

Personal control over personal data

It's good for everyone

Why does it matter?

For the world

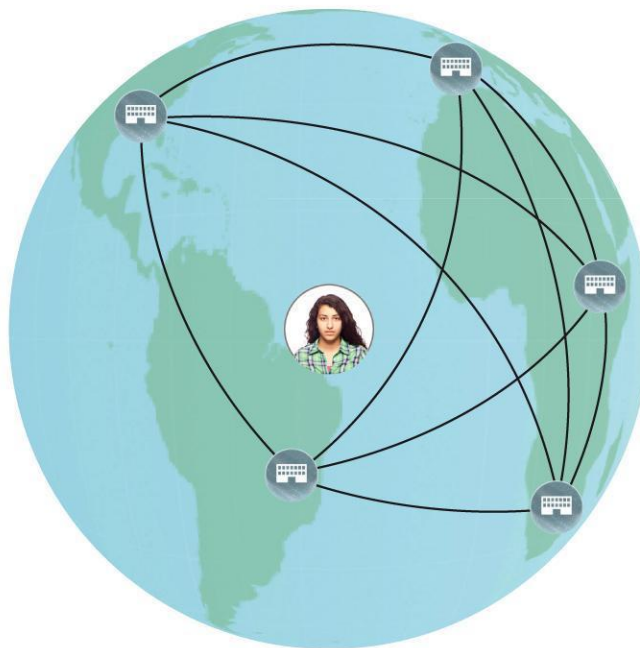
- social networks, search engines, smart phone apps sold on false premise
- stifled innovation
- loss of trust

For organisations

- 'blocked' digital services
- poor data quality
- regulatory cost
- loss of trust

