**Introduction to Sitra's IHAN®**

# FAIR DATA
# ECONOMY

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# Sitra by the figures

## Investments
by the Finnish State

1967: 16.8 M€
1972: 16.8 M€
1981: 16.8 M€
1992: 16.8 M€
_____
**84.1 M€**

## Annual budget
**30-40**
million euros

## Market value
of endowment capital
**840**
million euros
in 31 Dec. 2017

## Average return
in 2017 **7.7%**

## Founded
in **1967**

Working for
the future
over **50**
years

**159**
**employees**
in 31 Dec. 2017

**66 %** women
**34 %** men

**89 %** higher education
**11 %** other education

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# Project IHAN®

- Aims to build the foundation for a fair and functioning data economy. Project that runs until 2021. Mindset change, funding of technical pilots and standardisation.

- Aims to identify new business models and new potential for user-driven innovations. Strong focus on companies.

- Finland as a testbed. National steering board (government agencies), international advisory boards.

# MyData.org

- Network formed by individuals and organisations administred by Open Knowledge Finland and Aalto university

- MyData Global founded in October 2018. Sitra as a founding partner and Steering Board member

- Empowering individuals and communities. Awareness for use of personal data and  rights. Administration of personal data ("data operators")

- MyData declaration

source: mydata.org

# What is Europe's role in the digital platform economy?

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60 platform companies worth
**7 TRILLION** USD

**USA** 66%

**CHINA** 30%

**EU** 3%

# The exponential growth of data

Approximately 11 billion smart devices, such as refrigerators, electricity meters and alarm systems, connect to the internet. The figure is expected to nearly **triple to 30 billion by 2020** and nearly triple again to 80 billion five years later.

As a result data is growing at a rapid pace. The Cisco Visual Networking Index forecast projects global IP traffic to nearly triple between 2017 to 2022. **Annual global IP traffic will reach 4.8 ZB per year by 2022**. Growth comes from both the number of devices generating data and the number of sensors in each device.

Source:
Forbes and Cisco Visual Networking Index

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# Lots of new data sources
# – health data being just one example

