



MESINFOS by Fing

THE PILOT

2016-2017



DES IDÉES NEUVES ET ACTIONNABLES POUR ANTICIPER LES TRANSFORMATIONS NUMÉRIQUES

PROSPECTIVE



QUESTIONS NUMÉRIQUES

Cycle annuel de prospective : « Think small »



INTERNETACTU

Le média de référence et le réseau de veille

LES EXPÉDITIONS



NOSSYSTÈMES

Pour des systèmes techniques intelligibles



AUDACITIES

Gouverner et innover dans la ville numérique réelle



UNE 3E EXPÉDITION À DÉFINIR

*Fing Quest : prendre le jeu au sérieux
*Design de l'attention : attention à l'attention

THINK/DO TANK



TRANSITIONS²

Engager l'action autour de la construction d'un "Agenda pour le futur"



MESINFOS

Partager le pouvoir des données avec ceux qu'elles concernent



PARLEZ-VOUS DATA ?

Le potentiel des données enfin partagé



DIGIWORK

L'individu au travail dans une société numérisée

RECHERCHE



CAPACITY

L'empowerment en questions

MESINFOS

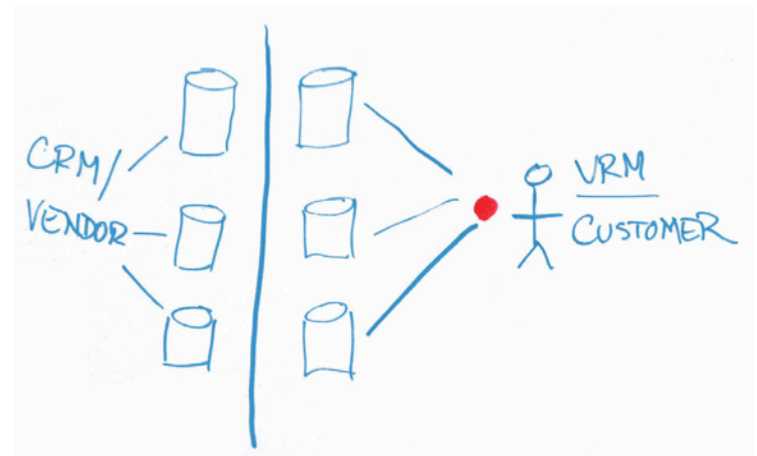
FONDATION
INTERNET
NOUVELLE
GÉNÉRATION



** The collection, use and sharing of personal data by and for individuals, under their complete control and designed to fulfil their own needs and aspirations.*

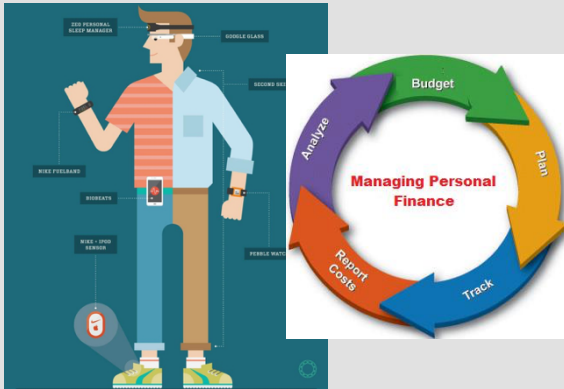
<http://mesinfos.fing.org>

“If I (an organisation) can use your data, you can too... however you please”



It is happening

Markets



Organisations, confs



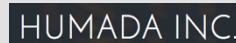
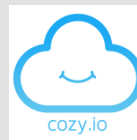
Publications



Public projects



Startups



Pilots





MesInfos: experimenting the Self Data approach in France



MesInfos Program / 2016-2017

MESINFOS PILOT

Who? Fing

- 300 testers in november ; 3000 testers in june
- Platform (Cozy), paid by Maif
- Data : Orange, Maif, EDF. Soon: Enedis, GRDF, Qwant, Grand Lyon.

MES DONNÉES MA SANTÉ (My Data, My Health)

Who? Cap Digital + Fing

- 30 testers
- Data Storage: on computer
- Data: MGEN & AFD

RAINBOW BUTTON

Who? Orange + Fing

Portability right:
process and
prototypes?

MYDATA 2017

Who? OKF, Aalto University, Fing

+ PIMS MEETING
EVERY 3 MONTHS

MesInfos : from the experiment to the pilot project

2013-2014 The Experiment

8 months

- 200+ real customers
- 6+ real companies handing back real data
- One (open source) platform to host them all : Cozycloud
- Mobilising the digital ecosystem to prototype applications
- Analysing user returns with researchers

2016- ... The pilot

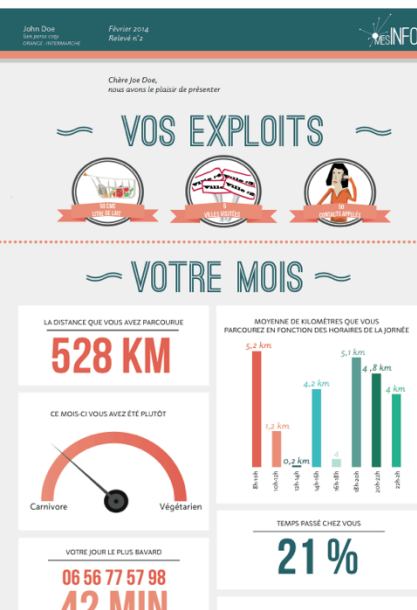
Not time limited

- 2500-3000 real customers
- 15 partners / Aim : 8 companies sustainably handing back real data (energy, insurance, banks, telco, mobility...)
- From one platform to host the data to other platforms
- Mobilising the digital ecosystem to prototype applications
- Analysing user returns with researchers

In between, several tracks to explore Self Data issues (legal, technical, business models and value, etc.)

