Empowering individuals with their personal data: MesInfos, a life sized experiment

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What is MyData?

- A concept
- A network
- A movement
- A non-profit organization
- A community

>>> Human centered data economy <<<
The concept

Like Big Data, “MyData” is an umbrella term for a type of personal data management that encompasses many different projects and initiatives.
The network

BUSINESS
LEGAL
TECH
SOCIETY
The movement

“European third way”

The European Union is leading a revolution in the use of personal data that is perfectly aligned with the MyData mission: putting humans at the centre of data about us.

This EU “Third Way” between Silicon Valley and China is the key to Europe’s thriving in the global digital world.

MyData 2019 conference is part of the associated events of the Finnish EU presidency in 2019.
MyData Global - The non-profit

Founded 10th October 2018
Almost 600 members
... including over 80 organisations
... from more than 40 countries
23 initiatives on 6 continents
MyData Initiatives
Make it happen, make it right!
Join us!

mydata.org
https://mydataglobal.slack.com
MesInfos

« If I (an organization) can use your data, you can too... however you please. »
New and actionable ideas to anticipate the digital transformation
MAIF, an 80 year-old insurance company based in Niort
SELF DATA AS A STRATEGIC ASSET FOR MAIF
Trust and transparency as our core values
WHAT HAVE WE DONE SO FAR?
MAIF & SELF DATA, AN LOVE STOR

Take a stand, reassure and **build trust**. And provide **real solutions**.
MAIF believes in data ethics
A new model for personal data usage and management
02 - THE MESINFOS PILOT

01 Partners (companies, local authority) return personal data to individuals

02 Cozy, a personal cloud service, hosts the personal data

03 A community of users (developers, startups, etc.) innovates and creates new services mobilizing personal data

04 3000 testers access their personal data and use the services available on Cozy

05 Researchers study individuals' behaviour in relation to their personal data
**Data shared with testers during the pilot**

- **Phone calls details**
- **VOD History**
- **Mobile geolocation**

- **Data added by the user**

- **Insurance contact**
  - **Customer ID**
  - **Payments**

- **GRANDLYON la métropole**
  - **Water consumption**

- **ENEDIS**
  - **Delivery point**
  - **Enedis meter**
  - **Daily load curve**
  - **Daily electricity consumption**

- **MAIF assureur militant**
  - **Billing gas consumption**
  - **Informative gas consumption**
  - **Counting and estimation point**

- **GRDF**
What Cozy looks like
Apps and services

Apps in Cozy Cloud for the testers

Apps Cozy
- Cozy Banks
- Cozy Collect
- Cozy Drive
- Cozy Photos
- Cozy Store

Experimention MesInfos
- MonLogis
- EDF
- La Musique de ...
- MesInfos

Challenge Self
- Data
- 3 services
- WIVALDY
- EGREEN
- OPTIME

MappingMyLife
**Recruitment process**

**Introduction**
- Introduce personal data subject to MAIF members
- April 2017

**Raise awareness**
- Let them know more about Self Data concept and test their willingness to be part of the experiment
- April 2017
- May 2017

**Activation**
- Cozy activation procedure
- May 2017
- June 2017

**Event announcing**
- April 2017

**Invitation**
- May 2017

*Invite those who shown interest to join the experiment*
Observation process

Quantitative

Qualitative

Usage

Cozy tracking

Three surveys

Individual interviews

Sarah Medjek - Fing
Caroline Lancelot-Miltgen - Audencia
Christophe Benavent - Nanterre Université

Yann Bruna - Orange Labs
Valérie Peugeot - Orange Labs
Jean-Marc Raibeau – Orange Labs

Christophe Benavent - Nanterre Université
Sarah Medjek - Fing

Global balance

Sarah Medjek - Fing
Caroline Lancelot-Miltgen - Audencia
Christophe Benavent - Nanterre Université
Some results from the testers observation

- **84%** Testers do not trust companies when it comes to the use of their personal data
- **69%** Testers think that Cozy is useful
- **90%** Testers are concerned by what companies are doing with their personal data
- **79%** Testeurs think they own their personal data
- **69%** Testers recommend Cozy to their friends
Some results from the testers observation

- Protection is great but still not the main argument/reason to use Cozy.

- Storing and managing files and photos.

- Guarantees and certifications for Cozy.
Find out more!

http://mesinfos.fing.org/
Thank you!