MESINFOS PILOT PROJECT
USING SELF DATA

Pilot Study Documentation - 1st draft : Pilot launch
June 2017 - *Working paper*

This document describes the MesInfos pilot project conditions, difficulties encountered, attention points, etc.

This working paper documents the start of the project, which took place mostly in 2016 and the beginning of 2017. It will be updated during the course of 2017.

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I. Introduction - Using Self Data - project formatting

Why did we embark on this project? And why did we seek to achieve collective impact?

Fing launched the MesInfos project in 2012 to explore how personal data could be returned to individuals, but also to articulate what we have more generally termed Self Data: a project that seeks to enable individuals to collect, visualize, understand and make use of their personal data in ways that are under their control and that serve their individual purposes. The stakes of the project's line of enquiry are multiple: end the information asymmetry between organisations and clients, which erodes trust; restore to individuals' the ability to act in ways that build a more sustainable economy, in line with regulatory developments (for example, the right to portability guaranteed by the GDPR) . . .

Over the past five years, we have worked to identify the issues, risks and opportunities related to the Self Data approach. Our first experiment, conducted during 2013-2014, brought together public and private organisations over an eight month period. With their participation, we gave more than 200 individuals access to some of their personal data (banks, telecommunications

data, purchase receipts, etc.) which the individuals were able to use as they wished, thanks to a number of third-party services provided to them.

The social and regulatory context has evolved since 2014 – users' lack of trust in the ways their data is being used by third parties has increased (resulting in an increased use of adblockers), third-party data control services and Personal Information Management Systems (PIMS) have emerged, and the General Data Protection Regulation (GDPR) now includes the 'right to portability', which organisations will have to guarantee by May of 2018 . . .

Pilot study formatting
In light of this context, the 2016-2017 goal for the MesInfos project was to move Self Data "to the next level". To that end, we needed to test the principles related to Self Data, and explore its potential through user feedback, and deeper investigation into the associated technical and legal challenges. We decided to launch the pilot with the following objectives:

- To determine and measure the value that Self Data might bring to individuals (by measuring perceptions of personal cloud platforms and personal data in general, and participants' use or non-use of services enabling them to use their personal data, etc.)
- To offer (technical, legal, operational, etc.) support for the delivery of personal data to individuals by participating organisations, while elaborating on processes and channels of data availability, and dealing with legal or technical issues as they arise.

Note that the newly-mandated GDPR right to portability (not yet confirmed when the pilot was launched) aligns well with the second stated objective of the pilot. MesInfos could be considered as a sandbox project exploring the process of making personal data available, identifying formats and data transmission processes for future industrialisation, discovering emergent uses and services for personal data ...

The MesInfos pilot was conceived from the outset as a collective project that would explicitly involve partners in major decisions and project management, because Self Data development must necessarily be grounded in a wider ecosystem of data holders, personal data platforms, third-party services and individuals. We are convinced that the value of Self Data lies in the ways individuals are able to cross-link the personal data they receive from various sectors – and thus in decompartmentalization. In our estimation, these objectives and questions can only be addressed collectively.

What format did the pilot take?

The MesInfos pilot focused on the following areas:
- organisations (private and public) jointly considering ways to implement Self Data – some who are willing to give back data, others who need to reflect on how to go about such restitution and prepare. We thus designated three levels of participation: "Explorer", "Enlisted" and "Pioneer".

- Self Data platforms enabling individuals to access their data and reuse them with the help of third-party services. Achieving platform diversity is the final goal, as multiple platforms are essential for the emergence of a market that enables a plurality of choice. To begin with, however, we had to avoid the complexity inherent in developing multiple platform architectures and so relied on a particular platform – CozyCloud.
- Services being offered by various data "reusers" – innovators, startups, students, developers and data holder-partners (who would then play a dual role).
- A living lab area where testers and reusers would work in parallel, and would become a specific territory accepting to be a living lab area, where testers and reusers would work in parallel; this territory - Grand Lyon - would become the first local authority to actively think about Self Data.
- A team of researchers (sociologists, marketers, ergonomists, etc.) observing and analyzing the pilot's main groups – Self Data actors (motivations, visions), and individuals (data, platform, service(s) and use appropriation and perception, etc.)
- And, finally, the individuals receiving their data. We planned two phases: a beta test with 300 participants, and a second, larger test with 3000 participants.

