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News Events Partnerships

Personal Data: The New Charitable Economic Asset

Simon Hessami, Head of the UK & Ireland AI Center of Excellence, Sia Partners

Wednesday, 12 October 2022

A Word From Today's Chairwoman

Charlotte Dawber-Ashley

Manager, FS Club

Z/Yen Group

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Today's Agenda

- 10:00 – 10:05 Chairman's Introduction
- 10:05 – 10:25 Keynote Presentation – Simon Hessami
- 10:25 – 10:45 Question & Answer

FS Club

Today's Speaker

Simon Hessami

Head of the UK & Ireland AI Center of Excellence

Sia Partners

Poll Question

Have you ever donated personal data?

- A – No
- B – Yes, I understand that my data is my most valuable on-line asset and want it put to good use
- C – Yes, though I don't know how value is generated from it
- D – Yes, for another reason

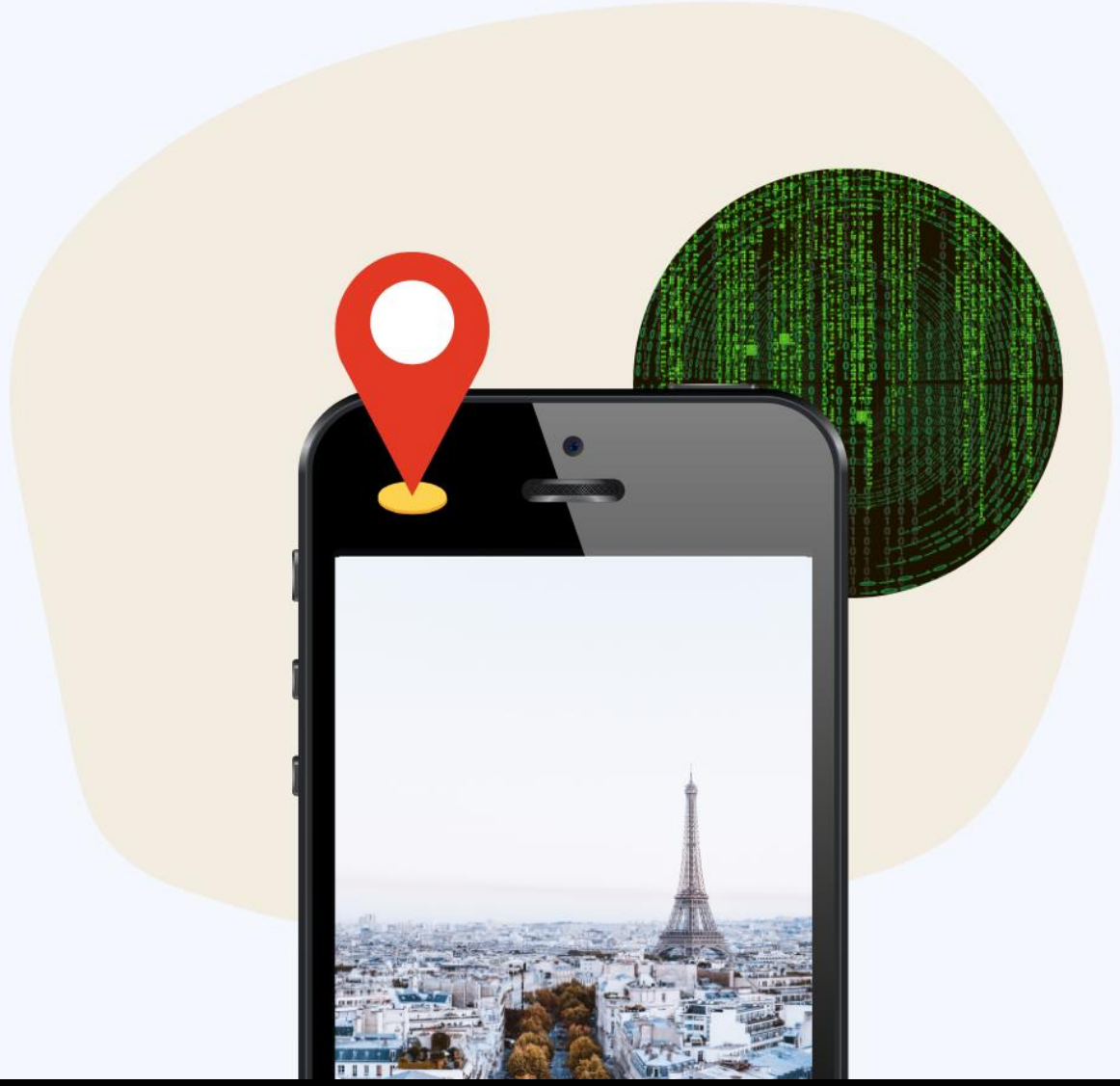
Personal Data: The New Charitable Economic Asset