Regulated data

Unregulated data

1985          2000          2020

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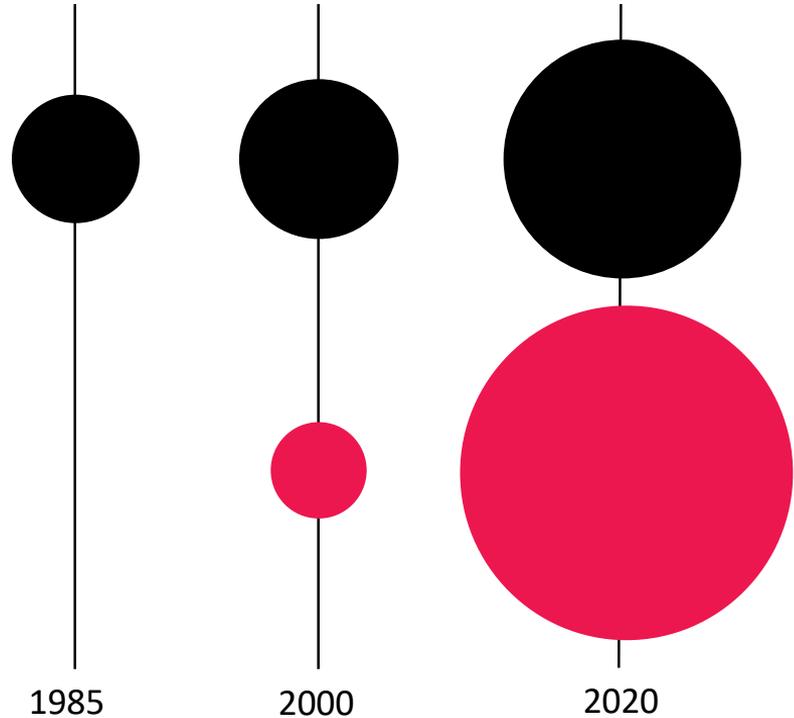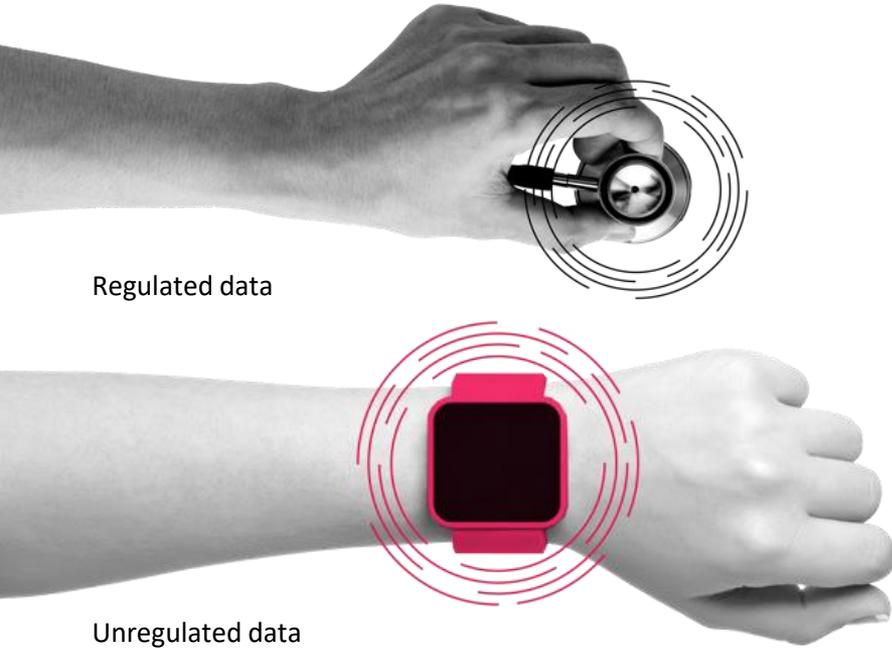
# FORTUNATELY WE HAVE SOME GOOD NEWS FOR EUROPE

Hooray!

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# Great timing!

# #GDPR

General Data Protection Regulation and especially Article 20

# #PSD2

Payment Services Directive

# #eIDAS

EU regulation on electronic identification and trust services for electronic transactions

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# Legal bases for processing of personal data



## Consent
The consent of a data subject to the processing of his/her personal data

## Legitimate interests
There is a weighed & balanced legitimate interest where processing is needed and the interest is not overridden by others

## Public interest
Public authorities and organizations in the scope of public duties and interest

## Contractual necessity
Processing is needed in order to enter into or perform a contract

## Legal obligations
The controller is obliged to process personal data for a legal obligation

## Vital interests
It is vital that specific data are processed for matters of life and death

Lawfulness of processing: Consent, Contractual necessity, Legal obligations, Vital interests, Public interest, Legitimate interests