Main Lessons Learned

> For consumers, "Personal Data" is an abstract concept.



> Self Data, a new path for trust and empowerment ?

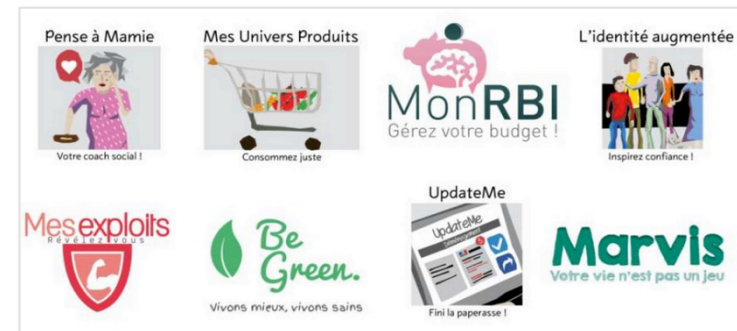
> Corporate I.T. is NOT ready

Explorez les
Données

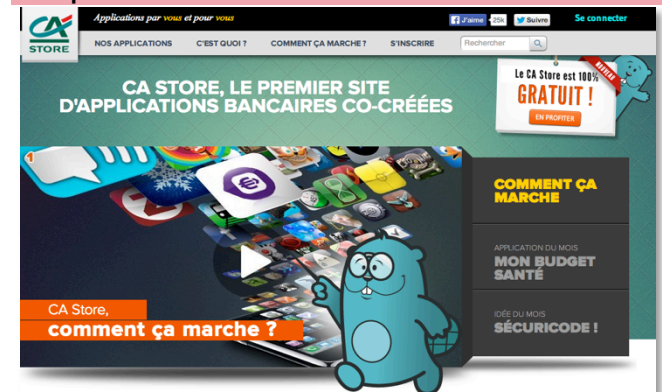
Les différentes structures de données transmises régulièrement par les partenaires du projet MesInfos dans les plateformes personnelles sécurisées. Rendez-vous sur l'espace développeurs pour découvrir le détail des champs et valeurs de ces structures de données. Si vous souhaitez les imprimer, téléchargez la version imprimable (pdf).



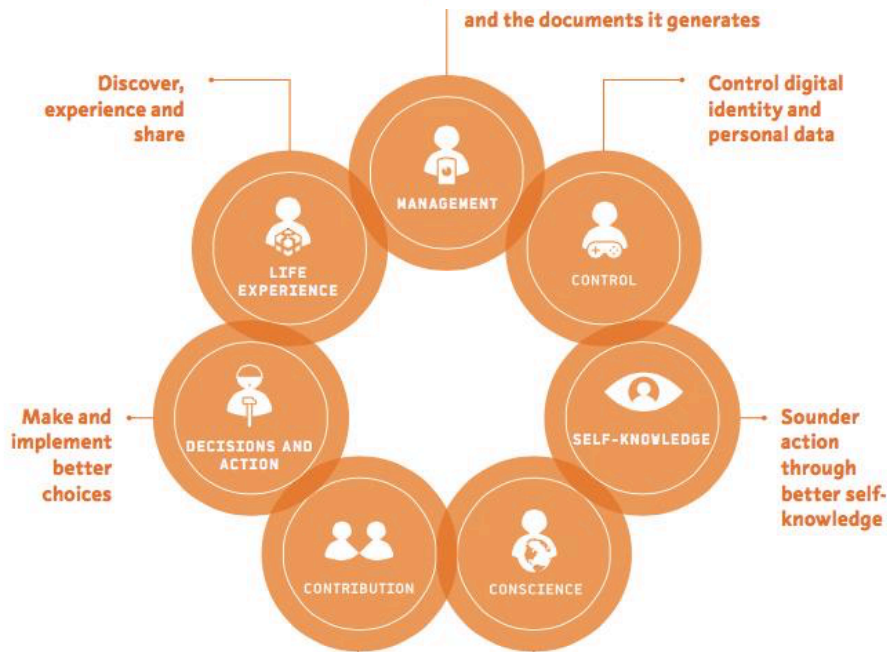
> Amazingly rich potential for new services



> It remains an unexplored frontier for innovators - We need to try & to experiment !



