>   | Linking external sources to load data such as address or age         | <b>VII</b>  | <b>Cross-sector applications</b>        | Combining data from different sectors to create added value         |
| <b>IV</b>  | <b>Behavioral data</b> | Loading, saving and reading live usage data from individuals?        | <b>VIII</b> | <b>"Better Selves"</b>                  | Linking content to value profiles                                   |

HOW?

# Our step-by-step approach:

- Going live within one-two years with basic functionalities
- Extend functionalities based on R&D program
- Develop interoperability with other data stores, wallets or sources of identity data or verified data
- Start with media and expand to other sectors:
  - Retail
  - Household
  - Health & Lifestyle
- Preparing for Personal Assistant (Conversational AI) based on personal data



STATUS

# Although ecosystems of personal data stores are fit for future, we do face a couple of challenges.



Technology  
**Scale & Performance.**

Scale and performance of of the technology required for media has not yet been proven

- High frequency
- High volume



Expansion  
**Cooperation & partnerships.**

Seeking cooperation with other businesses and other industries to create new (cross-sectoral) use cases

- Retail
- Household
- Health & Lifestyle



Investments  
**Funding.**

Funding needed to develop technology and use-cases to create value for the media industry

- Filed grand proposal €50mln
- Funding needed to expand to other sectors



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# We're ready to rock.

Media are the perfect launchpad  
for human-centric data.

