

Tourism: a flagship for the Data Economy in Europe

Business Value of Privacy in Data Spaces – *enabled by PET* –

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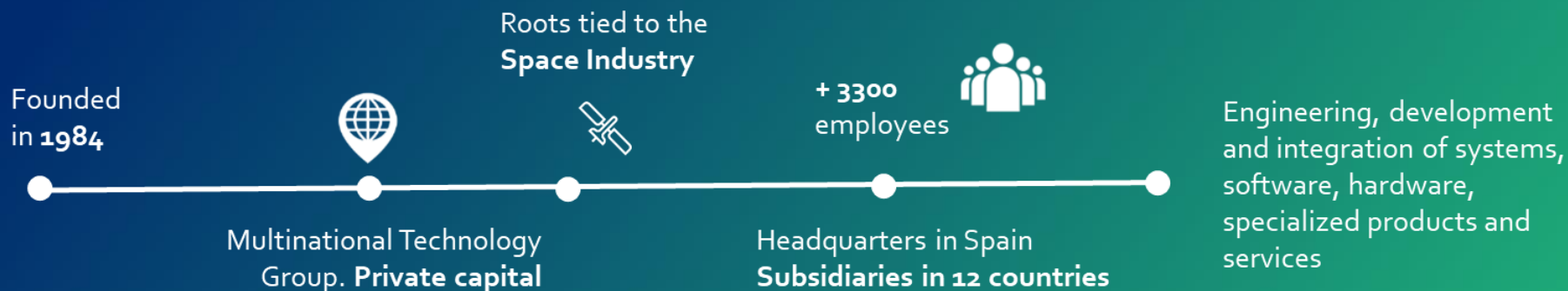


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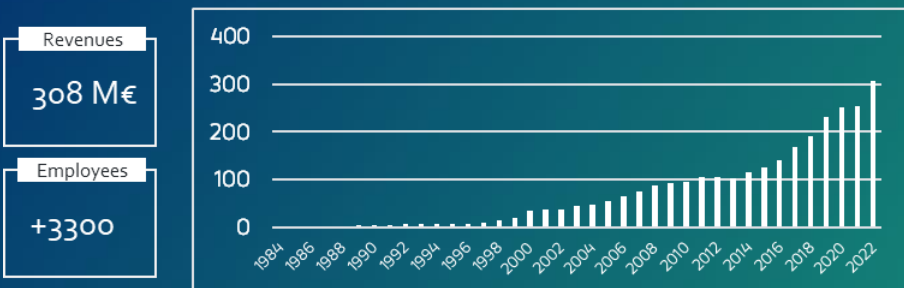


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GMV in figures: sustained growth



GMV in the World

SPAIN		INTERNATIONAL	
Madrid		Colombia	Poland
Valladolid		France	Romania
Sevilla		Germany	United Kingdom
Barcelona		Malaysia	Belgium
Valencia		USA	The Netherlands
Zaragoza		Portugal	