MesInfos Uses cases

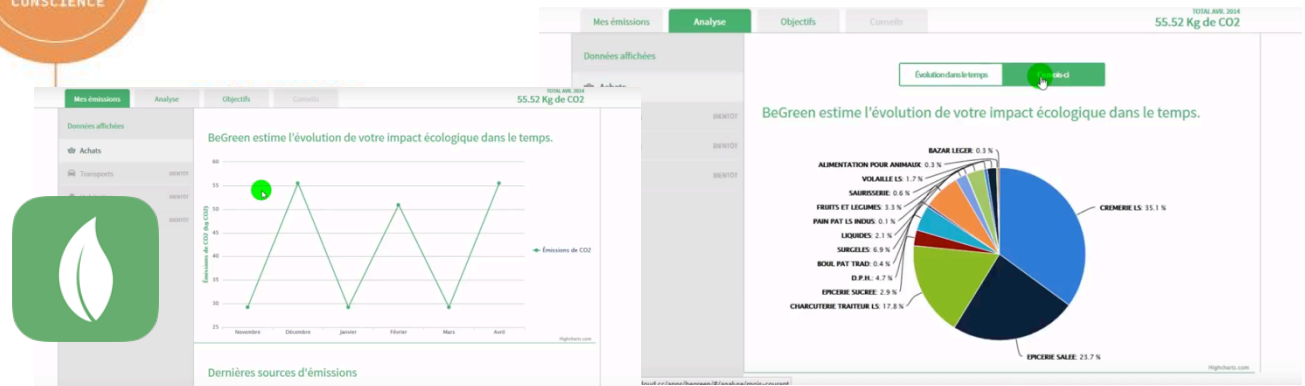


Mapping of use cases

Use cases from the 2013 experiment



<http://mesinfos.fing.org/cartographies/usecases/>





MesInfos Pilot



2016 : the MesInfos Pilot

**LARGE
CORPORATE
AND PUBLIC
PARTNERS**
open up the
possibilities of
Self Data to
3000 of their
customers and
users.

**A FRENCH
« PERSONAL
CLOUD »
STARTUP
(Cozy)**
provides the
technical
infrastructure.

**A MAJOR CITY
(Grand Lyon)**
offers its
resources as a
« living lab ».

**STARTUPS,
designers,
developers,
universities...**
develop and test
services and
apps that work
with user data,
under user
control.

RESEARCHERS
continuously
monitor usage
and adoption,
and share their
results

(Université Paris
Ouest, Audiencia,
Télécom Ecole de
Management,
Orange Labs)

- Data hand back
- In-house and open service creation and test

- Secure personal data storage and management
- Apps creation and execution

- User-driven design and tests
- Link to the city's open data
- Tuba, data lab

- Design, prototyping and real-life testing of apps and services

- Analyse services, usage, links between players, challenges...

FING facilitates the whole process and its open governance

1st stage : 2016

2nd stage : april 2017

The pilot stakeholders

MesInfos Partners



assureur militant



PARTENAIRES ASSOCIÉS



From one to several platforms

- ✓ Cozycloud in 2016-2017

Open project: innovators, startups, students, researchers...

March - Sept 2016

Sept 2016 - March 2017

April 2017 - Nov 2017

Dec 2017 - March 2018

1st Phase
Start

Gathering of partners, legal
framework, shared principles

Data hand back - Preparation 1st
phase (telco, energy, insurance...) :
list, process, documentation...

1st concepts

2nd Phase
Beta testing

Data hand back - 1st phase

Recruitment

Beta testers

Animation

Services
development

Animation & 1st observations

3rd Phase
Extension

Data hand back - Preparation 2nd phase
(energy data...) : list, process,
documentation...