How was the project run collectively?

Fing would guide the overall thinking and pilot the program, all the while reflecting on progressive empowerment. MesInfos is not expected to remain a research project indefinitely; and Self Data is intended to be appropriated gradually by all of society.

From 2016-present, the pilot continues to alternate between sharing and building sessions (steering committees, inter-partner workshops, etc.) and bilateral working groups that focus on wide-ranging topics such as data. To this end, we have defined a number of projects; while these are interdependent, they are being carried out according to processes that are quite distinct depending on the areas concerned, as listed below.

- Data: begin returning personal data to customers and users
- Customers and users: (pilot specific) recruitment; customer/user experience testing
- Reuse/services: developing concepts and prototypes for services to be tested by individual pilot participants.
- Observation/research: researcher organisation; use and experience observation and analysis of findings.
- Platform(s): platform user path improvements, reflections on other platforms

In 2016, the MesInfos team was made up of five people: two "shared" area project coordinators (customers, platform and general coordination), a general technical coordinator (in charge of technical development, data restitution process, data documentation, etc.), one 'reuse' project coordinator, and an 'observation/research' project coordinator.

II. Round table composition

From 2016 onwards, there were a number of contributors involved in the pilot: in addition to Fing, it included representatives from Cozy Cloud (platform) and other private and public partners, including EDF, Enedis, GRDF, Engie (energy); MAIF and MGEN (Insurance); Orange (telecommunications); Crédit Coopératif, RMW (Banking); Qwant (search engine); Greater Lyon (local authority) and NTT Data (data service provider) among others. Several levels of commitment were planned. In 2016, three of these partners actually returned data to their clients, and the number increased to six in 2017. Other partners acted in a more exploratory capacity.

Other partners were involved in piloting the project itself, given their expertise, including the CNIL (French Data Protection Authority), Tuba (living lab), Cap Digital (competitiveness cluster), among others.

How should the round table for this kind of project be put together?
This kind of round table is not created overnight. The MesInfos framework anticipated partner involvement for the duration of the project, on the one hand – with some partners participating in the MesInfos project over several years – but we also expected to take advantage of input from new partners who would join the project in 2016. If the missions of your partner organisations vary considerably, there are certain "musts" to observe.

- Identify the appropriate contact person – the person whose field of expertise (or job) aligns with the goals of Self Data, and who will be most able to introduce the subject internally and involve the right people;
- Provide your contact with the necessary tools to convince important internal stakeholders;
- Plan workshops and meetings that will include these stakeholders; and
- Organise and conduct dedicated project/upgrade information sessions when a new partner joins the project

What are the main reasons to use Self Data?
For individuals, the expected benefits are obvious. Using Self Data would give them the chance to gain value, rather than the organisations that collect, process and benefit from the massive amounts of data they collect. The benefits of Self Data for individuals can be practical (save time, get organized, make good choices, immediately locate important information or the right contact person as necessary) and economic (compare rates, find the best offers for me, etc.).

For data holders, using Self Data, especially as part of a pilot project, is an opportunity to
- Strengthen or reestablish trust with customers and users by eliminating unilateral use of their data and developing new channels for exchange;
- Improve the quality of their datasets, as individuals will have every interest in keeping their information up to date if they control it;

- Offer new services that enable current and prospective clients to cross-process the data they get back from various sources;
- Ready themselves to comply with the law protecting individuals' right to portability, as mandated by the GDPR, by piloting availability channels, and learning how to manage legal, technical, operational and other challenges.