Sharing our personal data with academic research organisations to benefit society.

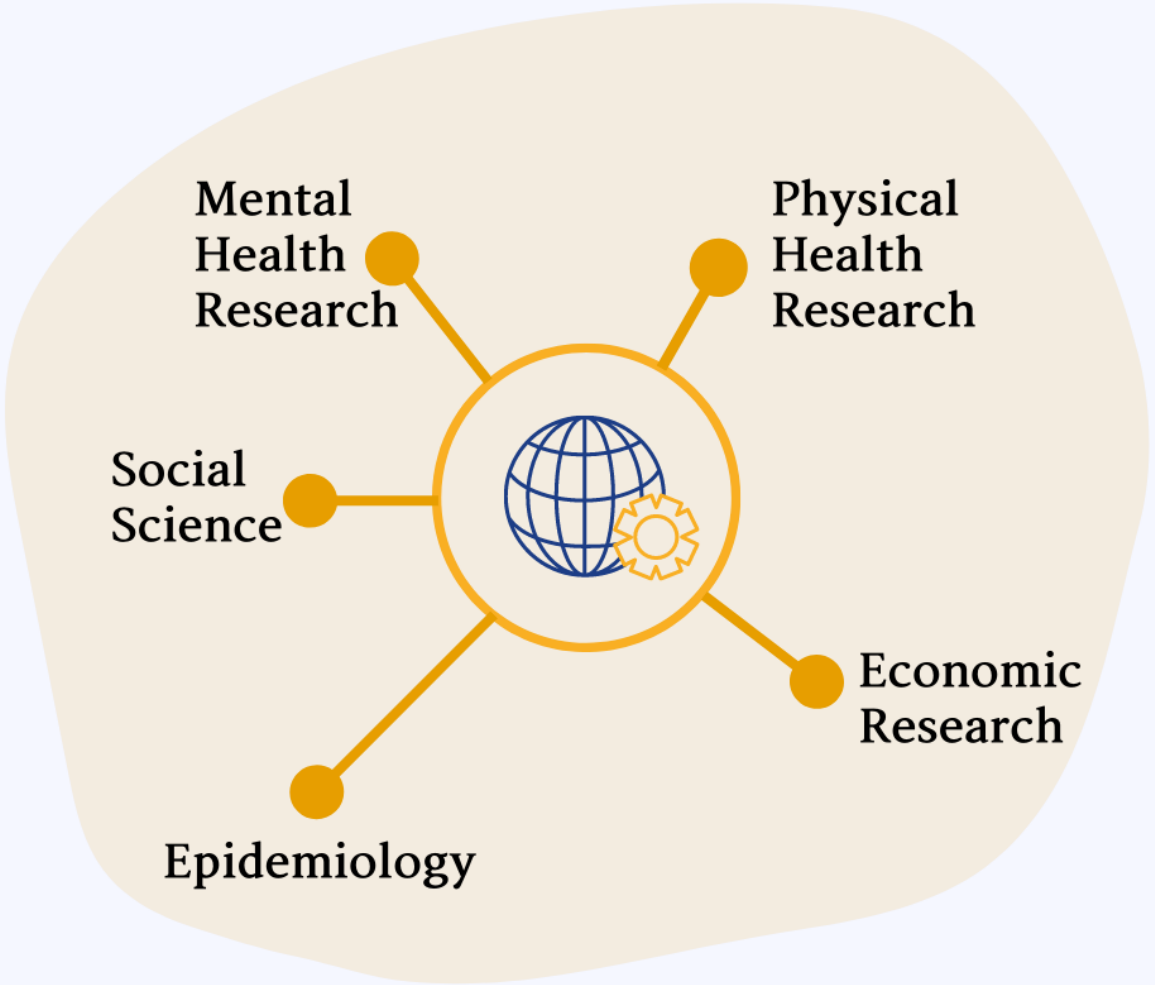
YOUR PHONE, WHEN YOU SAY YOU WANT TO BUY SOMETHING

Our personal data can be collected and processed by private organisations for commercial benefits

My Personal Experience



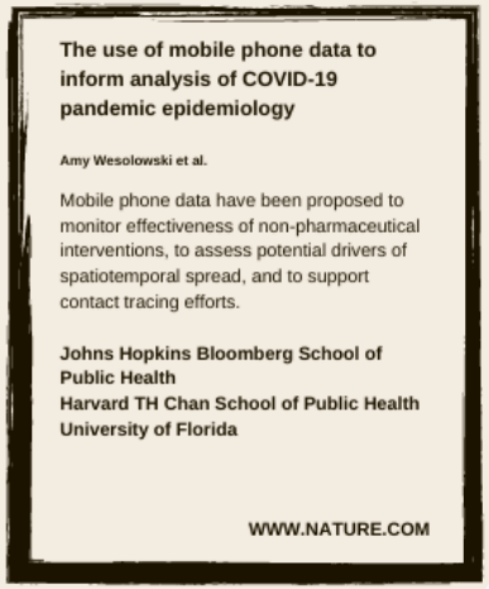
My Personal Experience



But a lot more can be done when such data is used for academic & medical research.

MOBILE PHONE DATA

EPIDEMIOLOGICAL RESEARCH



The use of mobile phone data to inform analysis of COVID-19 pandemic epidemiology

Amy Wesolowski et al.

Mobile phone data have been proposed to monitor effectiveness of non-pharmaceutical interventions, to assess potential drivers of spatiotemporal spread, and to support contact tracing efforts.

Johns Hopkins Bloomberg School of Public Health
Harvard TH Chan School of Public Health
University of Florida

WWW.NATURE.COM

Epidemiology

The ongoing coronavirus disease 2019 (COVID-19) pandemic has heightened discussion of the use of mobile phone data in outbreak response.

RETAIL DATA

SOCIAL AND BEHAVIORAL SCIENCES
HEALTH PSYCHOLOGY

Those Whose Calorie Consumption Varies Most Eat Most

Anya Skatova, Neil Stewart, Edward Flavahan, James Goulding

We used 2,831,403 machine recorded 'meal deal' transactions from 205,781 individuals over the course of one year from one of the UK's largest suppliers of lunch time foods to investigate whether there is a relationship between patterns of choice and higher calorie consumption.

Alan Turing Institute
University of Bristol
University of Warwick
University of Nottingham