2nd phase

Recruitment

Testers

Animation

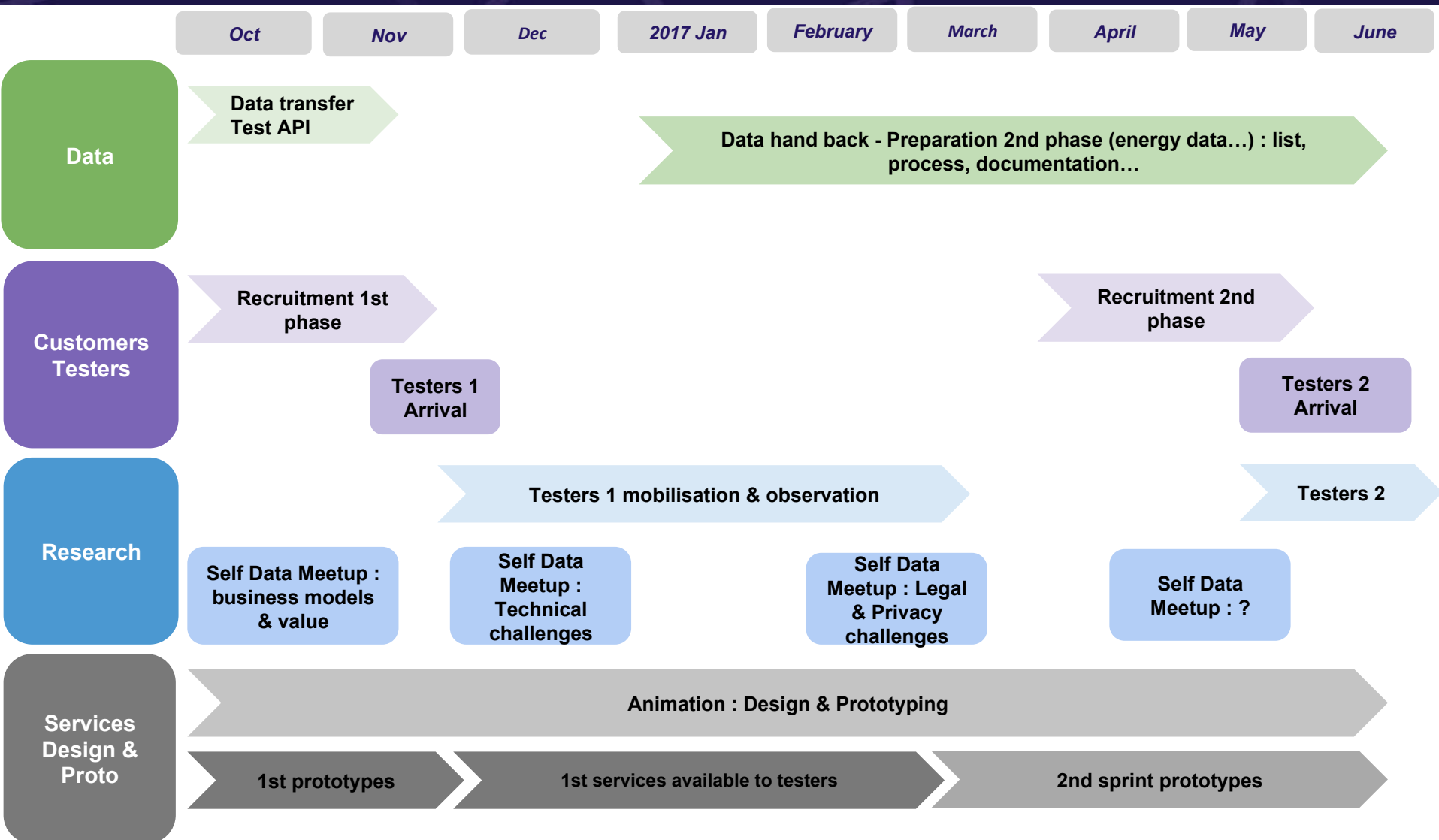
Services development

Animation & observations

4th Phase
Results /
Publications
Development

Learnings /
Publications

Agenda - The Pilot 2017 - 1st semester



Main learnings from the pilot (for now) and challenges

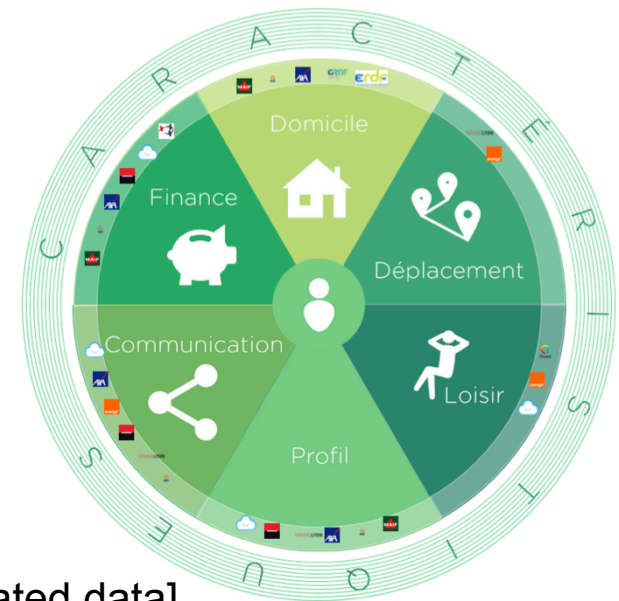
- **Handing back personal data: a heavy workload**
- **Reassuring data holder/big organisations: not to be taken lightly**
- **GDPR is a great lever**
- **Valuable services will cross data**
- **Many other issues: platform interoperability, clear consent, ...**

All the documentation will be published in 2017 (french and english)