For individuals

- loss of convenience and control
- time wasting entry of data
- loss of trust



Thought leaders



National consensus



What Mydex offers

Trust framework

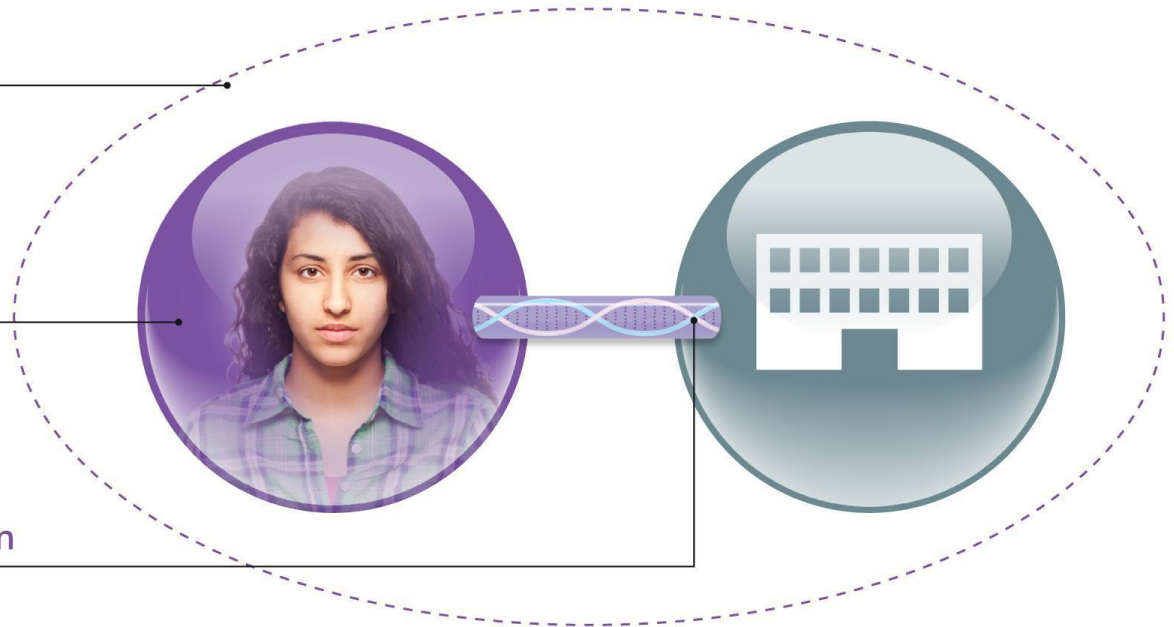
legal and technical

Personal data store

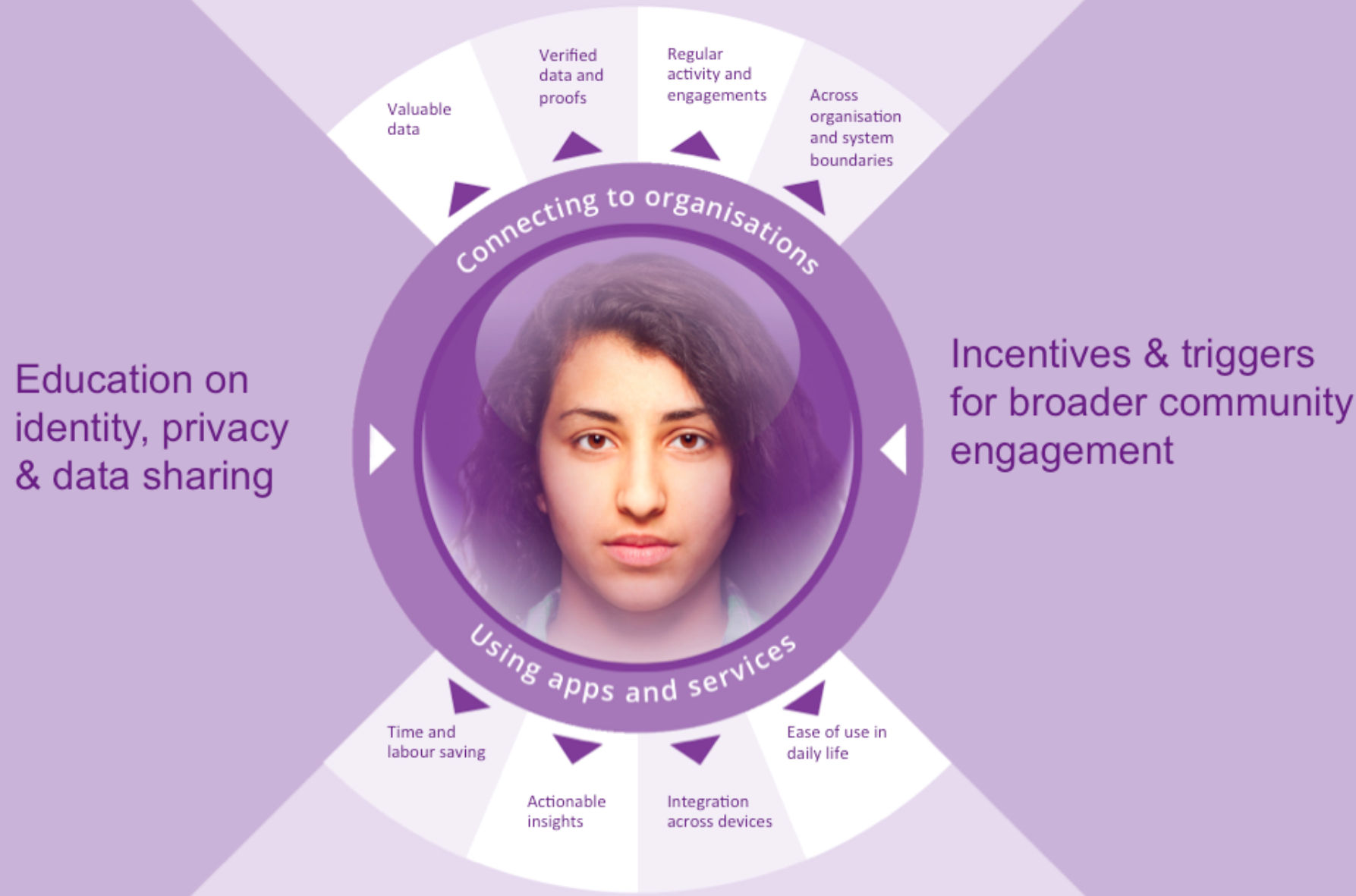
and a Mydex ID, all free

Standard encrypted connection

at a low cost

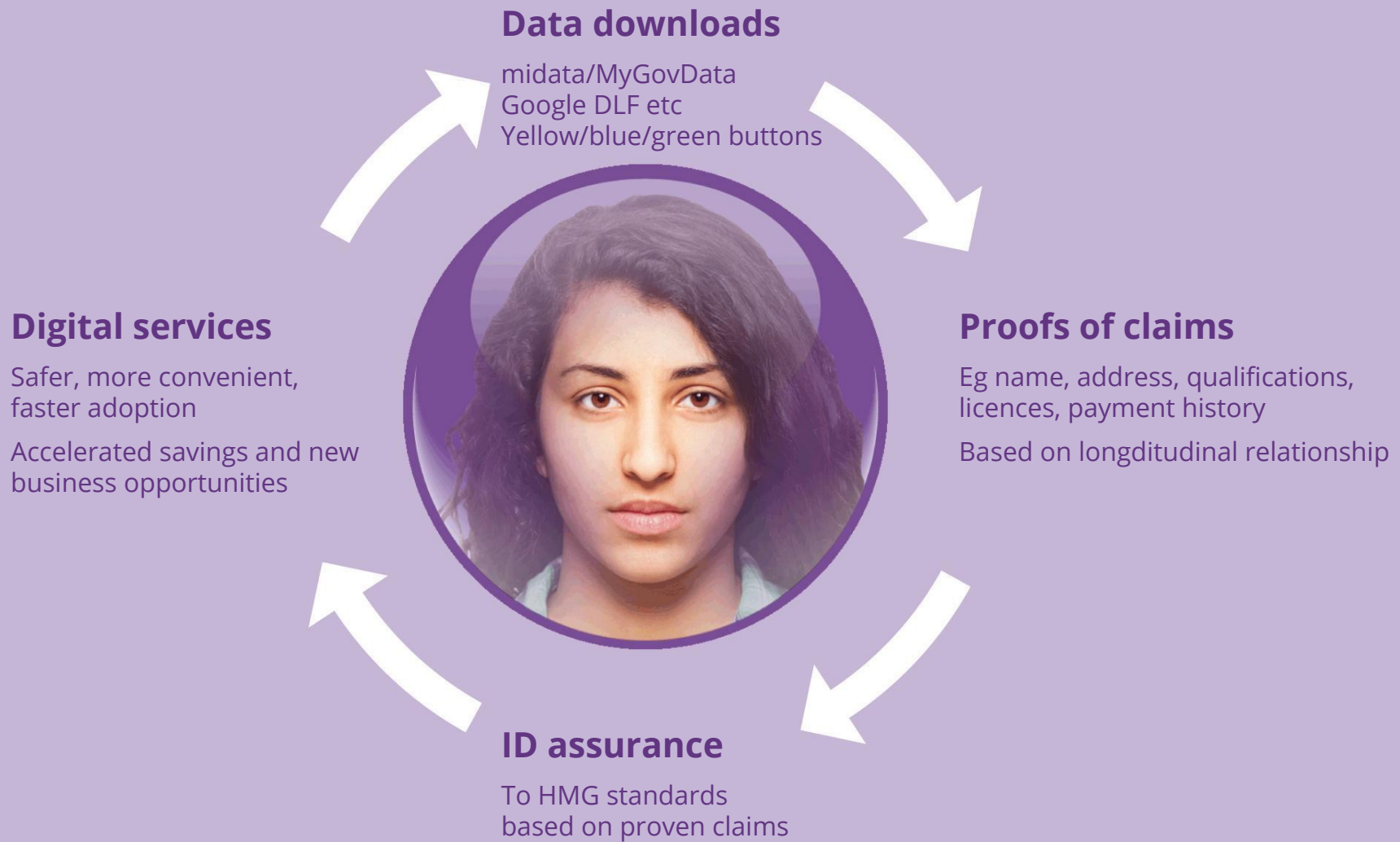


The right connections



