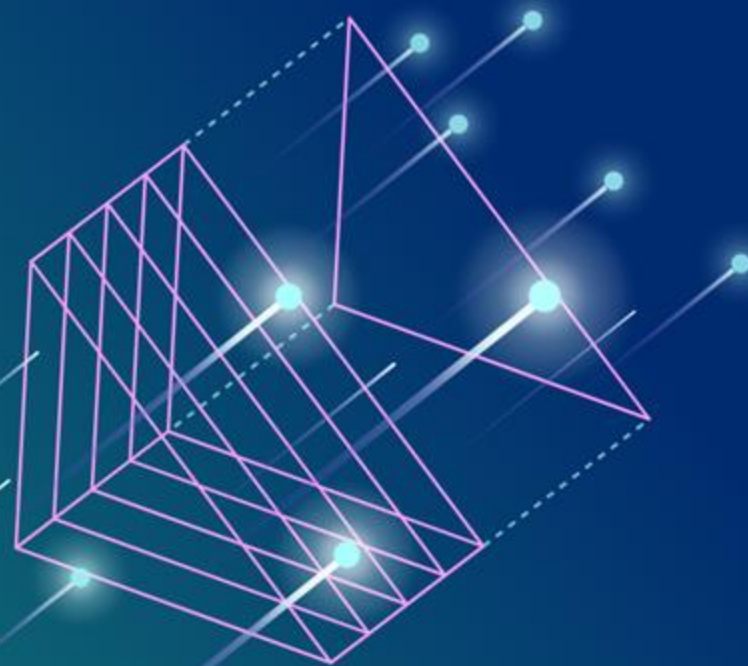


Data AI and the new society

Personal data, data subjects, and data intermediation services for natural persons