What role does the CNIL (Chair of the French Data Protection Authority) play in the MesInfos project ?
The CNIL's presence is essential for several reasons:
- It provides expertise on the subject of personal data during MesInfos' cross-disciplinary meetings and steering committees. The CNIL's main contributor is their Department of Research and Prospection, whose mission is to address key objectives pursued by the CNIL in the framework of its research, innovation and foresight activities: '*detect new uses and emerging trends upstream, and explore future-oriented topics related to individual and public freedoms, personal data and privacy in the digital world*.'

- It contributes to wider reflections on data availability and data restitution implementation. A number of meetings in 2016 between the CNIL and MesInfos project partners were held so that participants could collectively construct a solid, shared legal framework to guide them. CNIL/Partner meetings are also a means of assuaging the concerns that the partners may have about introducing an unknown dimension to their organisation that impacts the chain of accountability and personal cloud platform operations, and that must respect regulatory changes (i.e., the GDPR).

III. Data restitution

What choices did we make? How did we decide?

One Fing team member (MesInfos technical coordinator) championed and drove the data restitution portion of the project alongside and within partner organisations throughout each stage of the project, which are shown below.

1. **Compile a list of data**. Establish a list of the personal data you hold that you intend to transmit to the individuals concerned. Do this ideally in concert with Information Systems Design (ISD) and/or data governance staff – these roles are accustomed to working with such data on a daily basis - and with customer/marketing relations staff.

2. **Define and initiate an approval procedure** to ratify the project principles and data transmission methods, and the list of data the organisation will provide. All partners who shared data in the 2016 MesInfos pilot needed to create an approval procedure. These internal procedures were different in each case, but generally quite long, and required that the message be communicated to various departments inside the organisation. Again, involving external actors may be appropriate.

3. **Formalize the list of data, and begin to document it.** This will enable your organisation to contribute to one of the project's most valuable tools: http://mesinfos.fing.org/cartographies/datapilote/. This tool is a key exchange medium among project stakeholders, and facilitates data appropriation by re-users (internal ISD management and staff develop precise documentation).

4. **Create a data transmission system**. Despite leaning toward automatic system elements, current solutions remain rather lightweight, as they have been configured for the few thousand pilot test participants.
The issues to be addressed (principally by ISD management and staff) are
- identification: how to connect an individual requesting personal data restitution to the relevant user ID in the system (and thus his data)?
- authentication: how to ensure that the person requesting the data is the person he/she claims to be?
- secure transmission: how to securely transmit the data?

At the same time, substantive work was carried out with the CNIL to outline a precise legal framework for data transmission. Lawyers from the partner organisations and lawyers from the CNIL worked together to consolidate issues raised by data holders to the CNIL. These contributions made it possible to formulate a roster of legal questions relative to data transmission – whose answers were crucial to proper implementation of any portability solution – and to obtain answers from the CNIL. These legal aspects are not to be neglected, and can become a powerful tool to defend the project to important decision makers inside your organisation.

> **What data are concerned? Do organisations have to give back all the data they hold on customers or users?**
>
> Organisations participating in the MesInfos pilot do not have to return all the user data they have in their information systems. There are three types of data targeted by the project:
>
> ● Administrative and customer/user relationship (CRM) data: customer records, segmentation data, billing, contracts, etc. These data exist in every organization's system, and can have certain specific features. Their use cases are typically administrative – for example, the automatic updating of such data by the individual for the organization.
> ● Transactional data – often heavily tied to and specific to an organisation's activity. Examples are energy consumption records (energy companies), account statements, insurance claims, call logs (telecom), etc. They often offer an objective perspective on

an individual's activity that he or she is not necessarily aware of. It is these data that expand personal data use case potential and the reuse value of Self Data services.

● Traces of communications and contact points between the organization and the client/user, such as connection timestamps in the customer area of the web service, customer service tracking folders, etc.

Data generated through internal data processing (e.g., scoring, segmentation) are generally not returned (although there is nothing preventing organizations from returning these data if they wish). Among the data mentioned above, the what is returned by each partner depends on several factors: the potential value the data have for the individual, the degree of complexity in future transmission channels, regulatory obligations related to certain types of data, etc.