Source: https://www.i-scoop.eu/gdpr/consent-gdpr/

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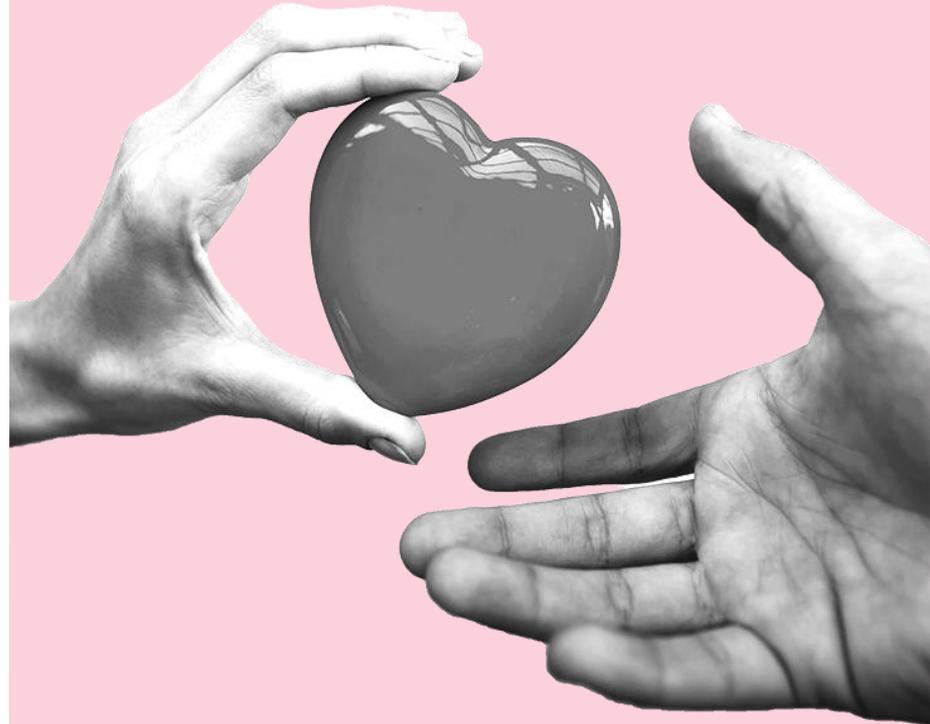
# Maintaining trust – Europe's biggest opportunity

*Europe's biggest opportunity, however, may be political and regulatory rather than technical…*
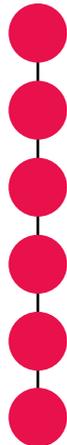
# EUROPEANS' ATTITUDES TOWARDS THE USE OF PERSONAL DATA

Survey results.

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# Survey details

- **Respondents aged 18-65** in Finland, the Netherlands, Germany and France.

- **8,004 responses**. Finland 2,000, Netherlands 2,000, Germany 2,004, France 2,000.

- **The study was carried out** using the Kantar TNS online panel.

- **The questions were designed by Sitra** in co-operation with Kantar TNS.

- **Survey data was collected** in November and December 2018.

- **Completing the survey** took about 12 minutes.

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# The GDPR is not yet reflected in people's actions

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# "I have requested access to my personal information from a service provider"

# 1/10

## has requested access to their own personal information

| | |
|---|---|
| Finland | **7%** |
| Netherlands | **11%** |
| Germany | **9%** |
| France | **8%** |

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# Lack of trust is an obstacle

Data plz?

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# "Lack of trust in service providers prevents me from using digital services"

# 2/5

## Strongly agree, agree

| | |
|---|---|
| Finland | **43%** |
| Netherlands | **38%** |
| Germany | **48%** |
| France | **39%** |

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**"Consumer goods have the Fair Trade label. Do you believe a similar label is important for services that use data fairly?"**

# 66%

**Very important, somewhat important**

| | |
|---|---|
| Finland | **71%** |
| Netherlands | **63%** |
| Germany | **70%** |
| France | **61%** |

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# What is the effect of data leaks on people's behaviour?

**30%** Unaffected by the news

**27%** Have changed privacy settings on some services because of data leaks in applications or services

**24%** Have reduced the use of some services

**15%** Have stopped using some services

**8%** Have changed privacy settings on all services

*The figures are averages for the surveyed countries. The respondents were allowed to choose multiple responses.

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# HIGHLIGHTS

Let's recap...

- The GDPR is not yet reflected in people's actions.

- The lack of trust is an obstacle to the use of digital services.

- Data leaks have affected the way people behave

- Trust is built through actions.

