

# FAIR DATA

Using IoT-based systems generate an enormous amount of personal data. How can this data be used in a fair way?

## WHY?

Access to, knowledge about, and responsible use of personal data is crucial to European growth and competitiveness. To meet concrete societal challenges such as human rights on the internet, free flow of information, as well as creating a competitive and sustainable digital market, there is a need for initiatives that aim to combine user privacy with commercial utility.

## WHAT?

It is necessary to investigate and establish strategies that support trust from a privacy viewpoint based on legal, ethical and business requirements, in order to prevent complete branch segments from losing their market position. The project address the users' concern regarding violation of privacy and support individual companies in how the collection and utilization of internet user data can be handled according to the General Data Protection Regulation (GDPR).

## HOW?

The project investigates the conditions for business development based on user data (main goal) with the following solutions (sub targets):

1. Guidelines for commercial handling and use of internet user data according to GDPR, ethical principles and business requirements
2. Fair data internet panel and pilots for measurements of user generated internet traffic data (related to ethics, privacy and commercial utility) tested and developed with project partners and selected Swedish internet users
3. Assessment of grounds for creating a privacy certification
4. New or improved products and business solutions that build on the project results concerning data handling and usage

Application area: **SMART LIVING**

Project partners: **RISE Acreo, Bumble Labs, Interactive Advertising Bureau, Urban ICT Arena / Kista Science City, Lund University, Procera Networks, Södertörn University, Kantar Sifo, TS Mediefakta, and SEB.**

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**USE AND ABUSE?**

Every time you share data on social media or when you use an IoT device, you give away information. What are you willing to share to get what you want?