What are the possible methods of transmission?
Several transmission solutions are possible within the framework of the pilot. Automatic procedures (APIs, etc.) are preferred. In 2016, some partners offered to use APIs that had been intended for another purpose (mobile apps, etc.). Others used their existing identification and authentication APIs, supplemented by an API built for the occasion. This supplemental API enabled each individual's personal cloud to regularly pull the data they had personally generated for the organisation. To date, all of these APIs are sized to accomodate the few thousand testers of the MesInfos pilot.

Who is responsible when data is made available to individuals?
The responsibility of the data holders/controllers (initial processors, e.g., organizations) **ends as soon as the data lands in an individual's personal cloud**. After the data have been (securely) transmitted, the initial processor is not responsible for future actions related to the data by individuals. **However, the actual transmission (API), especially as regards its security, is the responsibility of the organization.**

Could the solutions we implement be adopted as part of future efforts to ensure individuals' right to portability?
The solutions implemented in the pilot are probably not exactly what will be used to ensure data portability in the future. This is true for two reasons.
- The boundaries limiting the data returned during the MesInfos pilot will probably not be the same as those regulated by the right to portability, even if they are close (in both cases, the idea is that the data returned are those that were, for the most part, provided or generated by the individuals, whether consciously or not.)
- The approaches we have implemented as part of the pilot's framework of the pilot are automated, for the most part, but are not able to accommodate transfer requests made by tens or hundreds of thousands of people.

Nevertheless, in order to comply with the law legistating individuals' legal right to portability, every organisation will have to do tomorrow what participating organisations are doing within the framework of the MesInfos pilot today: identify appropriate datasets, set up automated transmission methods that take technical feasibility and legal frameworks into account, document these data, etc. In this way, the pilot can be seen as a portability sandbox test, and as a means of turning the requirement of data portability into a source for innovation and the development of new services.

The "Data restitution" portion of this project documentation will be more fully developed during the second half of 2017, in particular via a data working group focusing on applying current portability legislation.

IV. The Self Data Platform - from Cozy to multiple platforms ?

What choices did we make? How did we decide?

According to the Self Data story, individuals equipped with personal data platforms (personal clouds) and third-party services retrieve, store and use their personal data in ways that make sense to them. For the story to work, Self Data needs (multiple) personal data platforms.

To experiment with Self Data, the MesInfos pilot needed at least one platform. In 2016, we used Cozy, a personal cloud platform created by French startup CozyCloud (which we had also used during the first experiment we conducted, from 2013 to 2014). Why this platform rather than another? Because Cozy was one of the few platforms in the French market at the end of 2015-early 2016 that was mature enough for us to begin experimenting, and it offered features (decentralization, a cloud per individual, a service platform, etc.) that would allow us to test the value of returning data to individuals, the ways personal cloud space might be appropriated, and the use value and potential uses for these data. Moreover, CozyCloud was already well known to our MesInfos partners and had constructive relationships with several of them. In fact, insurer MAIF had invested in CozyCloud independently of the MesInfos pilot. MAIF recruited testers from its existing client base to participate in the pilot and offered each one their own separate, personal cloud space.

In the medium term, the market for Self Data platforms must be diverse enough to offer individuals a variety of choices and allow them to change platforms if they wish. However, in order to avoid overcomplexity – especially an overdiversity of platform architechtures – we chose to rely on a single platform to start.

Opening MesInfos to other platforms is a complicated undertaking. Some of our partners' APIs could be made available to developers of other platforms in 2017, but as mentioned earlier, it will take some time before this becomes standard practice.

