The Personal Data Economy: Overview and Insights

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The opinions stated are no official point of view of the DIW Berlin and its affiliates, but reflect the opinion of the speaker in personal capacity.
Overview

I. Overview of the Ecosystem and Platforms

II. Insights into Competitive Dynamics

III. Conclusions
I. Overview of the Ecosystem and Platforms

- Emergence of a **new market**
  Different types of business models

- No **dominant player** has emerged thus far

- Increasing **degree of organization**
  Initiatives and associations
Fig. 1 Ecosystem

Government initiatives / government cooperation

- MiData.coop (UK)
- Smart Disclosure Initiative (USA)
- Verify (UK)
- MiData (UK)
- The Good Data (USA)
- Personal Data Ecosystem Consortium (UK)
- CitizenMe (UK)
- Humada (USA)
- DataCoup (USA)
- Digi.me (UK)
- Personiq (DE)
- MesInfos (FR)
- Data Fairplay (DE)
- DT Privacy Bot (DE)
- Cozy Cloud (FR)
- MyPermissions (IL)
- MyDex (IL)
- MyData Initiative (FI)
- Respect Network (USA)
- MyDex CIC (UK)
- Gini-SA (EU) 2010-2012
- Customer Commons (USA)
- Project VRM (USA)
- Qiy Foundation (NL)
- OpenID (USA)
- OAuth 2.0 (UK)
- W3C Platform for Privacy Preferences (USA)
- Digital Me »di.me« (EU)
- PGuard (DE)
- LETsmart (DE)
- Qiy Foundation (NL)
- Open Identity Exchange (GB)
- ISO (CH)
- CoMaFeDS (DE)
- OpenPDS (USA)
- Open Identity Exchange (GB)
- KiNTara (USA)
- Letsmart (DE)
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Source: Jentzsch (2017)
I. Overview of the Ecosystem and Platforms

Primary goals stated by platforms

• Re/locate control over digital profile to consumer (choice of privacy settings)

• Increase transparency of data generation, flow and usage

• Allow innovation by facilitating access for developers of new products and services
I. Overview of the Ecosystem and Platforms

Fig. 2 ‘Traditional’ Intermediation Model

Source: Jentzsch (2017)
I. Overview of the Ecosystem and Platforms

Fig. 3 PIMS Model

Source: Jentzsch (2017)
I. Overview of the Ecosystem and Platforms

Provider-centric Intermediation Platforms

Centralization of information at service provider (w/wo consumer direct contact): Google, Experian, Acxiom, Facebook

User-centric Intermediation Platforms

User-centric information management based upon a technical platform and a related trust framework

Hub models: (i) Centralizing models (server, clouds)  
(ii) Decentralizing models (local storage at user)

Distributed models: Data storage in DLT, BlockChain
## I. Overview of the Ecosystem and Platforms

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<th>Type</th>
<th>Functions</th>
<th>€/$/£?</th>
<th>Architecture</th>
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<td>Planned</td>
<td>App/platform/cloud/local storage</td>
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II. Competitive Dynamics

Fig. 4 Multisided Markets

- Attraction of both (or multiple sides)
- Achieving a critical mass
- Compete against large players, academic projects

Source: Jentzsch (2016)
II. Competitive Dynamics

General insights regarding competition

Competition in market for personal information goods

**True value-added:** Information quality and portfolio key

Trusted third party (large player build platforms, too)

**Superior reward mechanism**
II. Competitive Dynamics

General insights regarding consumers

Stated versus revealed preferences: Guidance?

Transaction costs (time costs, cognitive effort costs)

Potential inertia

Unintended behavioral unraveling?

Cost/benefit trade-offs
III. Conclusions

Market in the making with great challenges

Unclear dynamics of uptake by companies & consumers

Additional channel co-existing with other intermediation

Political support could reduce encountered obstacles
III. Conclusions

Further supportive measures

Increase precision of consent language (ML)

Exchange on interoperability and portability standards

Yearly conference, PPP

Transfer knowledge from research community
Vielen Dank für Ihre Aufmerksamkeit.