

Trusted Data Chains:
An ethical design
for human diversity

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Human exclusion

Exclusion is the usual game humans play



Data exclusion

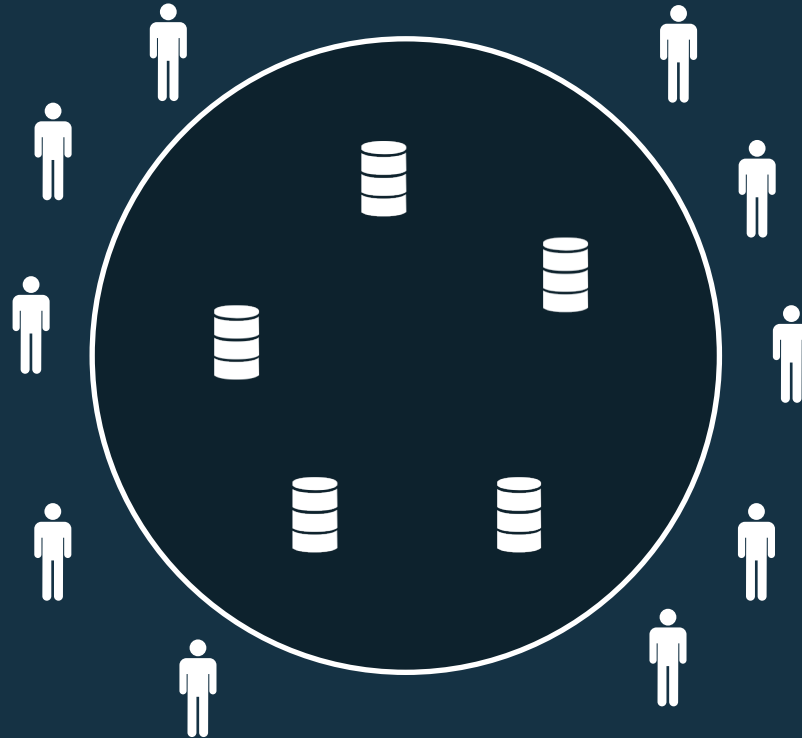
Today it feels like 99% of humans are excluded from their own data

Exclusion

Exclusion is not inherent. It's a human invention

Trust is broken

Data exclusion creates a form of apathy against forces that seem too big to control

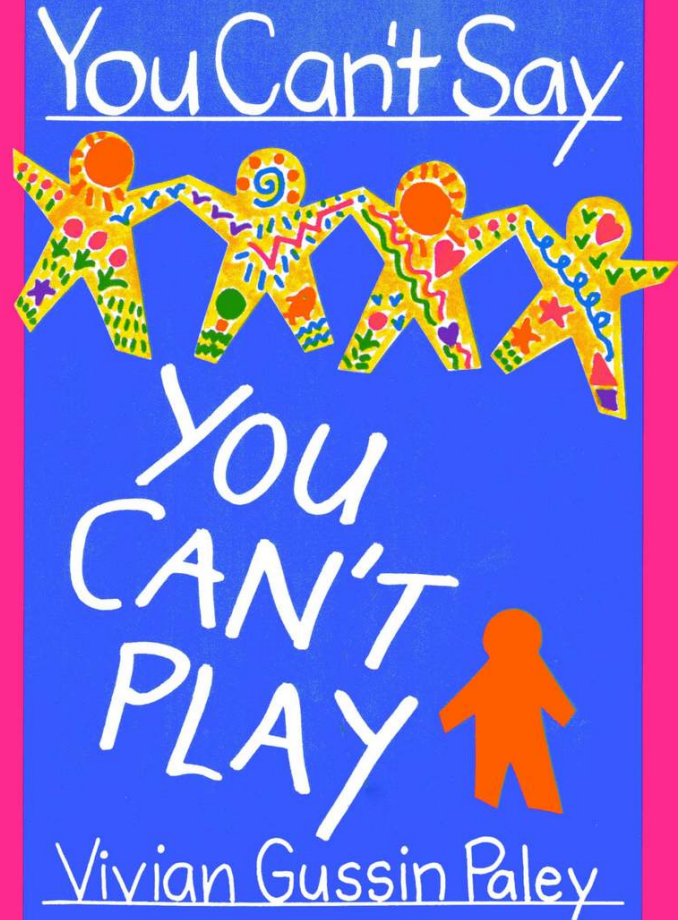


Trust must be rebuilt

To rebuild trust we need to put humans in control of the data about them

You Can't Say You Can't Play Vivian Gussin Paley.