> Ø **As a first step in this direction, the MesInfos team published [this note](#) in the spring of 2017.**

Cozy, the MesInfos pilot platform
Even though Cozy is a real product on the market, several steps were necessary before it would become a 'pilot platform' in the real sense of the term.
- **Partner acceptance**, demonstrated by opening their existing or newly-created APIs to Cozy connectors. It is important at this stage that all parties ensure the confidentiality, security and service quality provided by the platform.
- **Establishment of Cozy connectors**, allowing individuals to "request" their data
- **Development of a Cozy platform user route**, to help the (already existing) Cozy beta tester community to grow. New users, recruited specifically for MesInfos pilot, are often less comfortable with new technologies. This required a didactic touch, and the creation of a simple user route so that users understand what the personal cloud means and the possibilities of using their data. Over-simplifying the user route, to the point that users would not see the stakes associated with mastering their data, was also something we wanted to avoid.

This work was coordinated by the MesInfos pilot general technical coordinator (who supported the development of the connectors, etc.) in tandem with other team coordinators responsible for other areas.

- **Main points for attention/vigilance:**

  - The platform is a pivotal partner in the project. **It is essential that harmony between the project vision and platform vision is achieved**, so that the dynamic between them is virtuous, and synergies are possible.

  - A multi-platform mentality at this maturity stage in the Self Data market is necessary – but far from obvious. **For a solution to become a fully-fledged Self Data platform**, we believe it must fulfil at least two criteria:

    - Enable its users to access all of the personal data made available by the pilot's partners, and

    - Enable, facilitate and encourage the use of third-party services – the so-called 're-users' of personal data. Its functionality must, therefore, go beyond that of a digital safe for document and data storage.

● To even be able to experiment with a cross-platform Self Data market, participating organizations' doubts and concerns will have to be addressed before they agree to open their APIs – not only to the original test platform, but to additional platforms (who, of course, will have satisfied the security criteria and committed to upholding the principles of Self Data). Satisfying these partner organisations' concerns may simply be a question of facilitating meetings between them and the platform developers.

What is the scope of a personal cloud platform's responsibility?
A personal cloud platform is responsible for hosting individuals' data reliably and securely. It also commits to enabling individuals to use – or 're-use' – their data via services offered by third parties, and ensures this by providing individuals with the tools they need not only to *understand* how their data can be used, but also to *maintain control* over their data (by appropriately structuring consent agreements with third party services, providing service monitoring tools, etc.).

Where does responsibility fall once data have been transmitted to individuals?
Once the data has been transmitted, the organization from which the transmission originated is no longer responsible for it. The holder's responsibility for processing stops at the moment when he no longer has control over the data (in terms of the purpose of use and means of treatment) insofar as the data has been transmitted to the person concerned. Even if individuals are responsible for what they do with their data, French law does not consider the individual to be "responsible for the treatment" subject to the law if he or she makes personal and domestic use of the data. If the individual uses third-party services that use his or her data, it is these suppliers who are responsible for the processing of those the data.

What are the conditions for receiving partner data?
While they are not responsible for the fate of data as soon as they are in an individual's personal cloud (under and hence under his or her control), the holders remain attentive to any risks associated with its processing: organisations should not allow themselves to recommend services that are not of good quality. Validation points include hosting (location, quality, security), procedures to be followed in case of incidents, the nature of data processing carried out by the platform, support for individuals in the management of their personal data, and so on.

What are the responsibilities of the third-party applications that process data on Cozy (or whose code runs on Cozy)?
Application providers are generally responsible for the processing their applications perform on individuals' datasets. There is a difference between applications that run

locally on the server and applications that pull data out. During application installation, the user is informed of the use being made of his data, especially if they are processed locally or outside of the Cozy personal cloud.

To what extent must data holders ensure the legitimacy of the platforms to which they transfer their customers' data?
A priori, there is no reason for holders to want to control the spaces where individuals store their data – which depends entirely on the choice made by the latter. Nevertheless, holders must ensure that the data are transferred to the platform securely.
Furthermore, when the platform market opens up it will be difficult for holders to audit each one. Within the context of the MesInfos pilot however, a set of precautions were necessary: because APIs and the notion of data restitution are new concepts, Cozy had to be presented to the internal security department of any data holders returning individual data.