The right apps and developers

Personal control over personal data The virtuous circle



The foundation of trust

Governance

- *community interest*
- *asset locked*
- *serves members*
- *ISO 27001*

Commercial

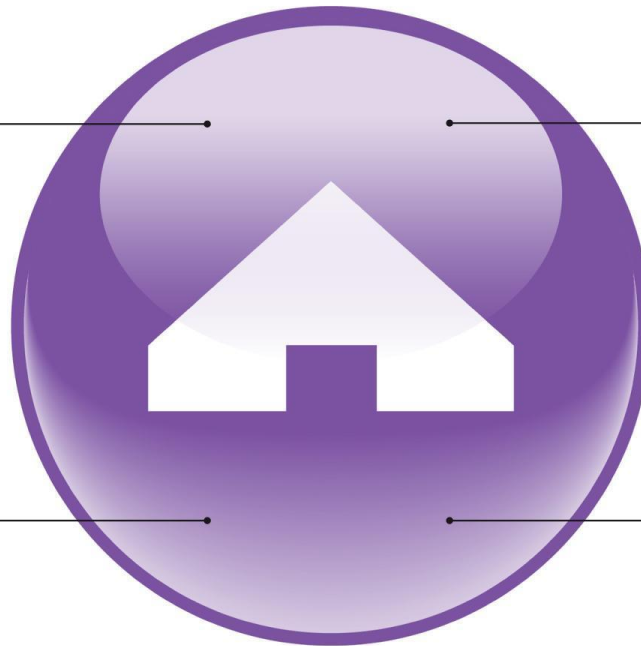
- *free to individuals*
- *micropayment connections/developers*
- *vast savings*
- *new revenues*

Legal

- *Mydex charter*
- *data sharing agreement*