IN COLLABORATION WITH



INCLIVA | VLC
Biomedical Research Institute



UNDER THE AUSPICES OF



Viivi Lähteenoja

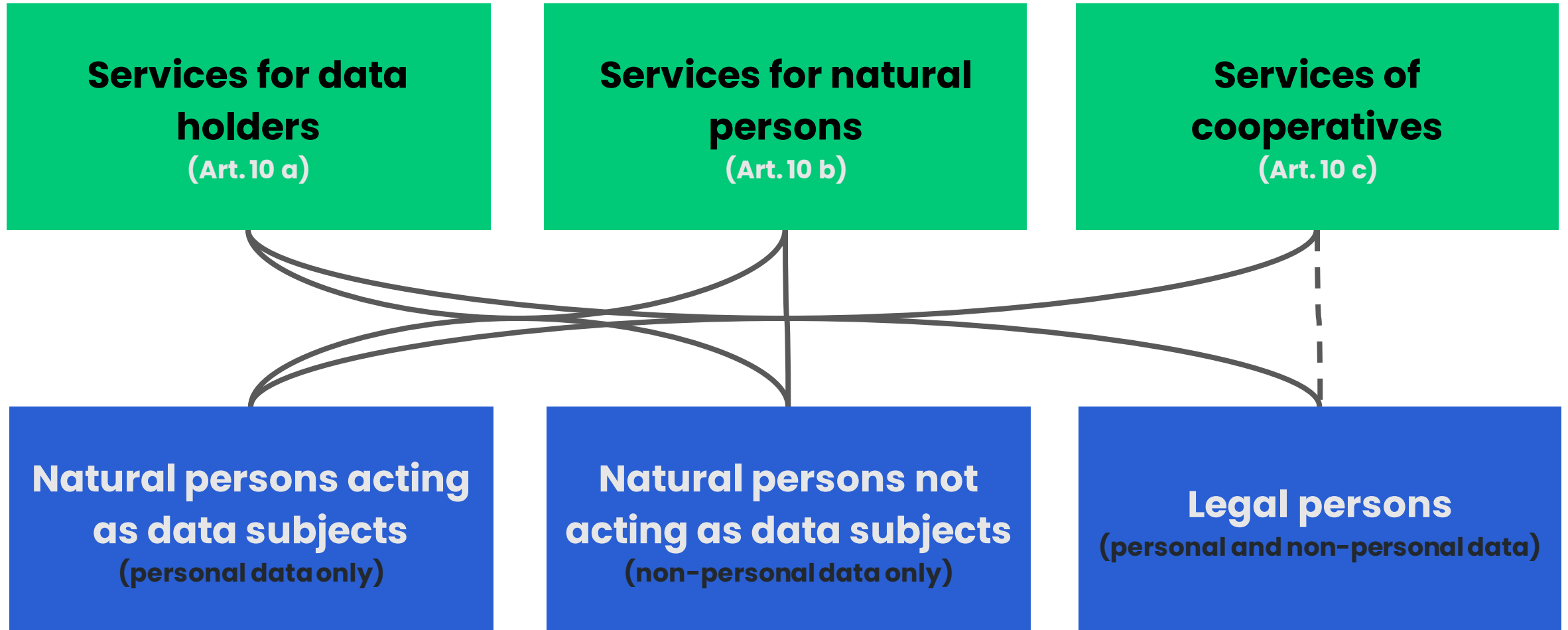
Senior data strategist, 1001 Lakes

Chair of the board, MyData Global

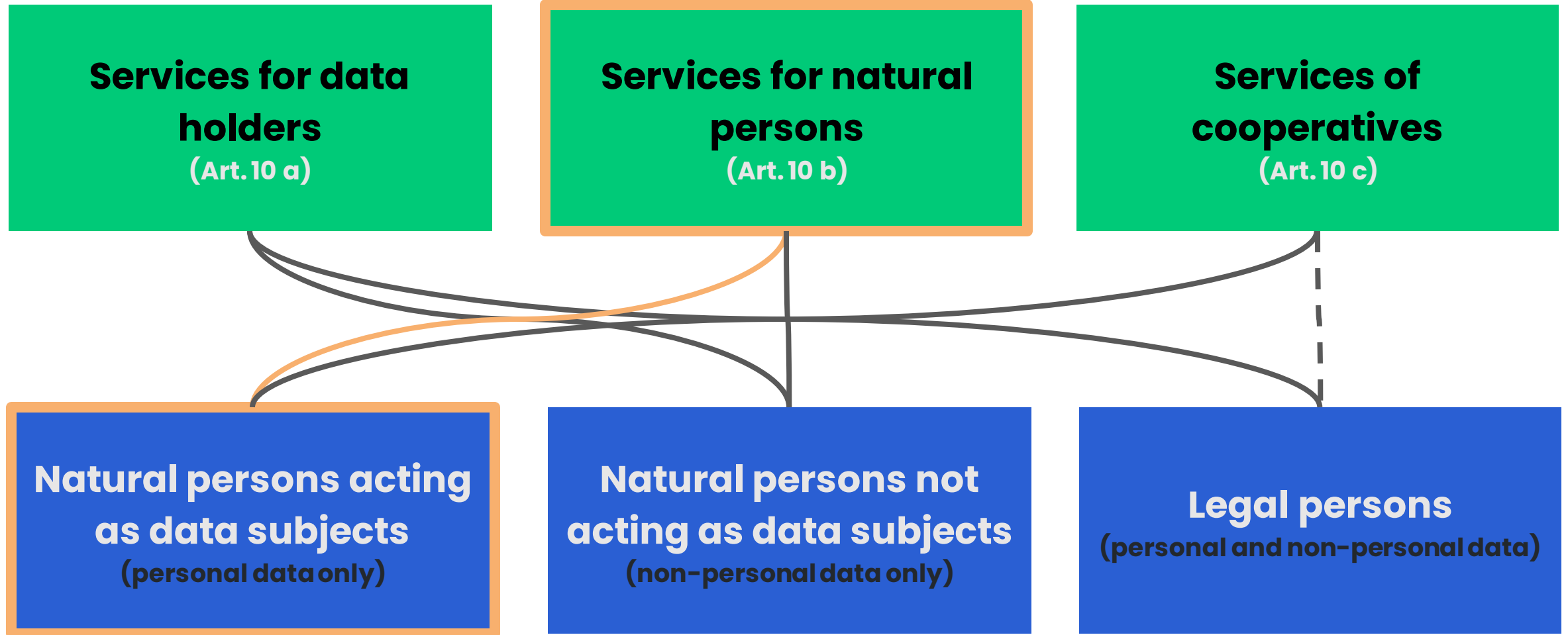
Researcher, University of Helsinki



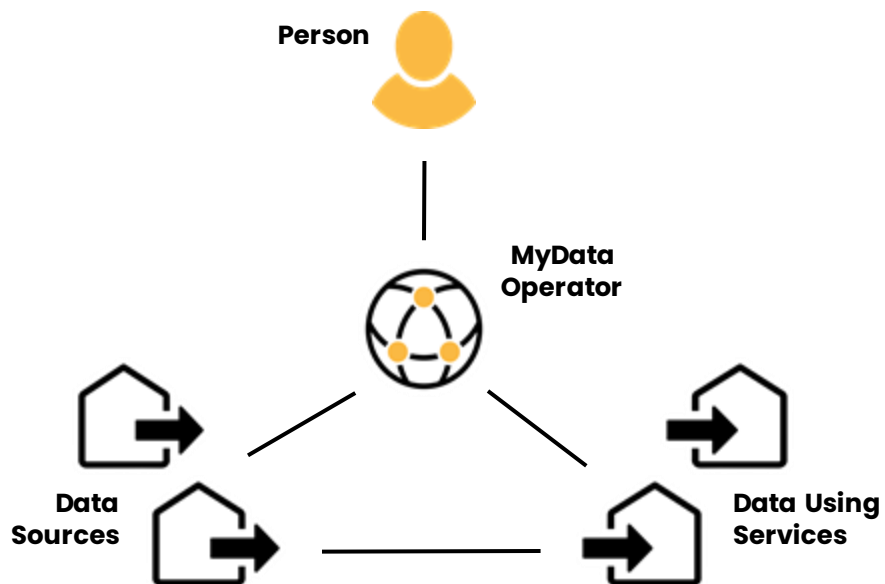
Service types, beneficiaries & data



Service types, beneficiaries & data