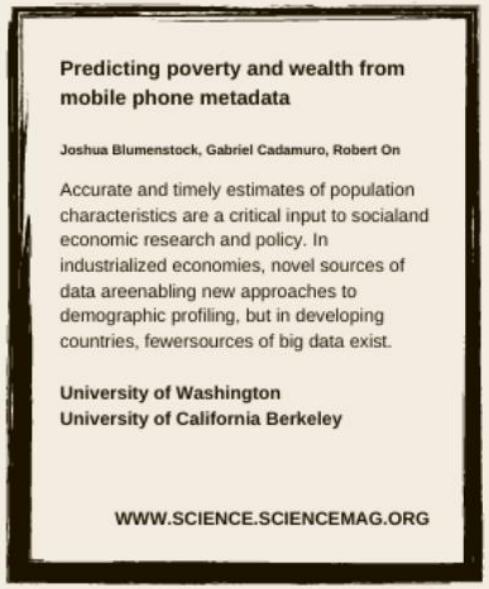
WWW.PSYARXIV.COM

Health-related Behavior

Unhealthy eating habits are associated with higher mortality rates and various negative health outcomes, including diabetes, heart disease, Alzheimer's disease and various types of cancer.

MOBILE PHONE DATA

ECONOMIC AND SOCIAL RESEARCH



Predicting poverty and wealth from mobile phone metadata

Joshua Blumenstock, Gabriel Cadamuro, Robert On

Accurate and timely estimates of population characteristics are a critical input to socialand economic research and policy. In industrialized economies, novel sources of data areenabling new approaches to demographic profiling, but in developing countries, fewersources of big data exist.

University of Washington
University of California Berkeley

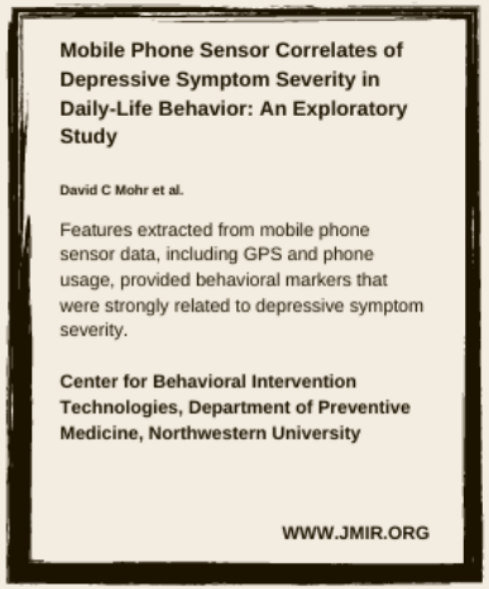
WWW.SCIENCE.SCIENCEMAG.ORG

Predicting Poverty & Wealth

An individual's past history of mobile phone use can be used to infer his or her socioeconomic status.

MOBILE PHONE DATA

MENTAL HEALTH RESEARCH



Mobile Phone Sensor Correlates of Depressive Symptom Severity in Daily-Life Behavior: An Exploratory Study

David C Mohr et al.

Features extracted from mobile phone sensor data, including GPS and phone usage, provided behavioral markers that were strongly related to depressive symptom severity.

Center for Behavioral Intervention Technologies, Department of Preventive Medicine, Northwestern University

WWW.JMIR.ORG

Identifying Depression Severity

The objective of this study was to explore the detection of daily-life behavioral markers using mobile phone global positioning systems (GPS) and usage sensors, and their use in identifying depressive symptom severity.

There is a big gap between commercial & non-commercial use of personal data.

Problem 1

The lack of understanding around digital footprints and how data used for research purposes can benefit society.

Problem 2

Collect and storage of such data are outside the mainstream of traditional academia research.