What conditions will platforms wishing to participate in the MesInfos pilot after mid-2017 need to fulfil?
Although the MesInfos project takes no firm position relative to the architecture and data storage (on a terminal, a remote server, P2P ...) enabled by a platform, platforms that participate in the pilot in future must fulfill several criteria.

- They must **respect the Self Data Charter**, which shall be signed by every stakeholder involved. In particular, they must confer data control to individuals (by allowing them to manage and make use of their personal data from a single point, in ways they alone control).
- They must **allow users to access any and all personal data** made available by the pilot partners.

    They **must enable, facilitate and encourage the use of third-party services** – the 're-users' of individuals' personal data.

V. Data and services – reuse

<u>**What choices did we make? How did we decide?**</u>
The data reuse area of the project is one of its most ambitious and complex. In order for the Self Data story to make sense, services are needed. Multiple services are the sine qua non for individuals to be able to test different use cases, one of the pilot's key objectives. The findings of the first MesInfos experiment (2013-2014) confirmed that the promise of data monitoring was not enough to inspire most participants to pay attention to their data, and that there was a need for services – even rudimentary ones – that would enable individuals to process their data in different ways.

Services can be developed by a variety of actors: independent developers or startups, students, the data holders themselves, the community of Cozy beta-testers (the Cozy platform relies on its community of early adopters who might also be developers). We wanted to work along these different axes, and with these actors.

MesInfos experimentation has taken various forms (semi-autonomous projects, hackathons, sprints) and been explored in various academic and training contexts (development, design, etc.) stimulate concepts and prototype development. These forays required the sustained efforts of every member of the MesInfos team.

Our work also focused on services development by our data-holding partners, each of whom was encouraged to develop a "basic" visualization of their data so that testers would not only be confronted with raw – often unintelligible – data. Cross-partner workshops were held to stimulate cross-fertilization.

Alongside long-term projects such as these, we invite anyone who wishes to develop services for the project. We created a "Developer Kit" that provides documentation of all the data given back within the pilot, some samples of these data (fictitious datasets, created for this purpose) and a set of instructions for "how to develop on Cozy".

Prototype-development competitions will be organized in 2017.

Main points for attention:
The reuse area of the project is not a simple one, and motivating developers is a challenge for at least two reasons. Firstly, the Self Data market is an emerging one, and, as yet, has no stable economic model. Secondly, interested developers are restricted to building platform-specific applications (Cozy) for a small number of users . . . we have a long way to go before everyone has their own personal cloud and Self Data is a reality!

Can an organization that returns data as part of the pilot also develop services for the pilot?
Nothing prohibits a data holder from becoming a reuser under the pilot – quite the opposite. At the bare minimum, actors who return personal data must add a 'service' layer to the raw data that lets individuals visualize them. Holders can also develop services that enable individuals to cross-process different datasets themselves.

Who is responsible for processing when data hosted by a personal cloud is used by a third party service? What consent needs to be obtained?
As is relatively standard, suppliers of third-party applications are responsible for the processing carried out on the data by those applications.

When the individual installs an application, he gives his consent for the application to access certain data, for a specific use or uses (to achieve a particular goal). The supplier of the application is encouraged to ensure the overall readability of their general conditions of use and user consent forms.

Am I the owner of my service? Can I monetize my service? Is my code open/visible to anyone?
Yes, you own the service, you can monetize it at your convenience and you can protect your code if you wish. However, it will sometimes be necessary to devise technical solutions that are compatible with the platform, which means opening some of your code.

Will I have access to Cozy users' personal data (meaning: those who use my service)?
A priori no, because it is not necessary. You do not need access to it (you will only have access to average/fictitious data allowing you to develop your service) to offer a feature-rich service! Because technical provisions alone are not enough to block malicious intent, during this early phase each application provided to the testers will be audited before being made available to them.

VI. Cohort recruitment

What choices did we make? How did we decide?