MyData operators



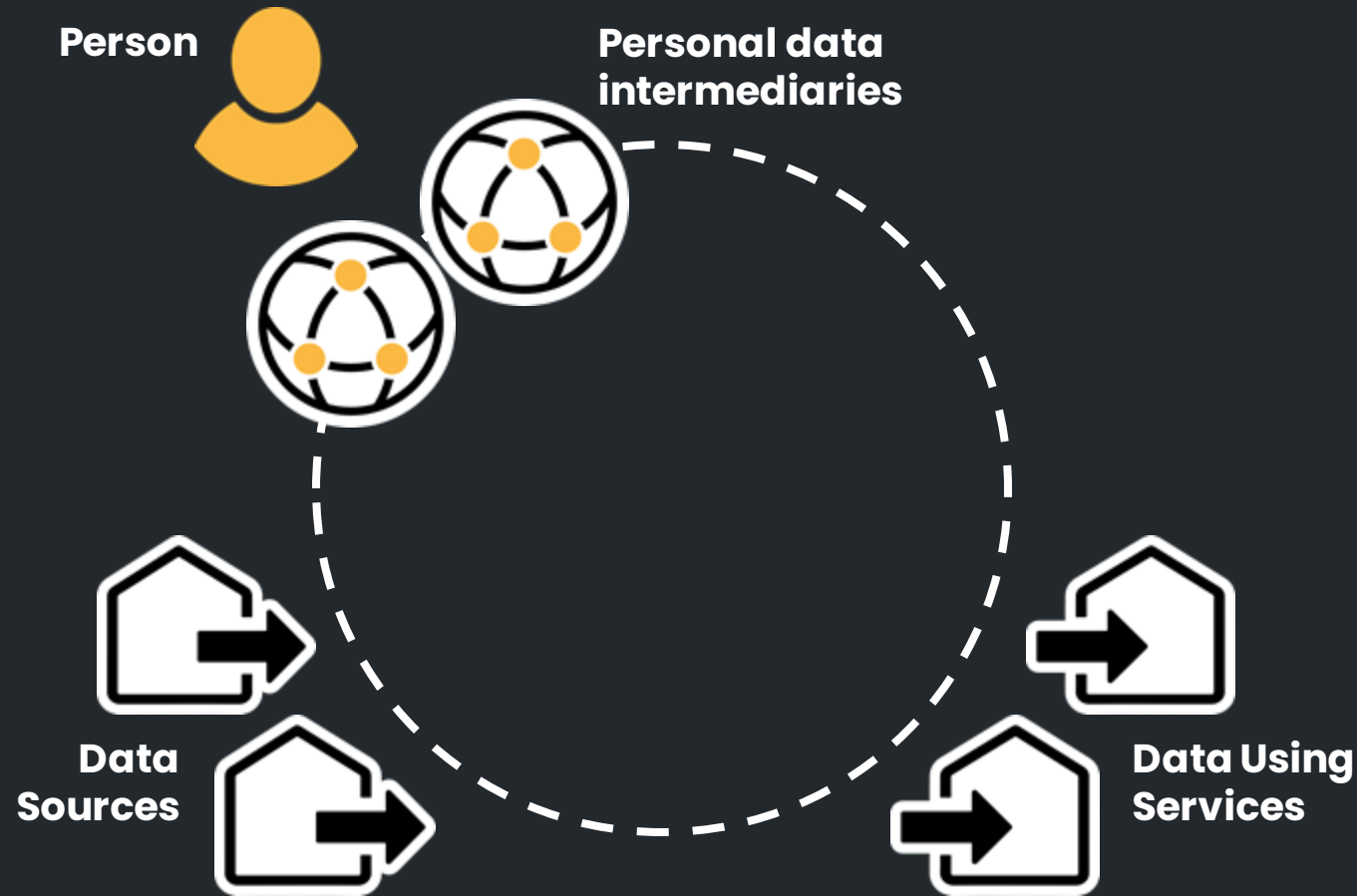
“A service which aims to establish commercial relationships for the purposes of data sharing between an undetermined number of **data subjects** and data holders on the one hand and **data users** on the other, through technical, legal or other means, including **for the purpose of exercising the rights of data subjects in relation to personal data.**”