Solution 1

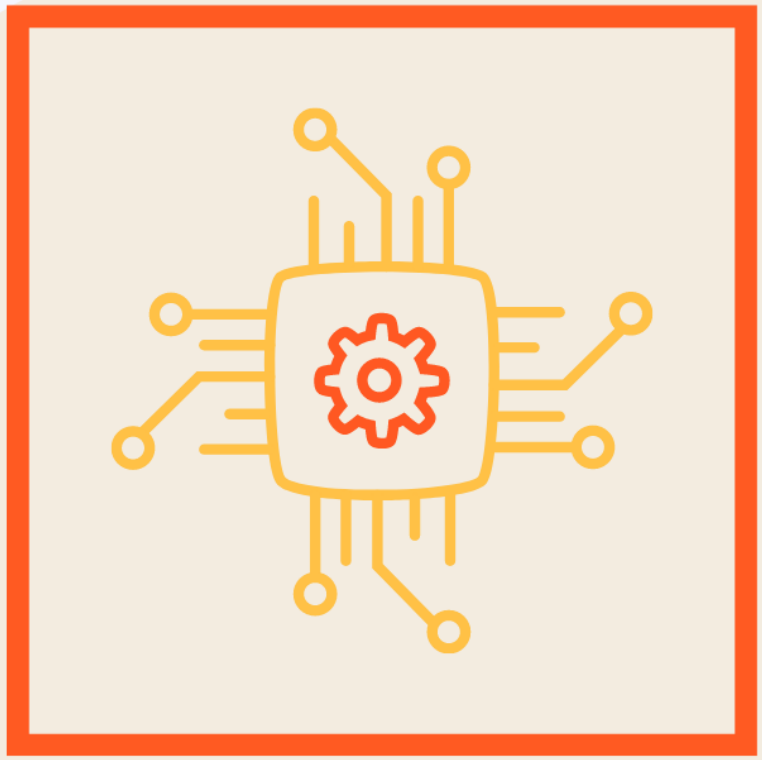
A platform allowing individuals (data owners) to have 100% control over their personal data and offers them a secure way to share and donate data for research benefiting the public.

- Find out what the internet knows about them through their digital footprint,
- Assess the value of their data,
- Control who could have access to their personal data and what is done with it.

Solution 2

Crowd-data-sourcing platform helps researchers (data consumers) to access real-life data and use it for research purposes.

- Find datasets for their research projects,
- Getting access to high quality and anonymised data recorded from different sources,
- Taking advantage of automated collection and storage data pipelines to accelerate research processes.



Linking Data Owners & Researchers for Helping Good Causes

1

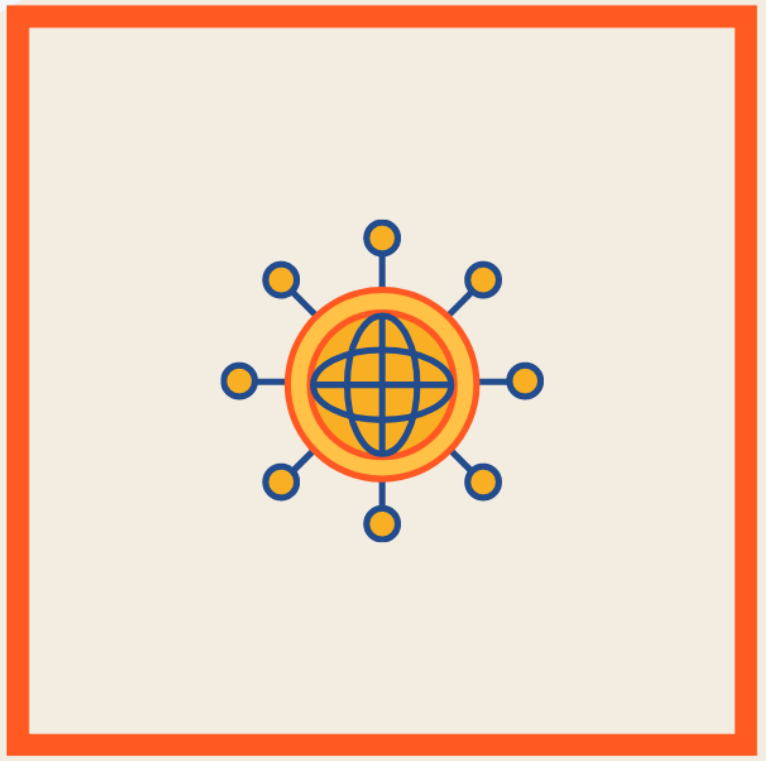
Anonymisation

AI-powered anonymisation algorithms to guarantee non-stop privacy control.