- *individual data controller*

Technical

- *UK-based cloud*
- *open source standard*
- *multi-protocol*



It's good for everyone

For individuals

- ✓ convenience and control
- ✓ time saving
- ✓ value
- ✓ trust

For organisations

- ✓ savings
- ✓ relationships
- ✓ new services
- ✓ trust

For the world

- ✓ efficient digital logistics
- ✓ economic growth
- ✓ safer online world



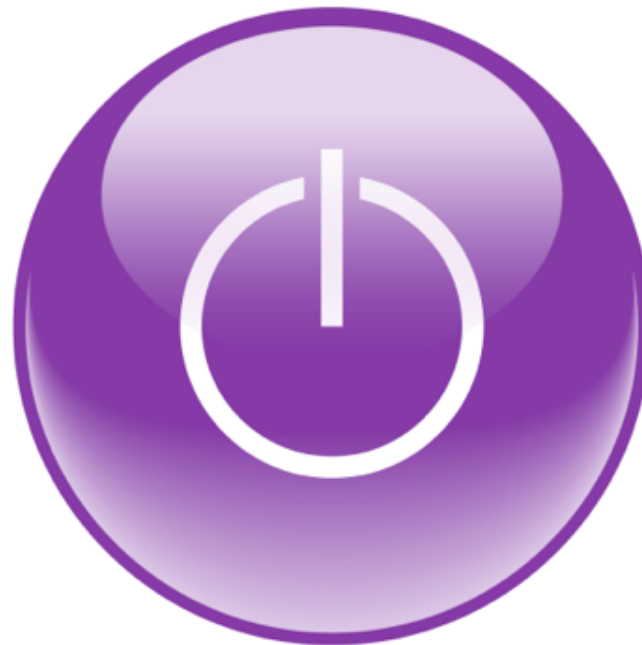
Let's get started!