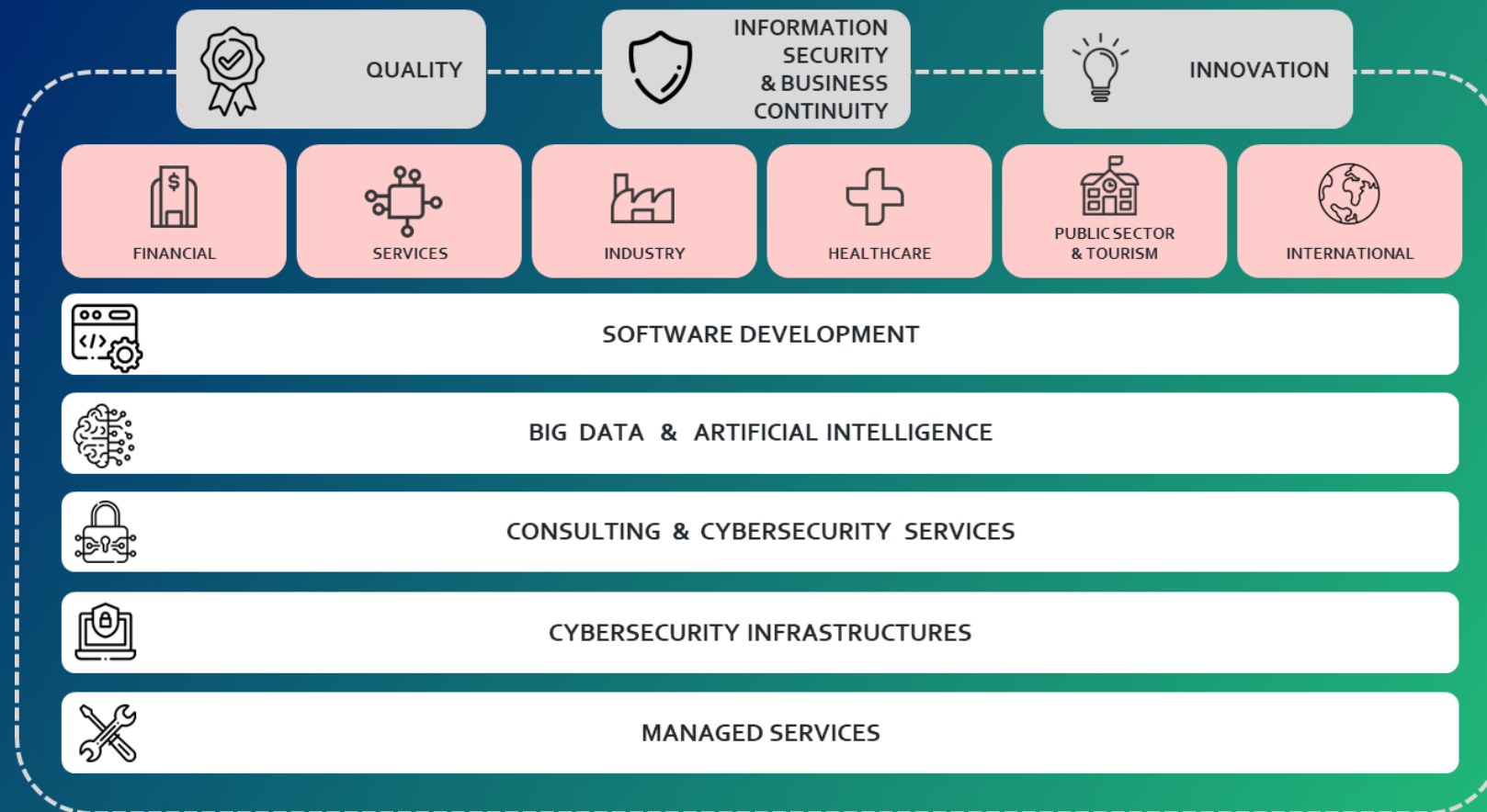


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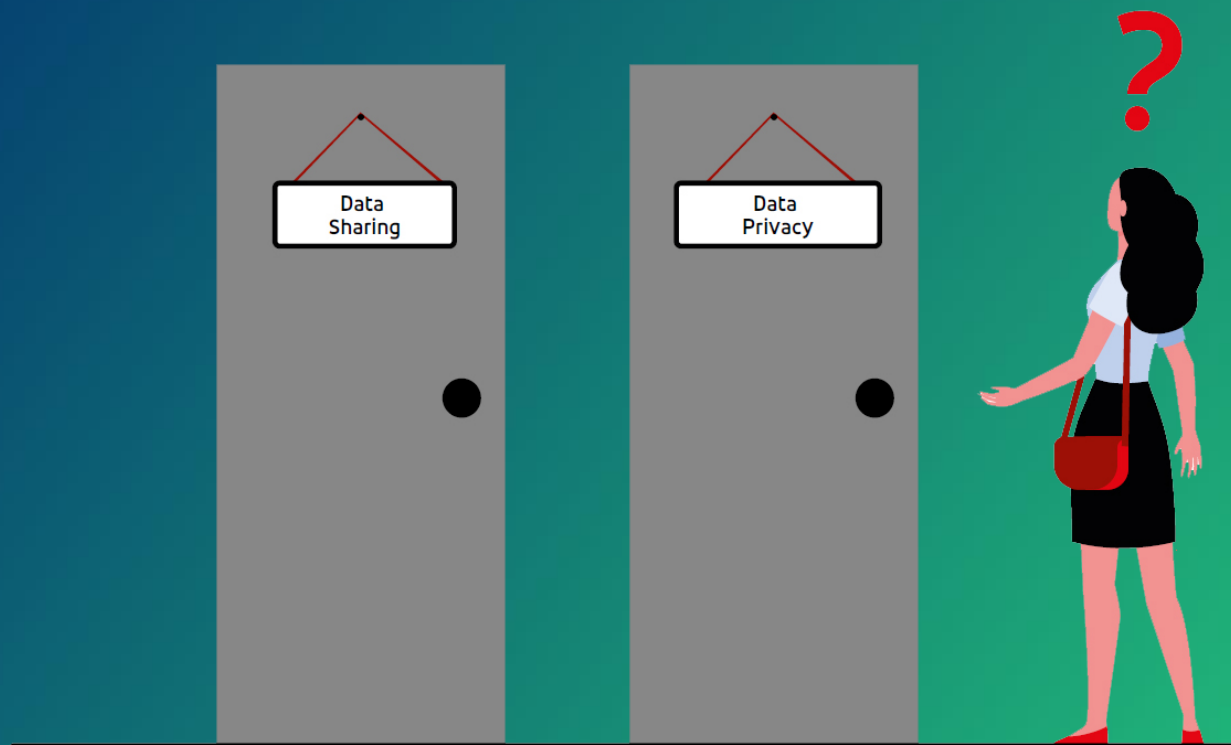
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Is the balance
between data
privacy and
data sharing
insuperable?



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To enable private calculations to be made using distributed data without exposure or movement.



To take advantage of sensitive data to improve machine learning algorithms and analytical models.