“[Paley] interweaves her private reflections, her conversations with children, and a story she spins, to tell what happened when she instituted a radical new order in her classroom. Her new rule prohibited children from excluding someone who wanted to play. The implications of such a non-exclusion rule are profound; most of the children resisted a first, but with discussion began to adjust their behavior and truly experience the benefits of making no one a stranger.”





Ethics and Law should meet in the design process of technologies

Most data science projects begin with a real-world domain specific problem and the need to design a data driven solution to this problem

Human rights and business

Explore the relationships between human rights – technology – market – business models



Questions to reflect upon

Humans and data



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Question 1

How to link new data technologies to traditional values

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Question 2

The meaning and consequences of human interactions and machines

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Question 3

Dignity in situations of declining autonomy

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Question 4

New challenges brought to traditional understanding of “ownership” and property rights applied to personal data

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Question 5

Responsible innovation in the digital ecosystem



Starting point of ethical reflection

How to think about humanness in a digital environment

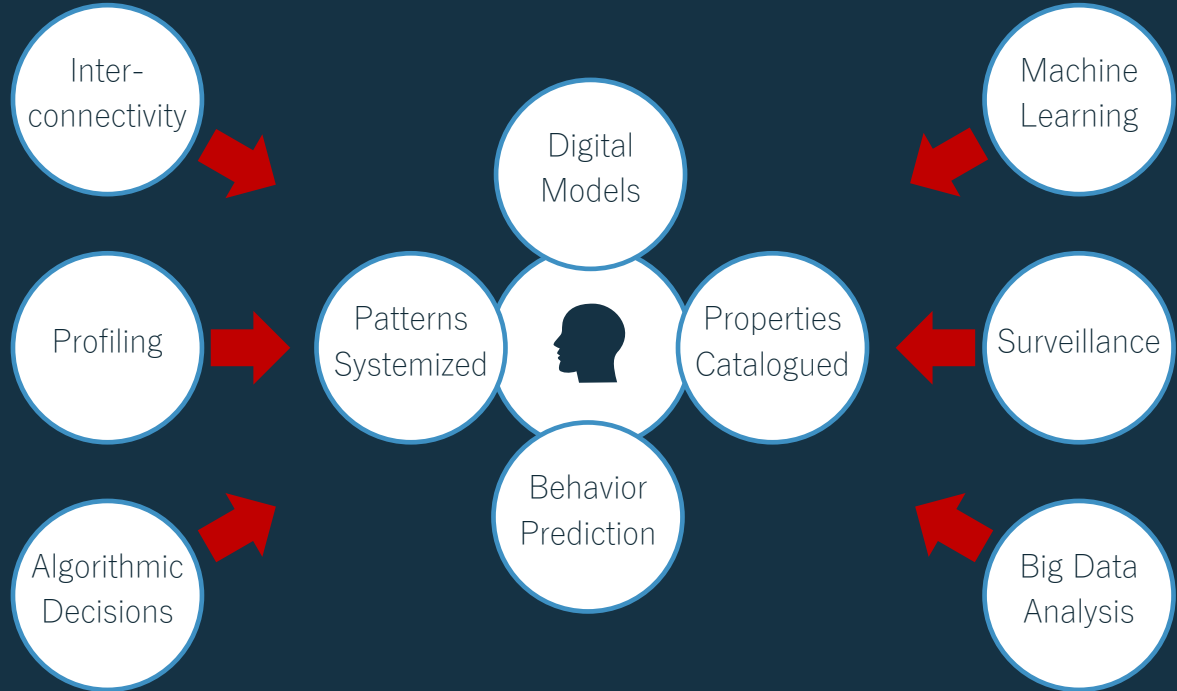
Humans can be digitized
by collecting and analyzing their data.



But they are not their data
“Don’t be yourself be yourselves”
Cindy Sherman.