Restitution of Data: a brand new question for the Data Controller

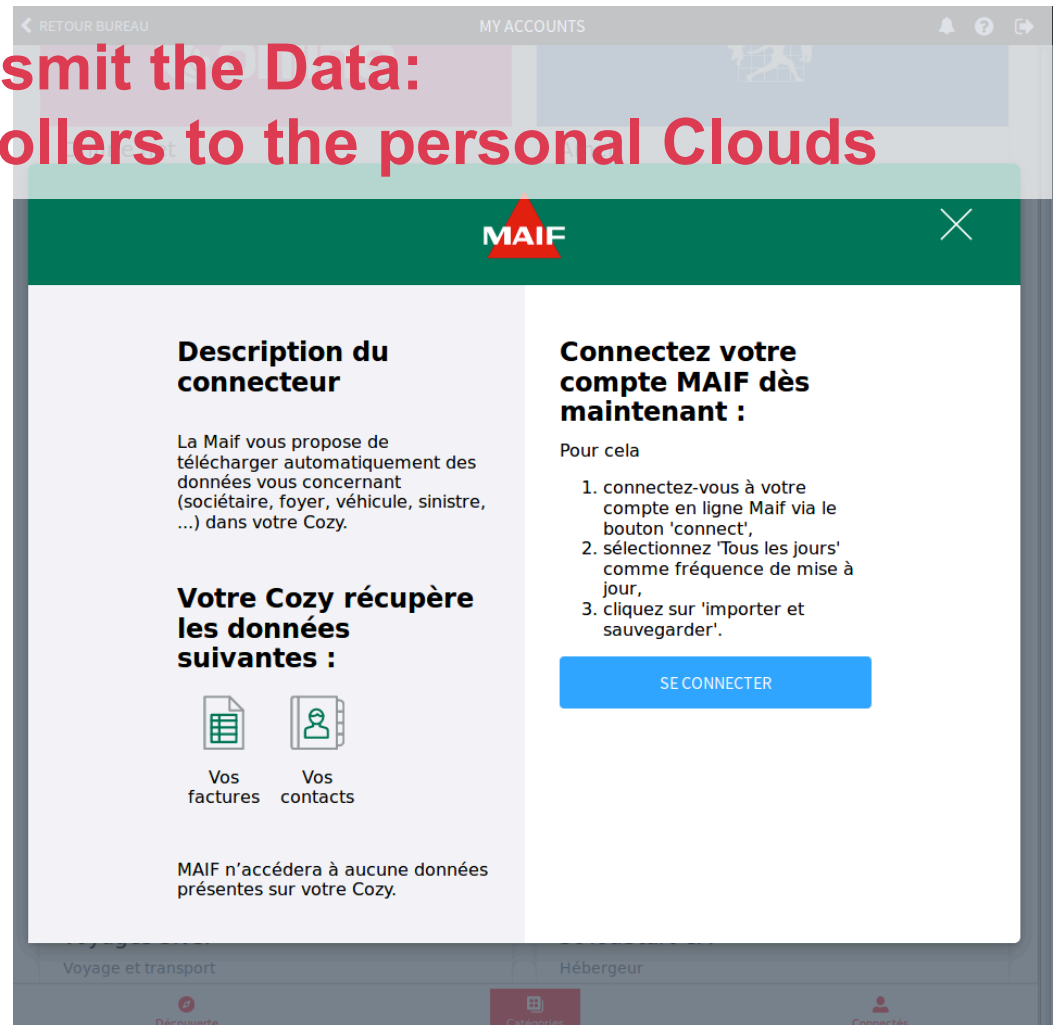
In each partner organisations:

- 1. List the personal data
- 2. Approve this by the organisation
- 3. Document
- 4. Develop APIs
- **Companies handing back real data**
 - ✓ Banks [Account data]
 - ✓ Insurance [Car/Home insurance contracts and related data]
 - ✓ Telecom/Internet: Orange [Phone use, Geolocation, VOD]
 - ✓ Energy [contracts, energy consumption]



Transmit the Data: from the Data controllers to the personal Clouds

- User initiate the transmission
- Identify, Authenticate (OAuth / OpenId Connect)
- The personal cloud fetch regularly and store the data



