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

Noosystèmes
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
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

customer commons

Publications

Viewpoint Inverse Privacy

Public projects

Startups

digi.me

cozy.io

Pikcio®

MIDATA

Blue Button

Green Button

Pilots

mes INFOS

datatmixer

Mobile Territorial Lab
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

> Amazingly rich potential for new services

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

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

Mapping of use cases

Use cases from the 2013 experiment
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)

<table>
<thead>
<tr>
<th>2016 : the MesInfos Pilot</th>
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<tbody>
<tr>
<td>1st stage : 2016</td>
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<tr>
<td>2nd stage : april 2017</td>
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FING facilitates the whole process and its open governance

- 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…
The pilot stakeholders

- MesInfos Partners

- From one to several platforms
  - Cozycloud in 2016-2017

- Open project: innovators, startups, students, researchers...
<table>
<thead>
<tr>
<th>Phase</th>
<th>Start/End</th>
<th>Activities</th>
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<tbody>
<tr>
<td>1st Phase</td>
<td>March - Sept 2016</td>
<td>Gathering of partners, legal framework, shared principles</td>
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<td>Data hand back - Preparation 1st phase (telco, energy, insurance…): list, process, documentation…</td>
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<td>1st concepts</td>
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<td>2nd Phase</td>
<td>March - Sept 2016</td>
<td>Data hand back - 1st phase</td>
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<td>Recruitment, Beta testers</td>
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<td>Animation, Services development</td>
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<td>Animation &amp; 1st observations</td>
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<td>3rd Phase</td>
<td>March - Sept 2016</td>
<td>Data hand back - Preparation 2nd phase (energy data…): list, process, documentation…</td>
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<td>Recruitment, Testers</td>
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<td>Animation &amp; observations</td>
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<tr>
<td>4th Phase</td>
<td>March - Sept 2016</td>
<td>Results / Publications</td>
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<td></td>
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<td>Learnings / Publications</td>
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</tbody>
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**Annotations:**
- "Fondation Internet Nouvelle Génération" and "Fing" logos are present on the top left and top right corners respectively.
- The timeline spans from March 2016 to March 2018.
Agenda - The Pilot 2017 - 1st semester

Data
- Data transfer
- Test API

Customers & Testers
- Recruitment 1st phase
- Testers 1 Arrival

Research
- Self Data Meetup: business models & value
- Self Data Meetup: Technical challenges
- Self Data Meetup: Legal & Privacy challenges

Services Design & Proto
- Animation: Design & Prototyping
  - 1st prototypes
  - 1st services available to testers
  - 2nd sprint prototypes

Testers
- Recruitment 2nd phase
- Testers 2 Arrival

Schedule:
- Oct: Data hand back - Preparation 2nd phase (energy data...)
- Nov: list, process, documentation
- Dec: Testers 1 mobilisation & observation
- Feb - Apr: Self Data Meetup: Technical challenges, Legal & Privacy challenges
- May: Self Data Meetup: ?
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]

http://mesinfos.fing.org/cartographies/datapilote/
Transmit the Data: from the Data controllers to the personal Clouds

- User initiate the transmission
- Identify, Authentify (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
Meetup

Development contest - nov 2016

Workshop & templates

Students’ presentation
Apps in Cozy Cloud for the testers (for now):

La Musique
De Mes Films

Moi

Mon Logis

Mes Infos MAIF

Kresus

EDF

(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. Raibeaud)
- 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 ⇒ 300 testers
  - 2016-2017 ⇒ 3000 testers
Main learnings
From 2013-2014 experiment

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

Main learnings
From 2016-2017 experiment

- Important trust contrast
- Control and benefits
GDPR discussion
Rainbow Button Project
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. **Transparency**
   - 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. **Purposes Limitation**
   - Personal data can only be obtained for "specified, explicit and legitimate purposes" (article 6, 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 Minimisation**
   - 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. **Accuracy**
   - Data must be "accurate and where necessary kept up to date" (article 5, clause 1(b)), baseline protection and protection against identity theft. Data holders should build rectification processes into data management/archiving activities for subject data.

5. **Storage Limitation**
   - 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. **Integrity and Confidentiality**
   - 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)).
Key principles

- GDPR
- Purposes limitation
- Lawfulness, fairness and transparency
- Data Minimisation
- Accountability
- Integrity and confidentiality
- Cross border transfers
- Storage limitation
- Consent requires mandatory opt-in
- Accountability for data controllers and processors
- Not applicable to limited companies – legal persons
- Applies to personal data – Natural persons
- Right to be forgotten
- Data Portability
- Sanctions and fines
- Right to object to data profiling
- 72 hour breach notification mandate
Portability, a « new right » consistent with Self Data

- 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
Thank you!

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http://mesinfos.fing.org/english/