Humanness is under pressure
by systematic digitization

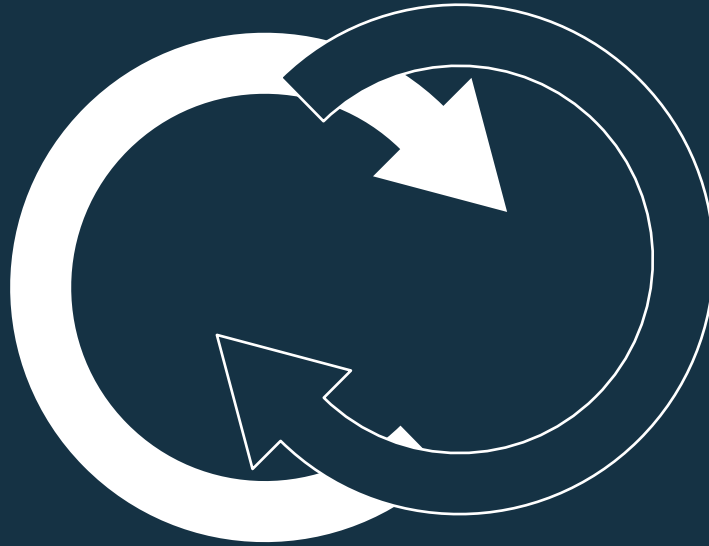


Ethics vs. Innovation

Building dynamically in one another

Privacy

the right to be free from secret surveillance and to determine whether, when, how, and to whom, one's personal or organizational information is to be revealed



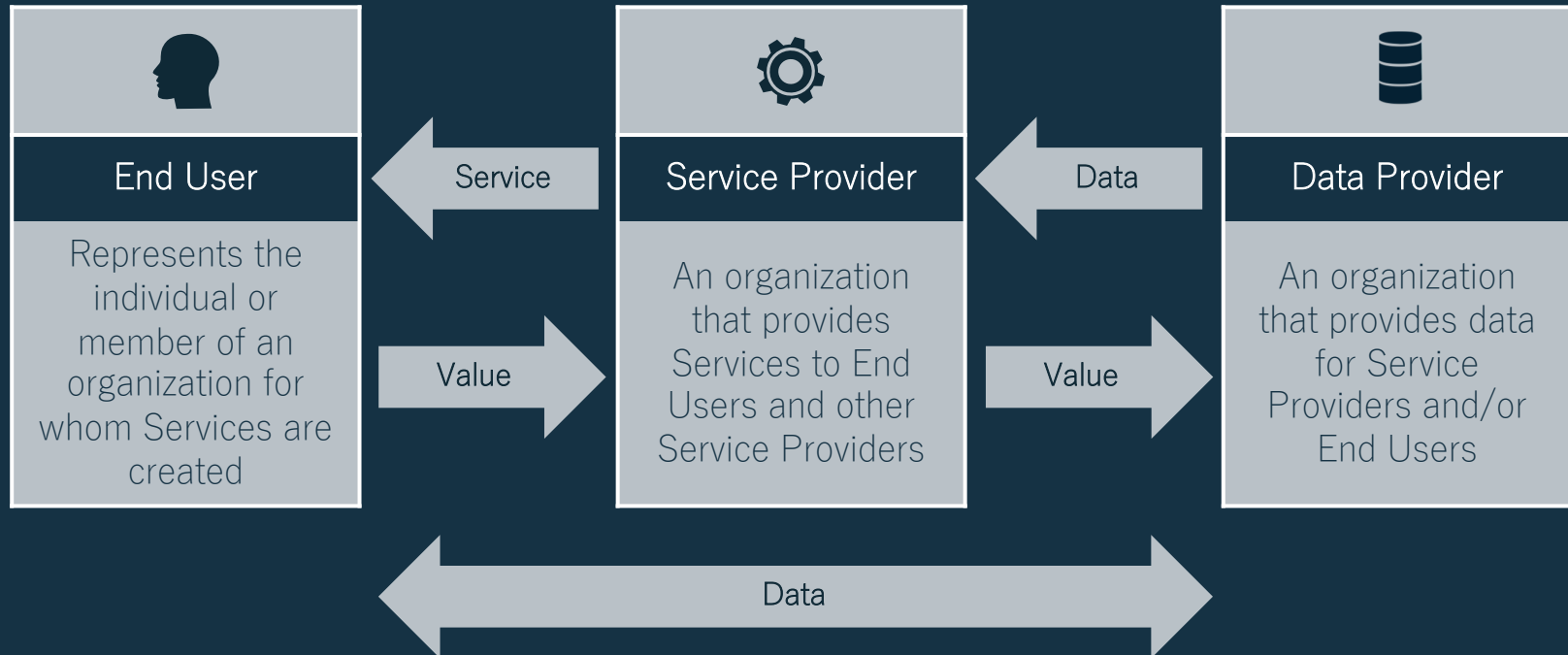
Innovation

The process of translating an idea or invention into a good or service that creates value or for which customers will pay

Data agents

Fair value exchange between agents should define the business model for data economy