Data to feed services

Cozy Cloud

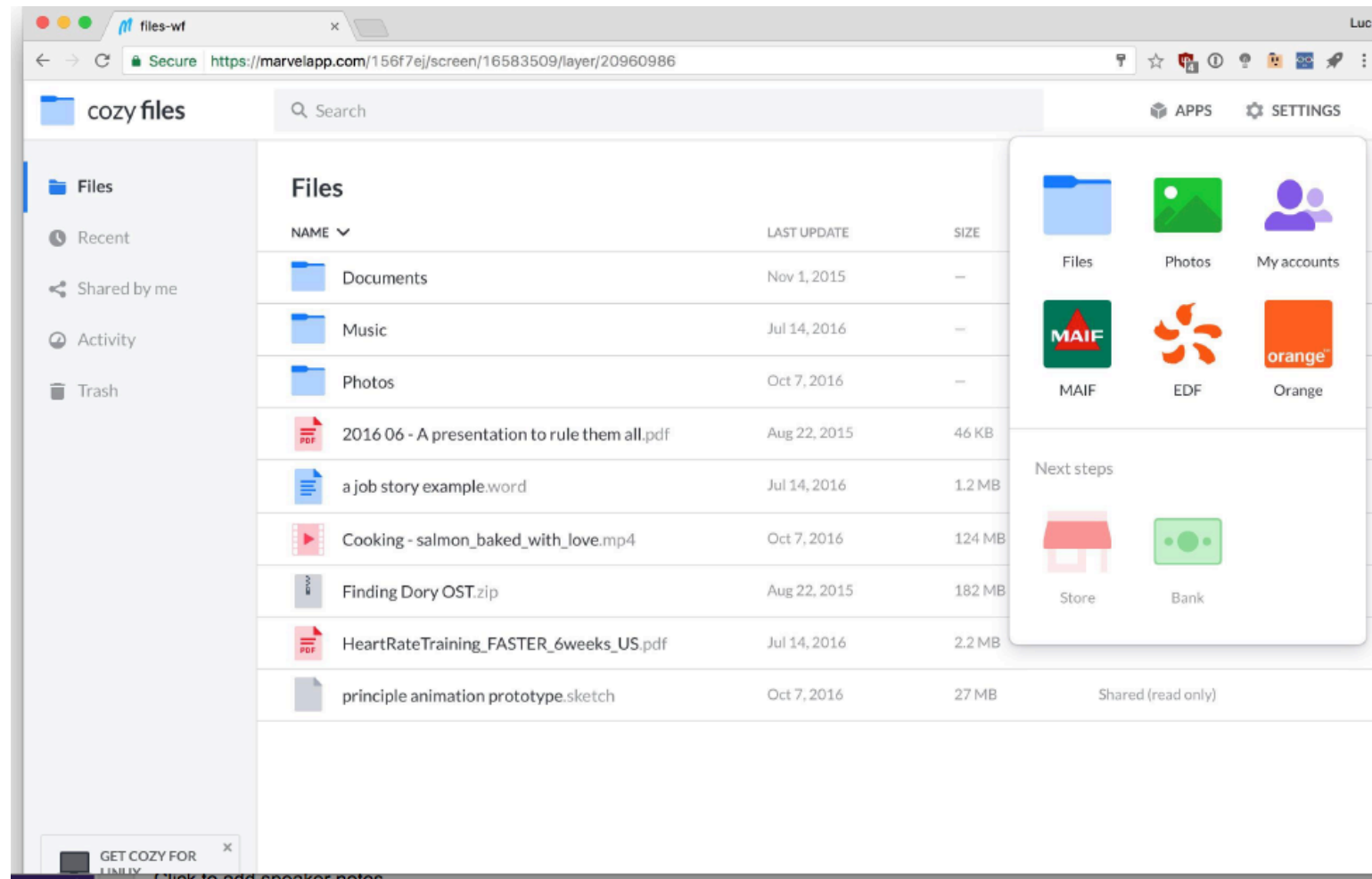
- Client side Web app
- Hosted on the Cozy
- One database for each user, but for all the apps

Many platforms

- An axiom of the ecosystem
- New challenges : develop once, deploy “everywhere”

Cozy - Toward a new version (V3)

- **UX improvements**
- **Onboarding simplification**
- **Apps mobile by design**



How to develop services within MesInfos Project ?



Partners



Organising workshops
in order to involve them in
the services conception /
development

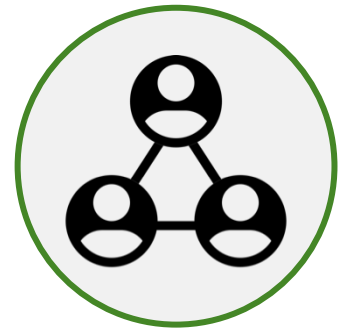


Students



Working alongside
several schools :

- designers
- developers
- human sciences



Community



Organising events to mobilise the
community :

- Meetups
- Hackathon / development
contest

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Meetup



Development contest - nov 2016

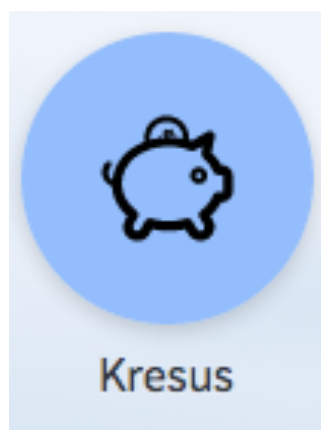
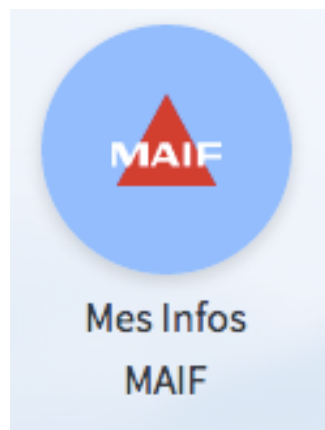
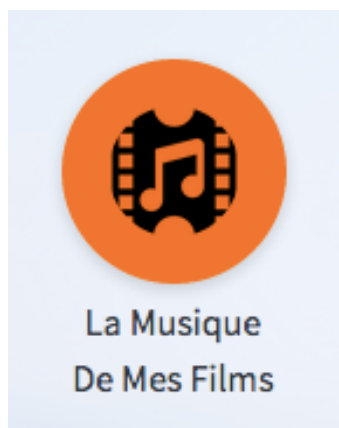


Workshop & templates



Students' presentation

Apps in Cozy Cloud for the testers (for now):

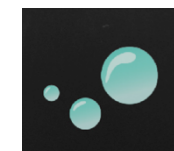


(By Orange + soon “mapping
my life”)

Many concepts:



etc...



Research process

Research team : Social and business science researchers



- Chercheurs Orange Labs (*M. Zouinar, AS. Pharabod, T. Beauvisage, V. Peugeot, JM. Raibaud*)
 - Christophe BENAVENT (Nanterre Paris X)
 - Caroline MILTGEN (Audencia Nantes)
 - Sarah MEDJEK



Research team mission and objective

2013-2014 experiment

- Observe testers' trust and privacy concerns behaviour.