Fing and MAIF recruited pilot testers in two phases.
> ● In the initial phase, beta-testers were recruited largely from the employee base of one pilot project partner (MAIF) and through a wider public recruitment process (allowing the curious to register as testers). At this point, our goal was to have motivated beta testers ready to test the platform and services and provide feedback. We made the decision not to publish information about recruiting this preliminary cohort. In all, 300 individuals were recruited.

> ● The second phase is presently recruiting 1000-2500 additional testers from among MAIF members, and is scheduled for completion in 2017.

Few criteria were defined when recruiting the test cohort, because we do not seek to achieve a representative sample. The only criteria for recruitment are personal motivation and the fact of being a client of at least one (or more) partner organizations returning data, so that uses are richer and more diverse (i.e., they cross multiple datasets related to the same individual).

This two-step recruitment process has offered several advantages: it has given us the ability to identify and correct bugs associated with data transmission, platform use and third-party services; it has enabled us to test our research tools (questionnaires, etc.); and it also leaves time for third-party services to be developed.

It should be noted that the individuals recruited are given the choice as to whether or not they wanted to participate in a study (the research project itself) examining the appropriation and use of personal data, personal data services and personal clouds.

A group information session that will deal with discussion topics raised in a dedicated forum and newsletter has been scheduled. Other types of ongoing group feedback sessions (focus groups or workshops) are also possible.

Early adopters, advanced users or newbies?
Recruitment is very open, and not restricted to people with extremely advanced digital technology experience. Nevertheless, by default, the experiment favors user profiles with some digital technology experience, given that tester recruitment takes place online.

Are there any special/specific data processing declarations to be made to the CNIL for this kind of recruitment?
Recruitment required several processing declarations: a simplified declaration covering the list of participants and the processing of their data, and a declaration covering the research dimension, making it possible for us to contact the testers through other channels (e.g., interviews, traces of use, etc.).

Can the data holders contact the testers?
Apart from the MAIF, in general, data holders do not contact the tester/clients. They can, however, get in touch with these customers through the forum set up for the pilot if they wish to float ideas or get feedback on the services they are providing.

VII. Research and observation

What choices did we make? How did we decide?
The MesInfos pilot is a research project whose principal aim is to understand the uses individuals can make of personal data, personal clouds and third-party services.

The research team is composed of five recognized researchers from the social and economic sciences and one coordinator for the participant cohort from the MesInfos team.

The research methodology is based on the following elements.

● Questionnaires that seek to obtain participants' opinions and impressions regarding the Cozy platform (three questionnaires in total, responses are anonymous (1) or, at a minimum, pseudonymised; and (2) no surname/first name will be requested).
● Testers' Cozy Cloud activity monitoring (regarding frequency of Cozy Cloud use – researchers will never have access to participants' personal data).

● Individual interviews/group interviews (testers will be invited to participate in interviews to deepen their reflection on the use value of Cozy Cloud). Participation is voluntary and not obligatory.

1) Deletion of data enabling individuals to be identified.
2) Replacement of names by pseudonyms that do not allow individuals to be identified.

Several phases of observation and analysis are planned during the pilot: the initial phase will end after a few weeks of personal cloud use by the testers; the second and third a few months later.

As mentioned, the collection of information through the means described above will be performed anonymously, or at least pseudonymised. The information will only be accessible to researchers of the MesInfos pilot who have signed a privacy and good practice policy. In addition, it is important to note that any information provided is intended for research purposes only, and is not intended for commercial resale, while analysis results and research deliverables may be shared. Finally, the MesInfos pilot takes place under the supervision of the CNIL in its entirety.

Although preliminary research began in 2016 and in the first half of 2017 (design of tools, research protocol, etc.), it is from the second half of 2017 – once the testers have taken possession of their Cozy Cloud and their data – that research will begin in earnest.

This document is a first draft written in the first quarter of 2017. It will be revised and expanded over the course of the pilot; future drafts will document the lessons learned.

Find out more about the MesInfos project on Fing's website: www.mesinfos.fing.org