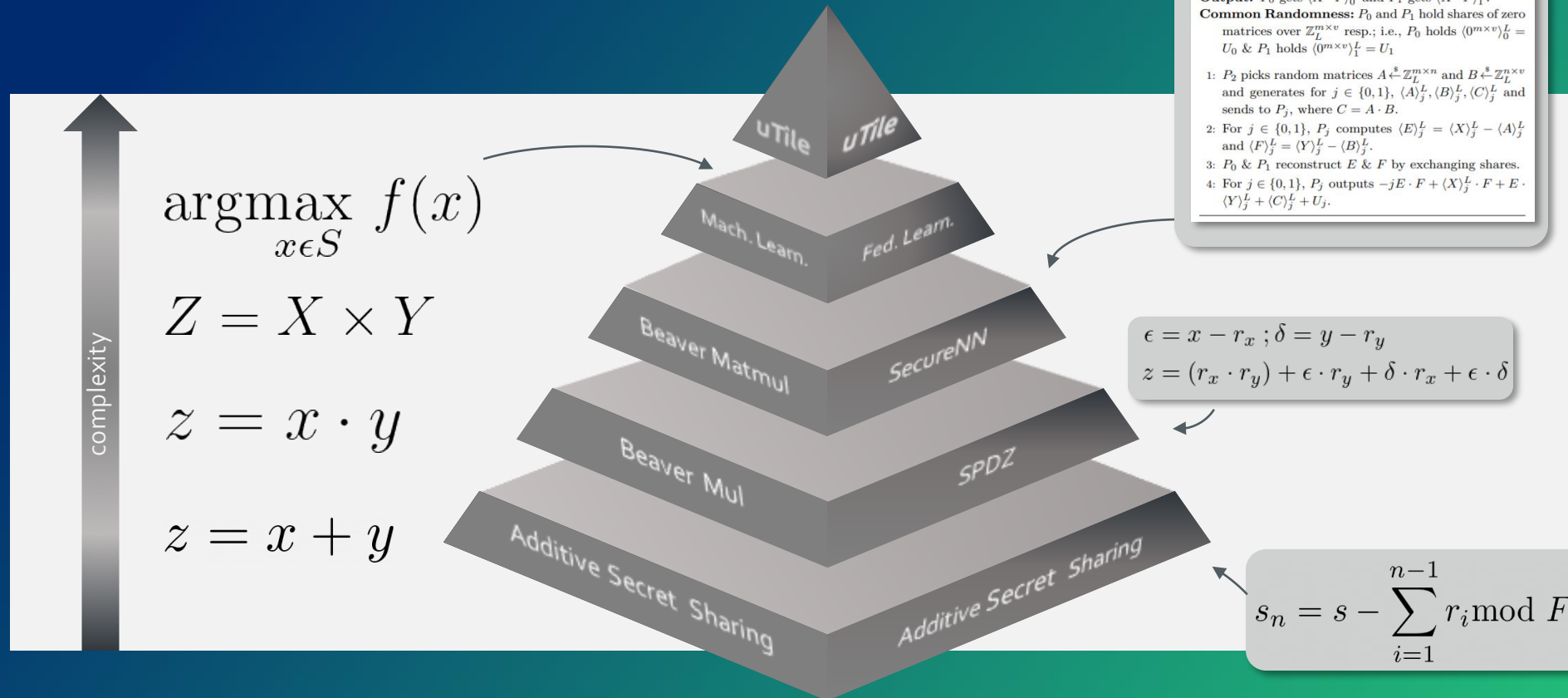
To comply with organisational requirements and ensure data privacy and compliance with regulation.

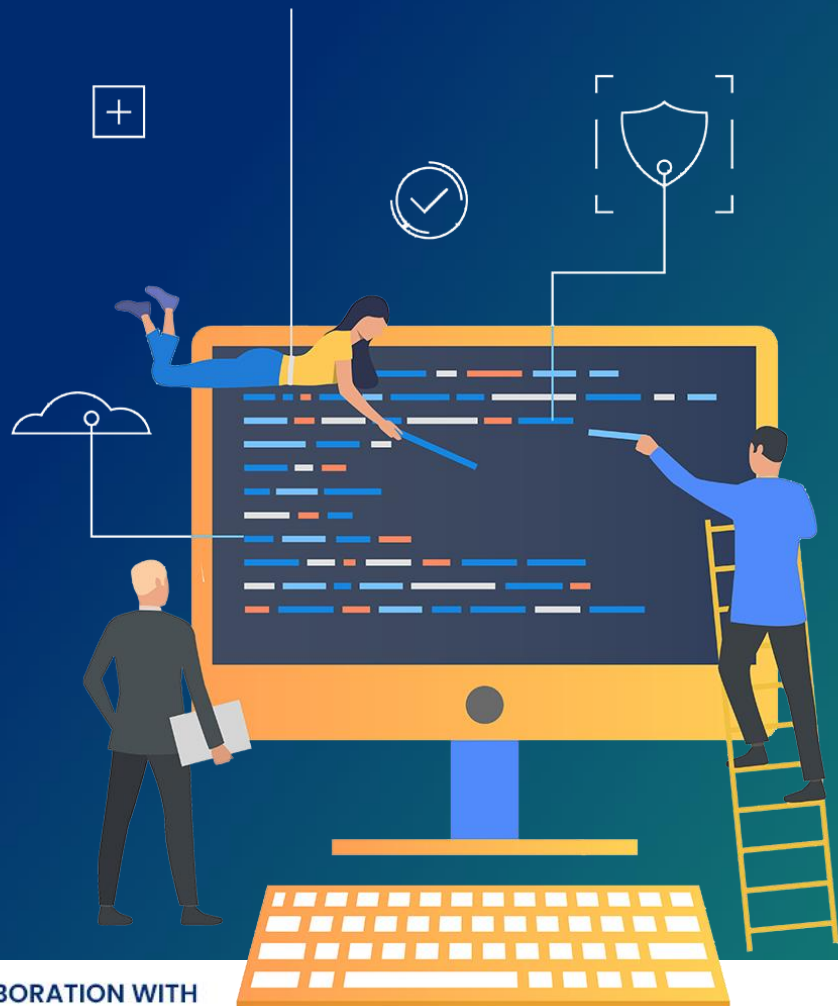
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SMPC (Secure Multi-Party Computation)

