



Consumer views on data portability and the role of standards

**“Data portability at the crossroads of data protection and
competition policy”, Brussels, 29 April 2014**

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So consumer participation...

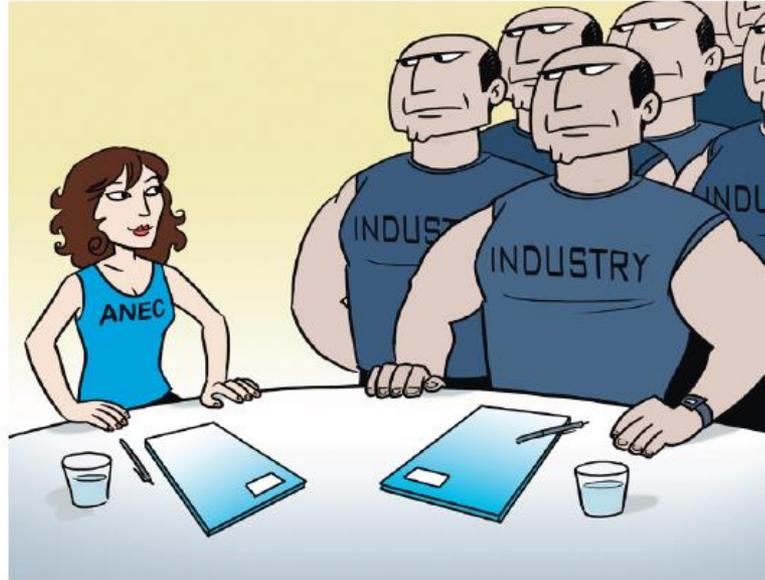


has been
centralised at the
European level
since 1995



***'The European Association for the
Co-ordination of Consumer
Representation in Standardisation'***

(or 'The European consumer voice in standardisation')



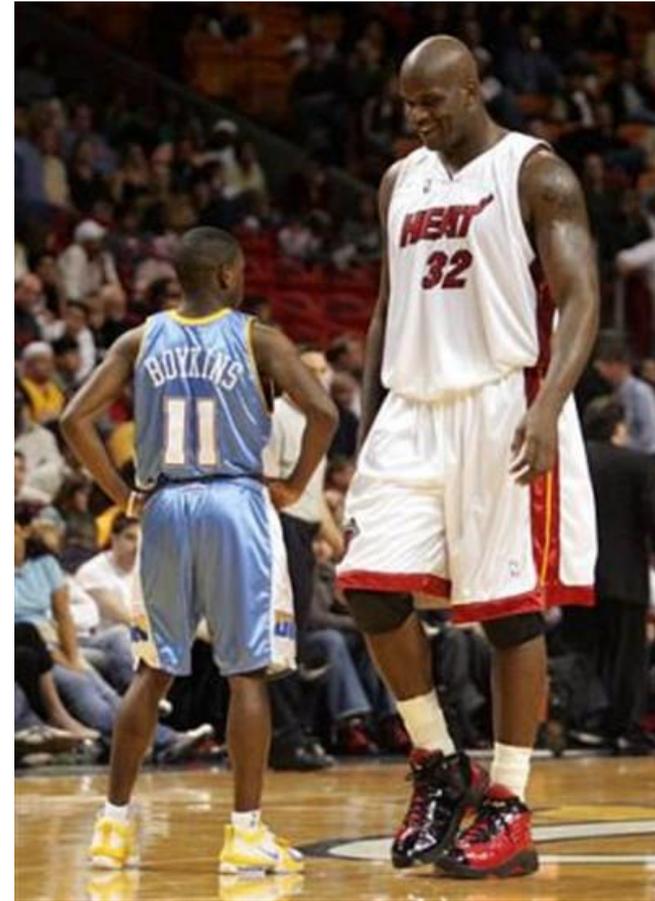
Facts and figures



60.000+
experts
from business



50 experts in
CEN committees
on behalf of consumers



Consumers and data portability



Privacy basics

Data Protection: - collection of data by organisations
- their use of that data
- their protection of that data

Personal data: data which makes an individual identifiable including their sensitive personal information



**To the individual privacy is
HIGHLY CONTEXTUAL and PORTABLE**



Privacy - what data ?

John Smith

Smartphone e wallet

Medical conditions data

Football season e ticket
(with face photo)

Electricity supply
Smart grid data & control



Automated shopping list

Where's Sally ? app
(to and from school)

Granny monitoring

IP address, Chip id etc.

PI	Personal Identifier	- identification of the person in different ways
PB	Personal Behaviour	- identifiers of sensitive personal characteristics
TH	Tech and Hardware	- codes used for technology reasons
RV	Residual Value	- value identifiers associated with a person
TL	Time / Location	- identifiers facilitating tracking of people
IT	Identity of Things	- codes used for products, sensors and 'things'
SD	Sensor Data	- sensor records and images
CI	Control Instructions	

Why is the data being collected and processed ?

Requirements for governance of processing purpose, consent management, anonymity and identifiability creation, and data sharing transparency across systems, apps, etc

Processing purposes

Part of existing customer or client service provision

To identify a specific individual or individuals

To identify groups of people

For systems - planning, management, operations and control



Can the principles of private data protection, informed consent and data minimisation survive in an open and interoperable environment?

Bearing in mind that the choice of using open and interoperable standards is generally a company commercial strategic choice, can the implementation of open standards and interoperability minimise consumer risks and maximise benefits for all consumers?

Conclusions



The interoperability standardisation framework to ensure data portability needs to state clear objectives to be achieved by industry and mechanisms to check its implementation.

Examples which could be looked at are energy saving and energy labelling sectors, with consumers being informed about the product energy performance with a label. Consumers should be informed whether and how they will be able to transfer their data, which requires the interoperability with their hardware and other software, before the purchase.

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