pds.mydex.org

for individuals

dev.mydex.org

for developers



Personal control over personal data

It's good for everyone

Getting started



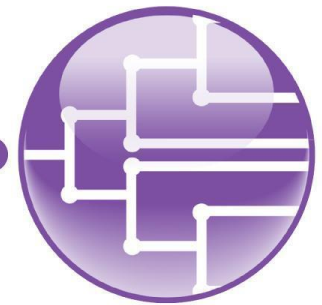
Choose what
to aim for first



Connect and
communicate



Start your
service

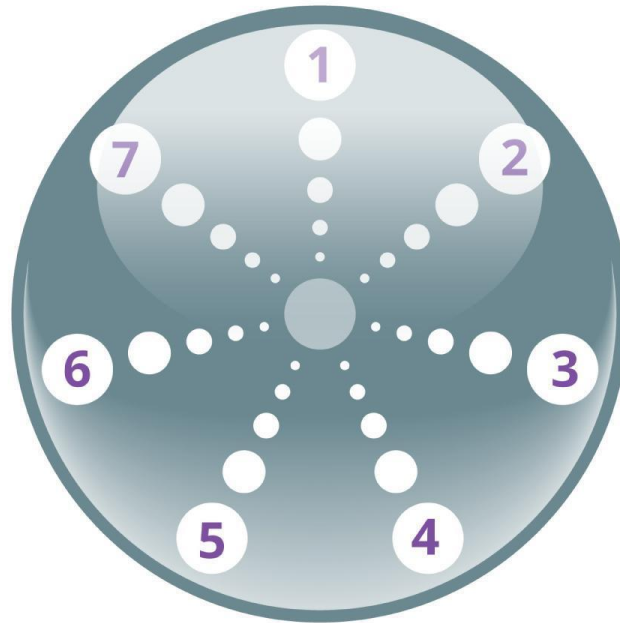


Extend your
service

Choosing what to aim for first



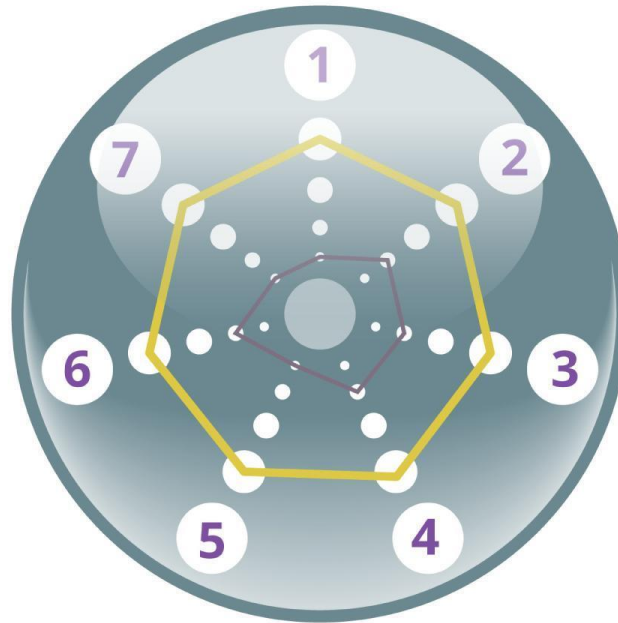
- 1 Pressing need for change
- 2 Convenience for users
- 3 Low risk and cost
- 4 Quick return on investment
- 5 Offers feedback and lessons
- 6 Communicates well
- 7 Opportunities for data giveback



Choosing what to aim for first



- 1 Pressing need for change
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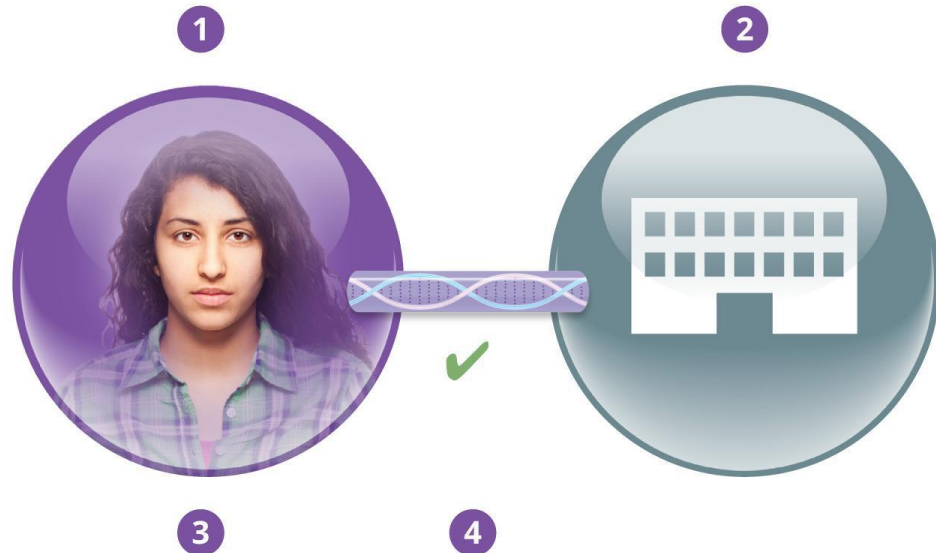


Connect and communicate



Design, prepare & test

1. the connection
2. communication



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