

The Personal Data Ecosystem Consortium



HALF DAY SEMINAR

You need data that is correct, complete, and up to date. Balancing this with your customers' expectation of privacy can be a complex and tricky undertaking, and these goals sometimes appear to be at odds. But do they need to be? Are there new approaches to data gathering that will let you drive the decisions without risking the trust that makes it possible?

To help you figure it out, the Personal Data Ecosystem Consortium has created a half-day seminar with one of the most insightful thinkers in the field of digital identity. Kaliya Hamlin - noted speaker, provocative author, and internet agitator - shares her unique perspective and broad industry knowledge.

Over the course of this seminar, she will guide attendees through the landscape of trust models, personal clouds and channels, and the value of data as an emerging asset class. Along the way, she'll point out exciting startups, innovative government programs, and the business models that will make it all work.

ABOUT US

PDEC is an international, non-profit trade association. We encourage technology, business models, and best practices that increase people's control over the data that is stored about them.

We believe that providing better tools will increase trust in the market, reduce risk to both companies and people, and improve the quality of data that is available.

Community

Our **Startup Circle** connects more than 40 innovative companies with one another and supports collaboration. We host the leading innovation forum for Personal Cloud Technologies, and are key contributors to the Internet Identity Workshop (IIW).

Advocacy

PDEC regularly engages with regulators and **policy makers** to encourage approaches that are both pro-business and pro-people. We participate in the US National Strategy for Trusted Identities in Cyberspace, the Digital Enlightenment Forum in Europe, and Identity North in Canada.

Research

We contribute to World Economic Forum **research projects**, including Rethinking Personal Data, and regularly consult with industry analysts.

Education

PDEC regularly speaks at industry **conferences** and holds **executive seminars** on personal data topics.

CONTACT US

For more information, contact Ross Hughson in New Zealand on 029 8902220.

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<http://pde.cc>

Personal Data Workshop



OBJECTIVES

During this workshop, we will present the key technologies, approaches, and business models that make up the Personal Data Ecosystem, and the emergence of the Personal Cloud as a realistic, necessary and integral part of the aspects of digital life which are rapidly becoming the norm, and therefore vital in how to plan for, conduct, and manage both B2B and B2C transactions and interactions.

- ▶ Discuss institutional and cultural characteristics that drive adoption of digital identity.
- ▶ Map various types of personal data lifecycle, from creation to use.
- ▶ Identify the ways that personal data affects business model design and market value.
- ▶ Identify and analyze the trust models that underlie digital identity products.
- ▶ Review key indicators that measure Enterprise & Public awareness and concern about the uses of personal data.
- ▶ Discuss the risks and benefits of public sector attention and regulatory oversight.
- ▶ Highlight forward-looking projects being developed by startups, government and educational institutions around the world.

Attendance - NZD\$350 plus GST per person
For more information and to register

RSVP to ross.hughson@myinfosafe.co.nz

TOPICS

- ▶ Introduction
- ▶ Events and forces that influence the emerging Personal Data Economy
- ▶ Large companies and industry initiatives
- ▶ Trust Models and Digital Identity at Internet Scale
 - User-centricity and trust
 - Common protocols used in identity systems
 - Society and "ownership" of personal data
 - User-centricity and trust
- ▶ Personal Data Ecosystem Concepts and Principles
 - The Personal Data Economy Landscape
- ▶ Big Data and Small Data
 - Small Data in practice
 - Small Data applications and challenges for business
- ▶ Personal data collection, brokering, and use
 - How personal data affects people's lives
 - Personal data and advertising
- ▶ Notable startups
- ▶ Government and citizen identity and the Personal Data Economy
- ▶ Recap and Summary

New Zealand Seminars as follows:

10 June, 2013. 12:30-5pm

Heritage Hotel, 35 Hobson Street, **Auckland**

A light lunch served at 12:30. Seminar starts at 1pm

14 June, 2013, 8:00 – 12:30

The Wellesley Hotel, 2-8 Maginnity Street, **Wellington**

Light breakfast served at 8:00. Seminar starts at 8:30am