A complicated data value chain allows for many data exchanges which are not fairly compensated. This breaks trust



Data trust

To restore trust we need to work on



Functionalities



Software interfaces



Metadata exchange



Usage / data exchange



Consent management (automated)



We need trust
in the design



Trust by Design

MyData. A Nordic Model for human-centered personal data management and processing

1. Human centric control and privacy

Individuals are empowered actors, not passive targets, in the management of their personal lives

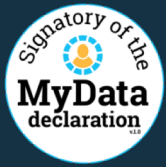
2. Usable data

It is essential that personal data is technically easy to access and use – it is accessible in machine readable open formats via secure, standardized APIs



3. Open business environment

Shared MyData infrastructure enables decentralized management of personal data, improves interoperability, makes it easier for companies to comply with tightening data protection regulations, and allows individuals to change service providers without proprietary data lock-ins

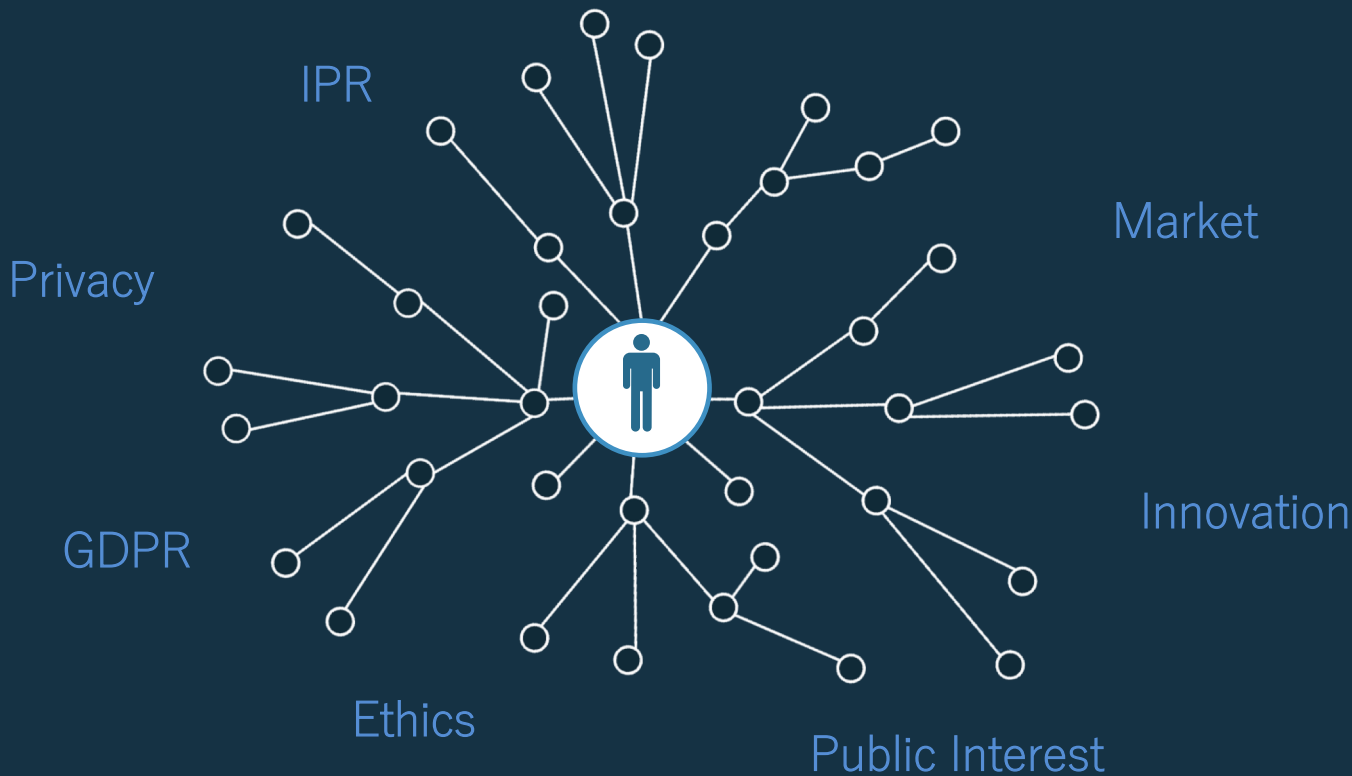


A glance to the future of design

MyData. A Nordic Model for human-centered personal data management and processing



Open – Ethical – Trustworthy ecosystem of data





Thank You

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