2

Secure Connections

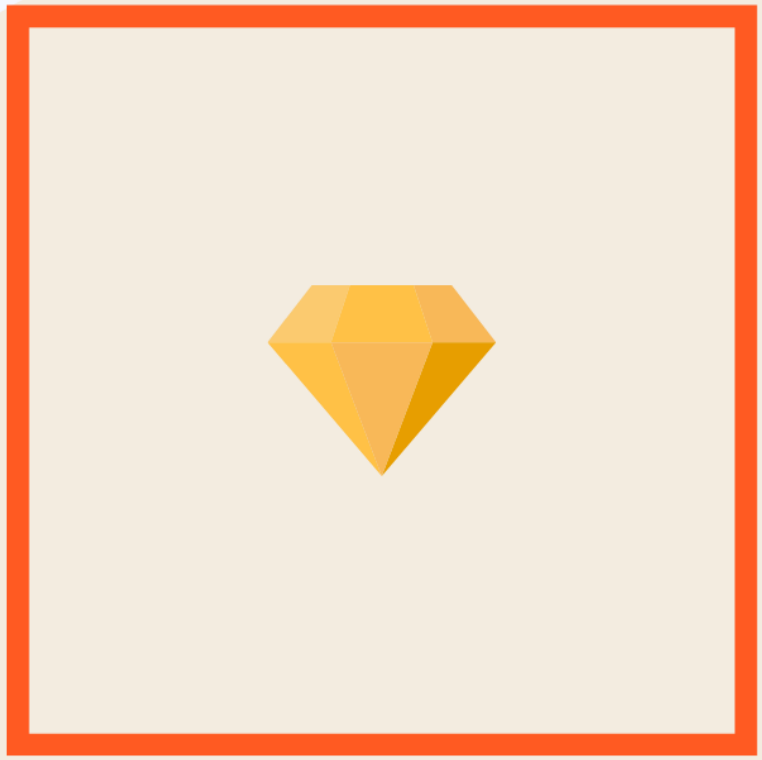
Secure channels to connect data from different sources.



3

Data Evaluation

Evaluate data power by using machine learning algorithms.