Secure Multi-party Computation makes use of additive secret sharing, which allows private data to be segmented into parts in such a way that none of the participants can reconstruct the original data, but all of them can benefit from the outcome of the sharing.

FL (Federated Learning)

Federated Learning is an algorithmic solution that allows training of ML models by sending copies of a model and the performance of training where the data are stored, thus eliminating the need to share data on a central server.

PSI (Private Set Intersection)

It is used in cases of vertical partition. PSI is a cryptographic technique that allows the intersection of data sets without having to reveal private information.

DP (Differential Privacy)

This technique allows data privacy to be maintained by deliberately injecting a degree of noise to allow statistical analysis but not re-identification. The amount of noise is controlled by the so-called privacy budget.

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HOTEL A



$$40€ = -66 + 38 + 68$$

81

HOTEL B



$$60€ = 62 - 20 + 18$$

88

HOTEL C



$$80€ = -75 + -12 + 167$$

11

Shared Data

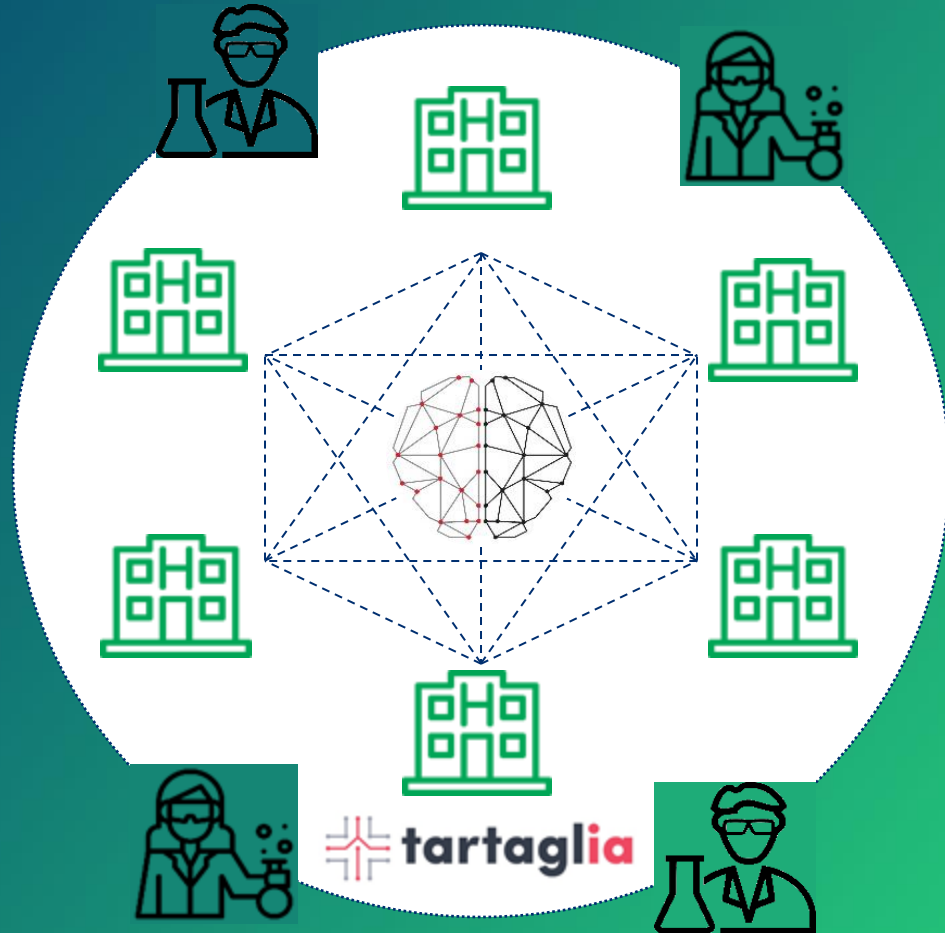
$$\frac{\begin{matrix} + & + \\ \hline \end{matrix}}{3} = 60$$