2016-2017 experiment

- Observe testers' adoption and appropriation behaviour.

The research protocol

- Quantitative and qualitative methods :
 - Enquiries (questionnaires)
 - Interviews (one to one)
 - Interviews (groupe)
 - Pilot's forum discussions
 - Activity tracking



Testers

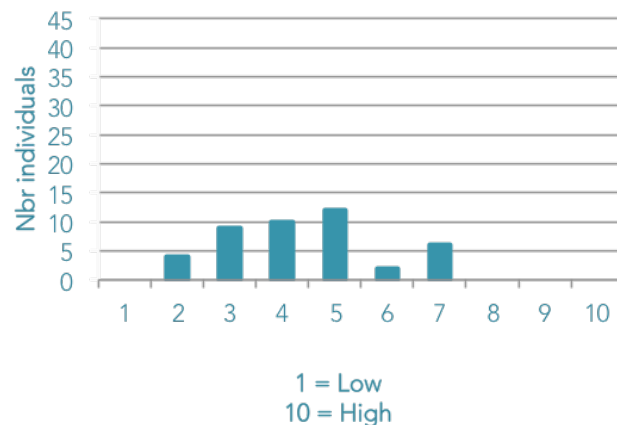
- Representative criteria
 - 2013-2014 $\Rightarrow$ 300 testers
 - 2016-2017 $\Rightarrow$ 3000 testers

Main learnings

From 2013-2014 experiment

- High level of awareness
- High level of privacy concerns
- Low level of trust

Trust (in companies)

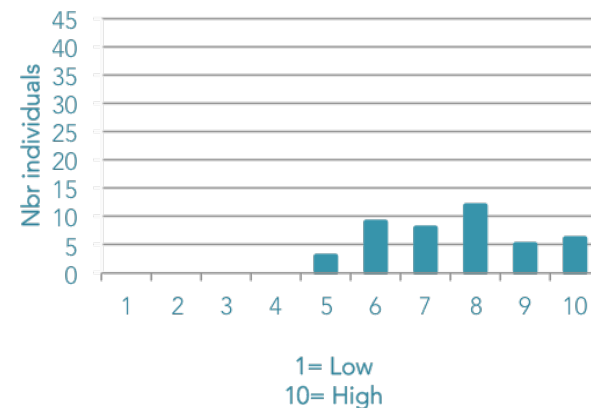


Main learnings

From 2016-2017 experiment

- Important trust contrast
- Control and benefits

Trust (in Cozy)





GDPR discussion

Rainbow Button Project



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**KEEP
CALM
AND
PREPARE FOR
THE GDPR**

General info on GDPR

- Replaces existing EU directives *and* national legislation of member states
- Aligns European regulators under one authority (consistency)
- Creates greater protection, portability and accountability around personal data
- Covers all businesses working with European customers/users
- Enforces regulation through aggressive fines (up to 4% of global turnover)
- Goes live in May 2018

. The six privacy principles

1

Three clearly interlinked elements of this principle:
Transparency: tell the subject what data processing will be done
Fair: What is processed must match up to how it has been described
Lawful: processing must meet the tests described in GDPR Article 5, clause 1(a)

2

Personal data can only be obtained for "specified, explicit and legitimate purposes" [article 5, clause 1(b)]; data can only be used for a specific processing purpose that the subject has been made aware of and no other without further consent.

3

Data collected on a subject should be "adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed" [article 5, clause 1(c)], i.e. no more than the minimum amount of data should be kept for specific processing

4

Data must be "accurate and where necessary kept up to date" [article 5, clause 1(d)], baselining good protection and protection against identity theft. Data holders should built rectification processes into data management / archiving activities for subject data

5

Regulator expects personal data is "kept in a form which permits identification of data subjects for no longer than necessary" [article 5, clause 1(e)], i.e. data no longer required should be removed

6

Requires processors to handle data "in a manner [ensuring] appropriate security of the personal data including protection against unlawful processing or accidental loss, destruction or damage" [article 5, clause 1(f)].