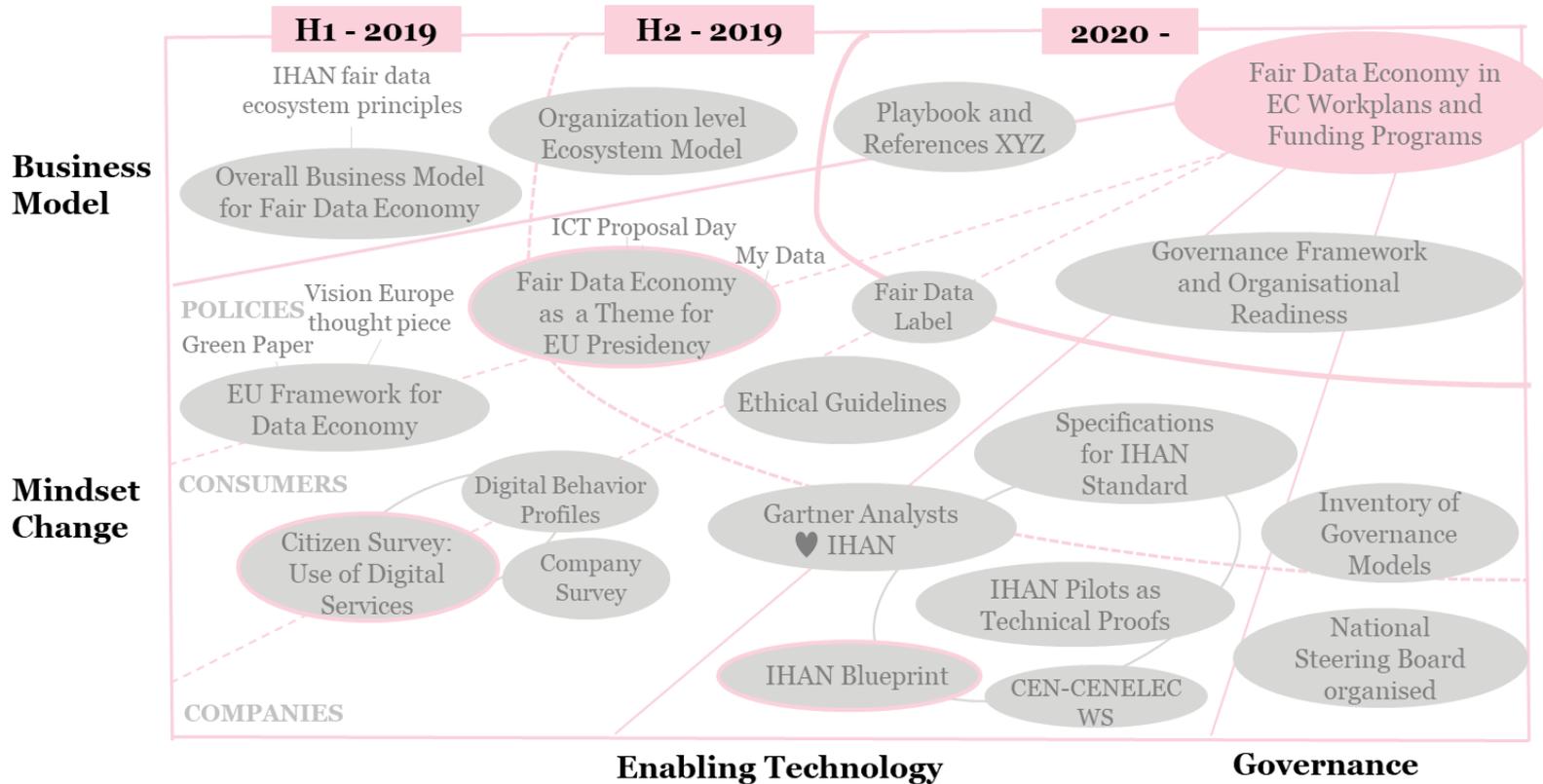- Having the power to make decisions is more important to people than pre-made decisions.