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Federated Network with Artificial Intelligence to accelerate clinical and health research.

- **6 Healthcare** entities from Spain connect their datasets using **uTile** to provide a research network
- Analysis are run on **5 diseases**: Prostate cancer, Alzheimer, Chronicity, Heart diseases and Retinal disease
- **11 companies** and research centers provide scientists and engineers to develop the studies.
- Budget: **11M€**, 3 years



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Tourism Data Space

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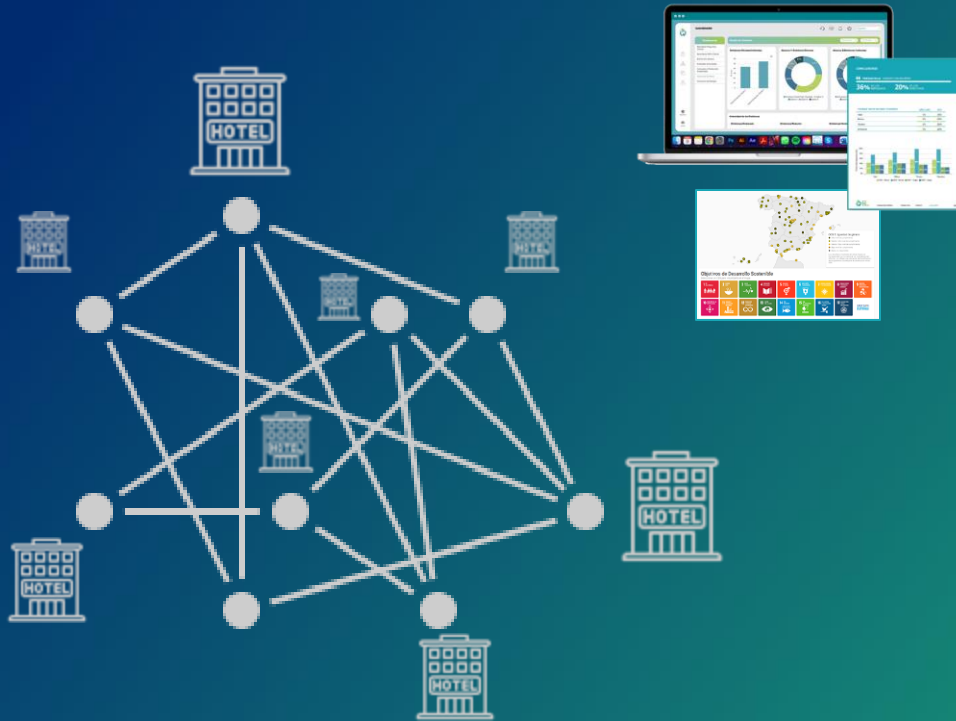


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Setting up a **TOURISM DATA SPACE**

- Hotel Chains



- Revenue Management
- Calculate CO₂ footprint, improve energy efficiency, measure the impact on the destination and promote compensation models
- Cybersecurity
- Sociodemographic and Semantic Analysis
- MICE (by relevance, industry, destination, human resources, sustainability, prices...)

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Joan Antoni Malonda
Tourism Business Developer



Thank you!

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