Lawfulness, fairness and transparency

Purposes limitation

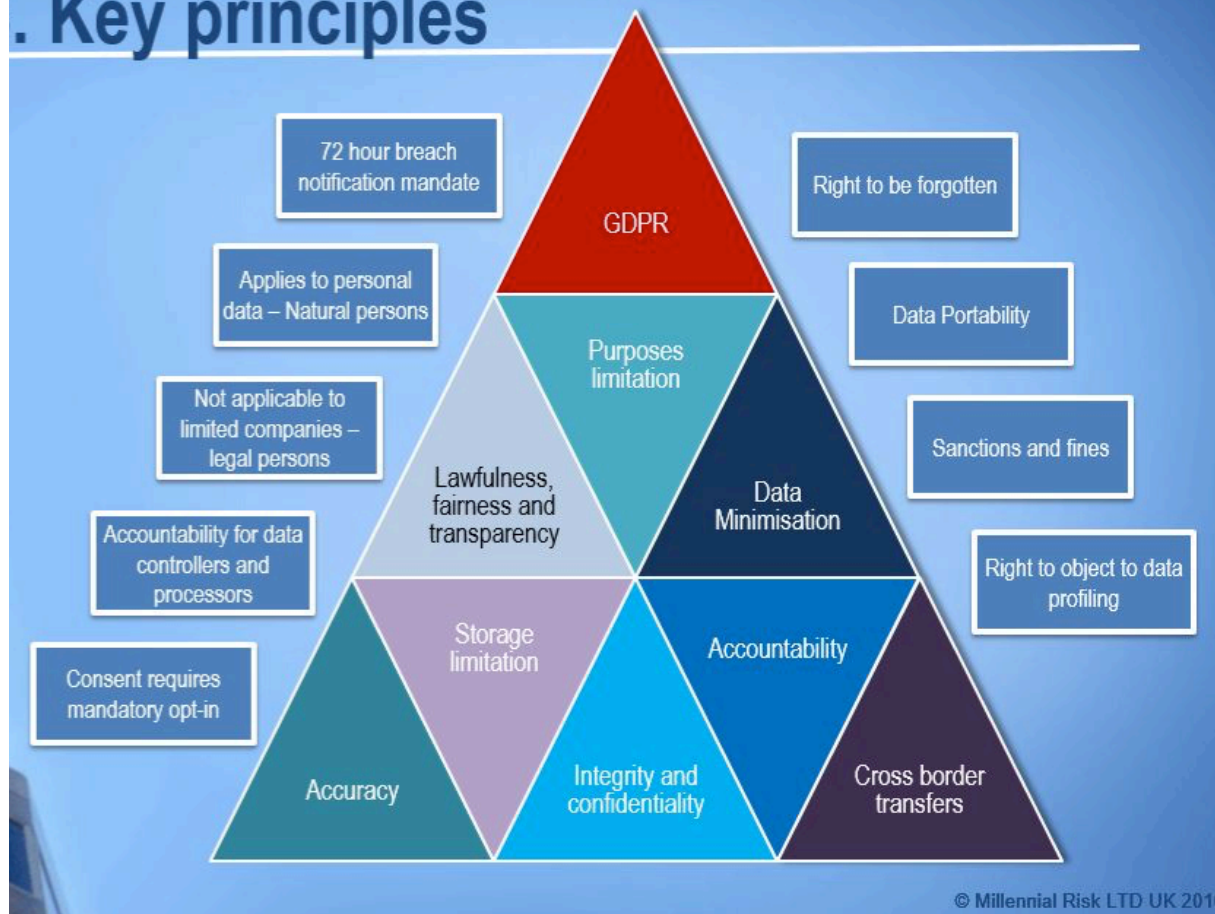
Data Minimisation

Accuracy

Storage Limitation

Integrity and confidentiality

. Key principles



Portability, a « new right » consistent with Self Data

ARTICLE 29 DATA PROTECTION WORKING PARTY



16/EN
WP 242

Guidelines on the right to data portability

Adopted on 13 December 2016

- A « new right » that « offers an easy way for data subjects to manage and reuse personal data themselves »
- Covers all data generated by customer activities, including transaction data and capta
- Must be made available in a convenient way, for free (in general), « in a structured, commonly used and machine-readable format »
- Individuals must be able to either download the data on a personal machine, or directly transmit them to another data controller
- Not directly to the « right to be forgotten », nor to churn & switching: data portability does not need to trigger data erasure



The « Rainbow Button » project



<http://mesinfos.fing.org>

The « Rainbow Button »

Inspired by the US's « Green » and « Blue » Buttons



Goal: To provide a common framework for implementing portability for various organisations, in a way that makes more sense to users as well as organisations.

- Reduce the complexity of implementation by sharing design and specification elements, standards, formats, or even technical bricks
- Make portability effective by providing users with a clear and consistent experience across organisations
- Turn the implementation of portability into an opportunity for innovation, customer/user relationship, and trust
- Allow 3 complementary (not alternative) scenarios:
 - « Download my Data » (direct data download)
 - « Connect my Data » (transmit to 3rd-party app)
 - « Connect to Cloud » (transmit data to a personal cloud/datastore)

2017 objectives



- Design and specifications, from the point of view of users as well as of data controllers (Q1/Q2)
- Prototyping with at least 2 data controllers and 2 scenarios (Q3)
- Technical and user testing (Q3-Q4)
 - Including at least one trial with a 3rd-party app
- Publication of the specs, design elements, test conclusions, and other relevant material (Q4)

Who



- A project led by MesInfos/Fing and Orange
- An open working group of involved parties
 - Large data controllers: EDF, Enedis, Engie, GRDF, Maif, Mgen, BNP Paribas, Credit Cooperatif, SG
 - Startups: Cozy
 - Local communities: Lyon
 - Cnil (France's DPO)
- First 4 workshops :
 - 16/2 : UX
 - 2/3 , 9h30-12h30 : data, technical aspects
 - 16/3, 9h30-12h30 : governance, security
 - 28/3 , 9h30-12h30 : design



SI JE POSSÈDE UNE DONNÉE SUR VOUS, VOUS L'AVEZ AUSSI

Thank you !

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