- Two in three respondents want fair digital services to be identifiable.
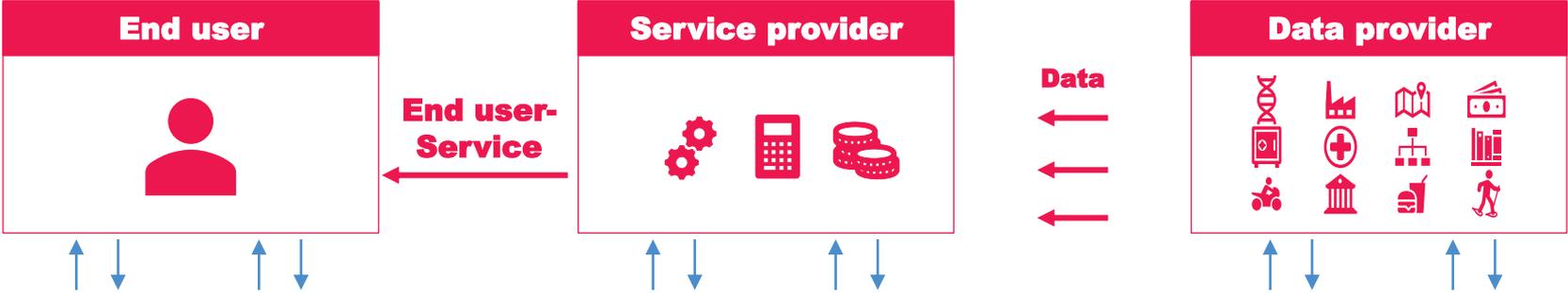
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# IHAN® Vision

- Our aim is to build the foundation for a *fair and functioning data economy*

- The main objectives are to *create a method for data exchange* and to set up *European-level rules and guidelines for the fair use of data*

- IHAN® is founded upon *European values* and based on trust

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# IHAN® workpackages and outcomes

**H1 - 2019**

**H2 - 2019**

**2020 -**

**Business Model**

IHAN fair data ecosystem principles

Overall Business Model for Fair Data Economy

Organization level Ecosystem Model

Playbook and References XYZ

Fair Data Economy in EC Workplans and Funding Programs

ICT Proposal Day

My Data

POLICIES

Vision Europe thought piece

Green Paper

Fair Data Economy as a Theme for EU Presidency

Fair Data Label

Governance Framework and Organisational Readiness

EU Framework for Data Economy

Ethical Guidelines

**Mindset Change**

CONSUMERS

Digital Behavior Profiles

Specifications for IHAN Standard

Gartner Analysts ♥ IHAN

Inventory of Governance Models

Citizen Survey: Use of Digital Services

Company Survey

IHAN Pilots as Technical Proofs

IHAN Blueprint

CEN-CENELEC WS

National Steering Board organised

COMPANIES

**Enabling Technology**

**Governance**

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# How does the world look like with IHAN® services?



| | **End User** | **Service Provider** | **Data Provider** |
|---|---|---|---|
| Identity | | | |
| Data | | | |
| Consent | | | |
| Services | | | |
| Log | | | |

# IHAN® Services components

| | End User | Service Provider | Data Provider |
|---|---|---|---|
| **Identity** | Personal Identity Wallet | | |
| **Data** | | Inbound Data Adapter | Outbound Data Adapter |
| **Consent** | Personal Consent Directory | Service Provider Consent Directory | Data Access Control |
| **Services** | Personal Service Directory | Service Provider Service Directory<br>Public Service Directory | Data Source |
| **Log** | Personal Log | Service Provider Log | Data Provider Log |

