Datafund

# Digital self in a decentralised world

MyData 2018, Helsinki

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# Datafund project

- Datafund project guards personal data, provides safe storage and enables provable, fair and ethical data exchange in a decentralised manner.
- Enabling developers to build user centric apps on fair data principles.

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# Your personal data is your digital self.

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# What happens when personal data becomes autonomous?

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# In the digital age, freedom begins with truly owning your personal data.

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# Data as labor

A new paradigm for a data driven world.

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# Privacy matters.

It protects your digital self.

# Privacy is a social not just a technological challenge.

# Ethics as a social consensus.

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# Fair Data Society Initiative

Applying fair trade principles to data economy

# SDGs

1 NO POVERTY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
17 PARTNERSHIPS FOR THE GOALS

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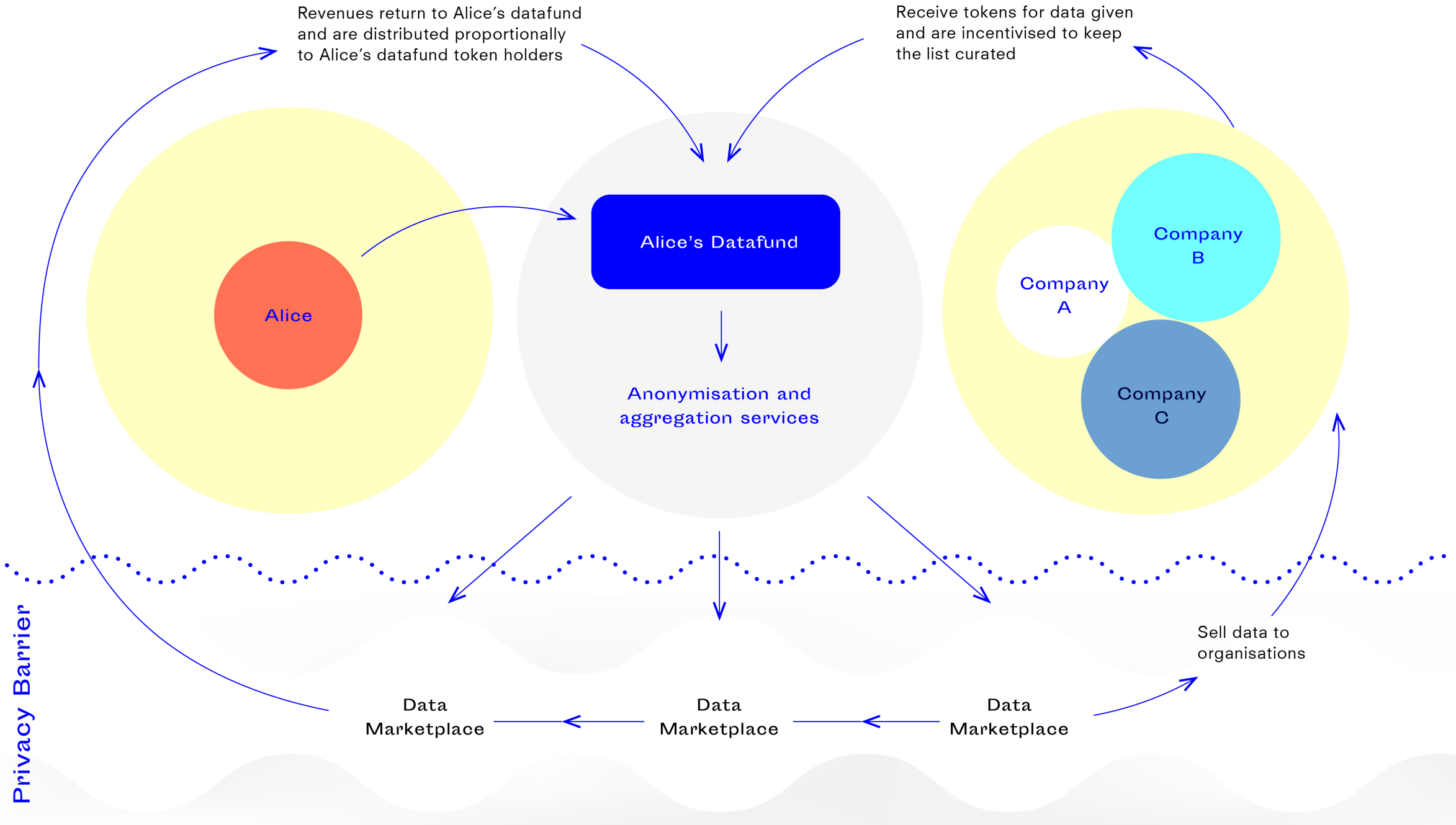
Revenues return to Alice's datafund and are distributed proportionally to Alice's datafund token holders
Receive tokens for data given and are incentivised to keep the list curated
Alice
Alice's Datafund
Anonymisation and aggregation services
Company A
Company B
Company C
Privacy Barrier
Data Marketplace
Data Marketplace
Data Marketplace
Sell data to organisations

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Do one thing that
your future self will thank you:

# Own your data

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# Thank you for your attention.

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https://t.me/DataFund