Data Spaces



“Purpose- or sector-specific or **cross-sectoral interoperable** frameworks of common standards and practices to **share or jointly process data** for, *inter alia*, the development of new products and services, scientific research or civil society initiatives.

MyData operators as personal data intermediaries within common European data spaces





JRC SCIENCE FOR POLICY REPORT

Mapping the landscape of data intermediaries

Emerging models for more inclusive data governance

Micheli, M.
Farrell, E.
Carballea-Smichowski, B.
Posada-Sánchez, M.
Signorelli, S.
Vespe, M.

2023

EUR 31576 EN

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Identified challenges

1. Identifying suitable **business models** for economic sustainability
2. Extending the **demand** for intermediation services given prevalent lack of awareness, interest, and expertise in data matters
3. Understanding the **neutrality** requirement of the DGA and its implications for implementation

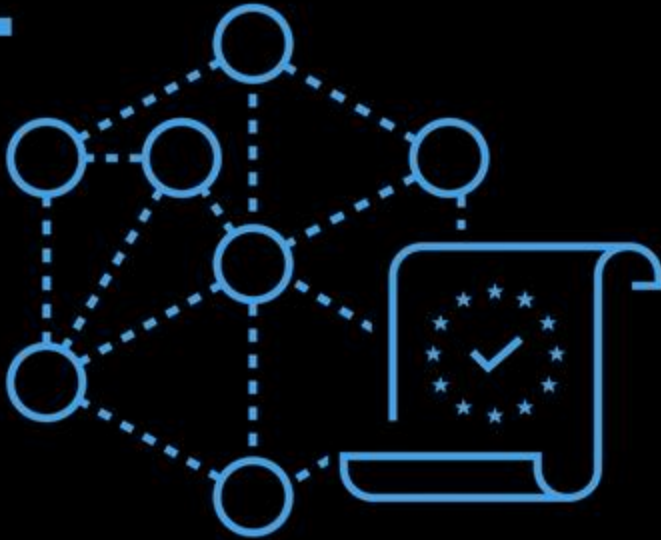


Conclusions

- **Design data spaces** from the beginning to account for personal data, data subjects, and data intermediation services for natural persons.
- **Legal precedent** on open questions for data intermediaries in data spaces is pending.
- Until that emerges, it remains a data space **business design** question whether to require that (some of) the intermediation services within a data space are officially recognised DISPs.
- Services that are not regulated by the DGA will continue to be provided in data spaces, **time will tell** whether officially recognised DISPs will become successful in the data spaces context.

Position Paper | October 2023

Reflections on the DGA and Data Intermediaries



○ Position Paper of members of the IDS Association
○ Position Paper of bodies of the IDS Association
● Position Paper of the IDS Association
○ White Paper of the IDS Association



Recommendations to the EC

1. Invest in the community of practitioners.
2. Don't focus on the tech primarily.
3. Engage in active dialogue with implementers.
4. Support inter-organisation and public-private collaborations.
5. Design personal data into sectoral data spaces.
6. Invest in conceptual harmonisation.
7. Support both the supply and the demand of personal data space services.
8. Make people's daily lives better.

Thank you!

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