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# Deployment view: Embedded IHAN® Services
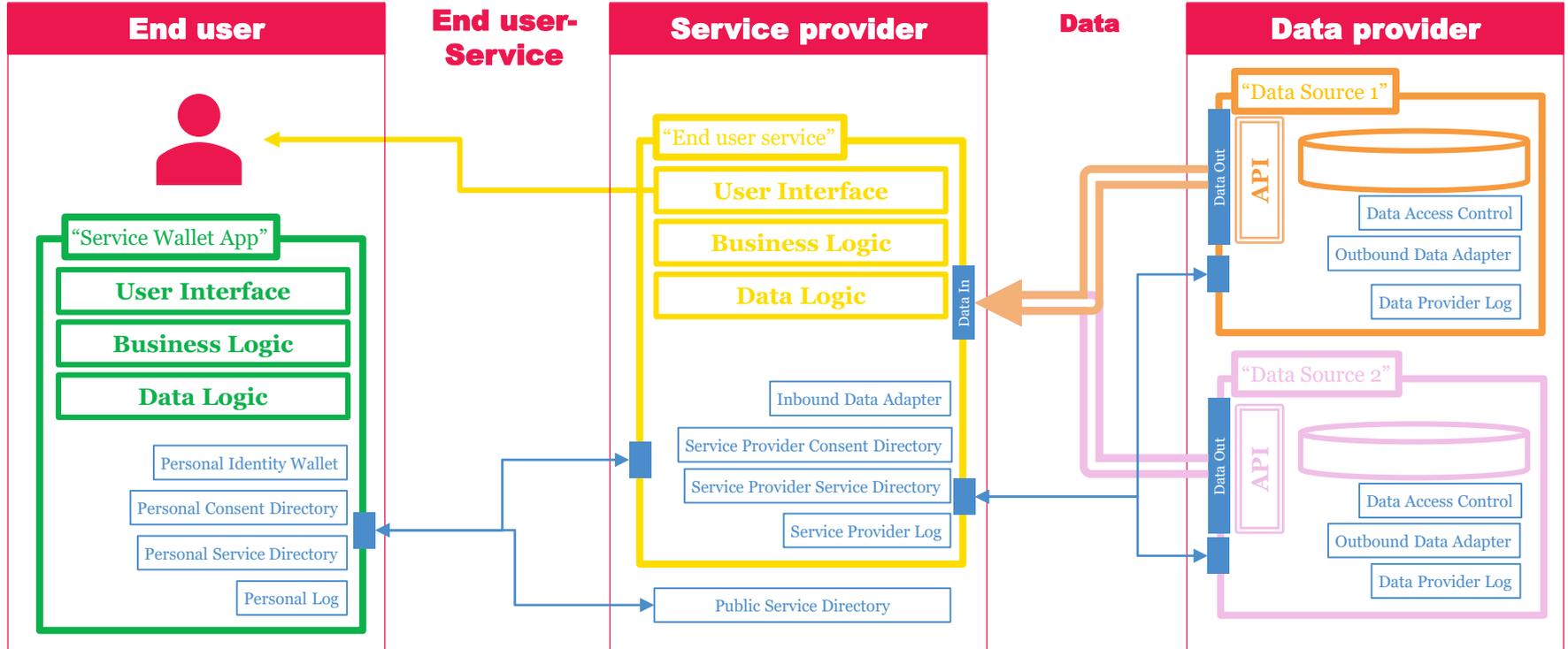
# IHAN® First phase pilot projects/applications

| Industry | Number of projects | Countries |
|---|---|---|
| Agriculture | 1 | Finland |
| Banking | 3 | Austria, Finland, The Netherlands |
| Defence Force | 1 | Finland |
| Entertainment | 1 | UK |
| Healthcare | 14 | Estonia, Finland, Finland/Japan, Iceland, UK |
| Multiple sectors | 2 | Finland, France |
| Pharmaceutical | 1 | Finland |
| Pharmaceutical/Healthcare | 1 | Estonia/Switzerland |
| Publishing | 1 | Finland |
| Sport | 1 | Finland |
| Technology | 7 | Finland, Norway, Slovenia, Switzerland |

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# IHAN® enables innovation and new services

**Example MEDICAL**

A child's diabetes monitoring service enables parents to exchange care info with people involved in the child's care at home, at school and at care facilities.

**Example FINANCE**

Insurance tailored to your life situation and lifestyle.

SIGN IN

SIGN IN

SIGN IN

**Example TRANSPORT**

A service that optimises your travel time, route and carbon footprint.

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