4

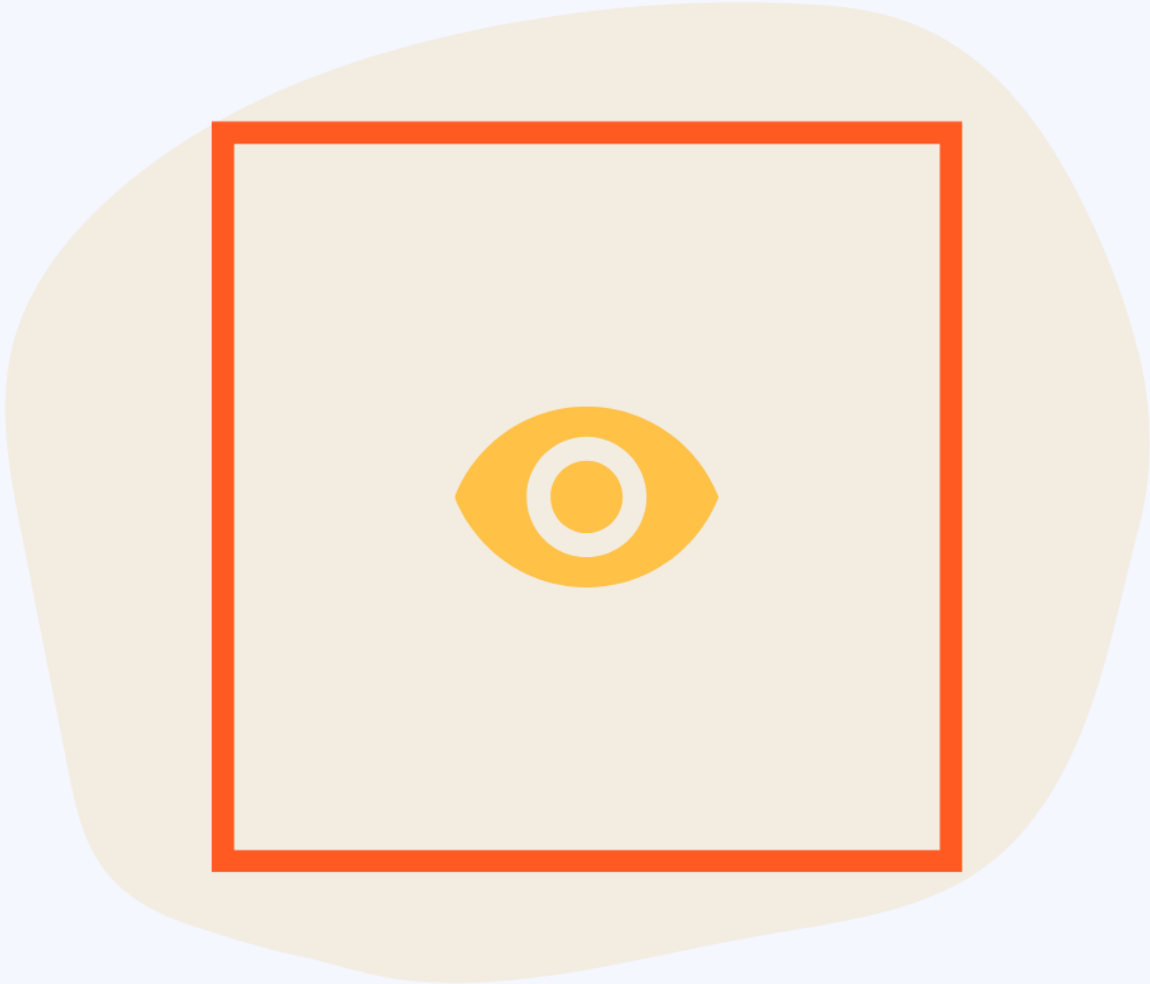
Data Access & Security

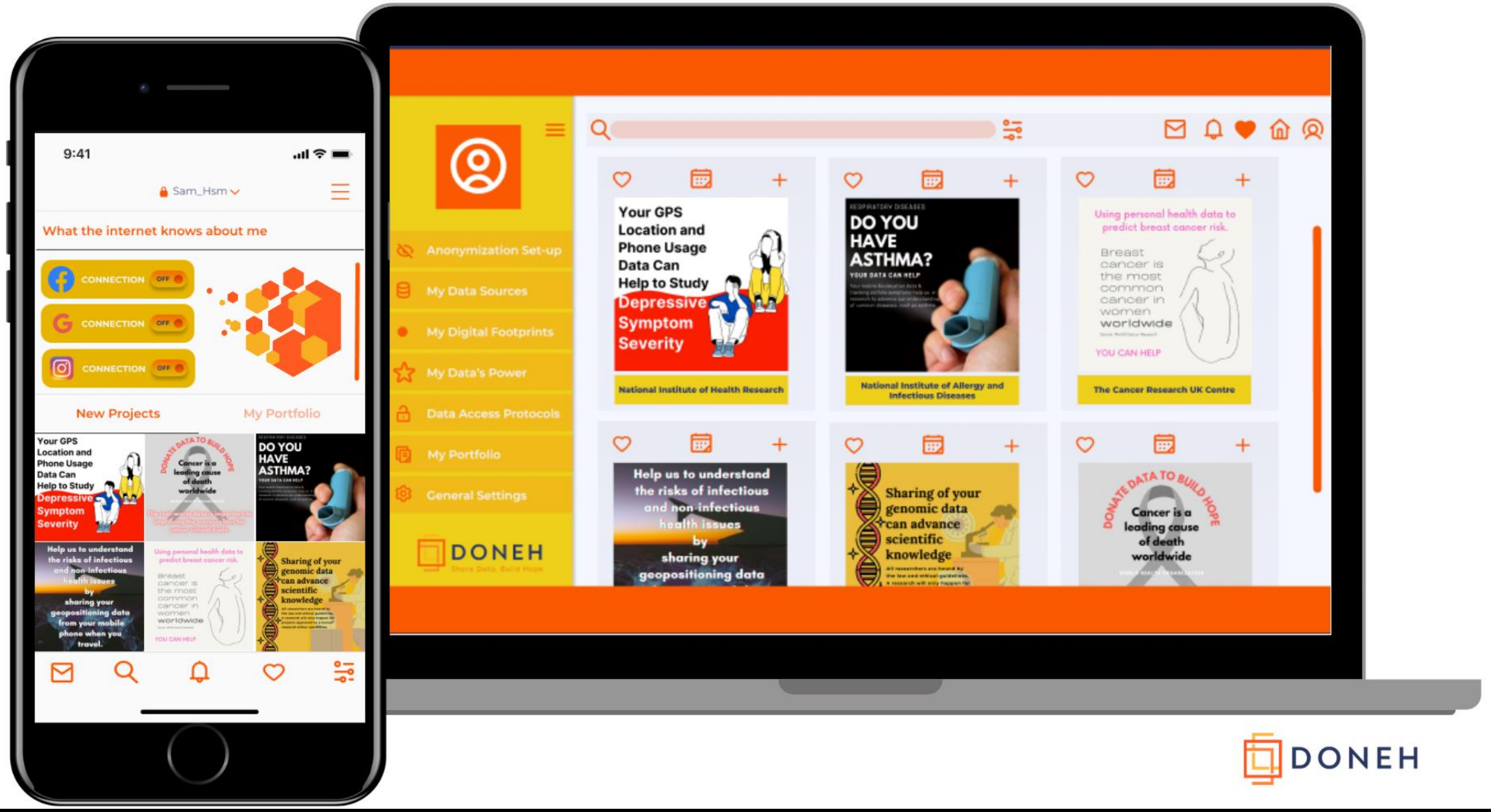
A framework for regulating or restricting access to use of data.

5

Transparency

Informing about what is done with shared data.




9:41
Sam_Hsm
What the internet knows about me
CONNECTION OFF
CONNECTION OFF
CONNECTION OFF
New Projects
My Portfolio
Your GPS Location and Phone Usage Data Can Help to Study Depressive Symptom Severity
DONATE DATA TO BUILD HOPE
Cancer is a leading cause of death worldwide
DO YOU HAVE ASTHMA?
YOUR DATA CAN HELP
Help us to understand the risks of infectious and non-infectious health issues by sharing your geopositioning data from your mobile phone when you travel.
Using personal health data to predict breast cancer risk.
Breast cancer is the most common cancer in women worldwide
YOU CAN HELP
Sharing of your genomic data can advance scientific knowledge
Anonymization Set-up
My Data Sources
My Digital Footprints
My Data's Power
Data Access Protocols
My Portfolio
General Settings
DONEH
Share Data, Build Hope
Your GPS Location and Phone Usage Data Can Help to Study Depressive Symptom Severity
National Institute of Health Research
RESPIRATORY DISEASES
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The Cancer Research UK Centre
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Sharing of your genomic data can advance scientific knowledge
DONATE DATA TO BUILD HOPE
Cancer is a leading cause of death worldwide

DONEH

Comments, Questions & Answers

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Forthcoming Events

- Thu, 13 Oct (16:00-16:45) The Four Ages of American Foreign Policy: Weak Power, Great Power, Superpower, Hyperpower
- Mon, 17 Oct (15:00-15:45) Satellite-Based Sustainability Data: A New Frontier
- Tue, 18 Oct (16:00-16:45) Dealing With Difficult People At Work
- Tue, 18 Oct (17:00-19:00) US Midterm Election Panel Discussion

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