

midata

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The Transformational Power of Data

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For consumers too...

- Why?
 - Informed choice
 - Better decisions
 - Enhance services
 - More control
 - Promote innovation
 - Build trust

Better Choices: Better Deals

Consumers Powering Growth

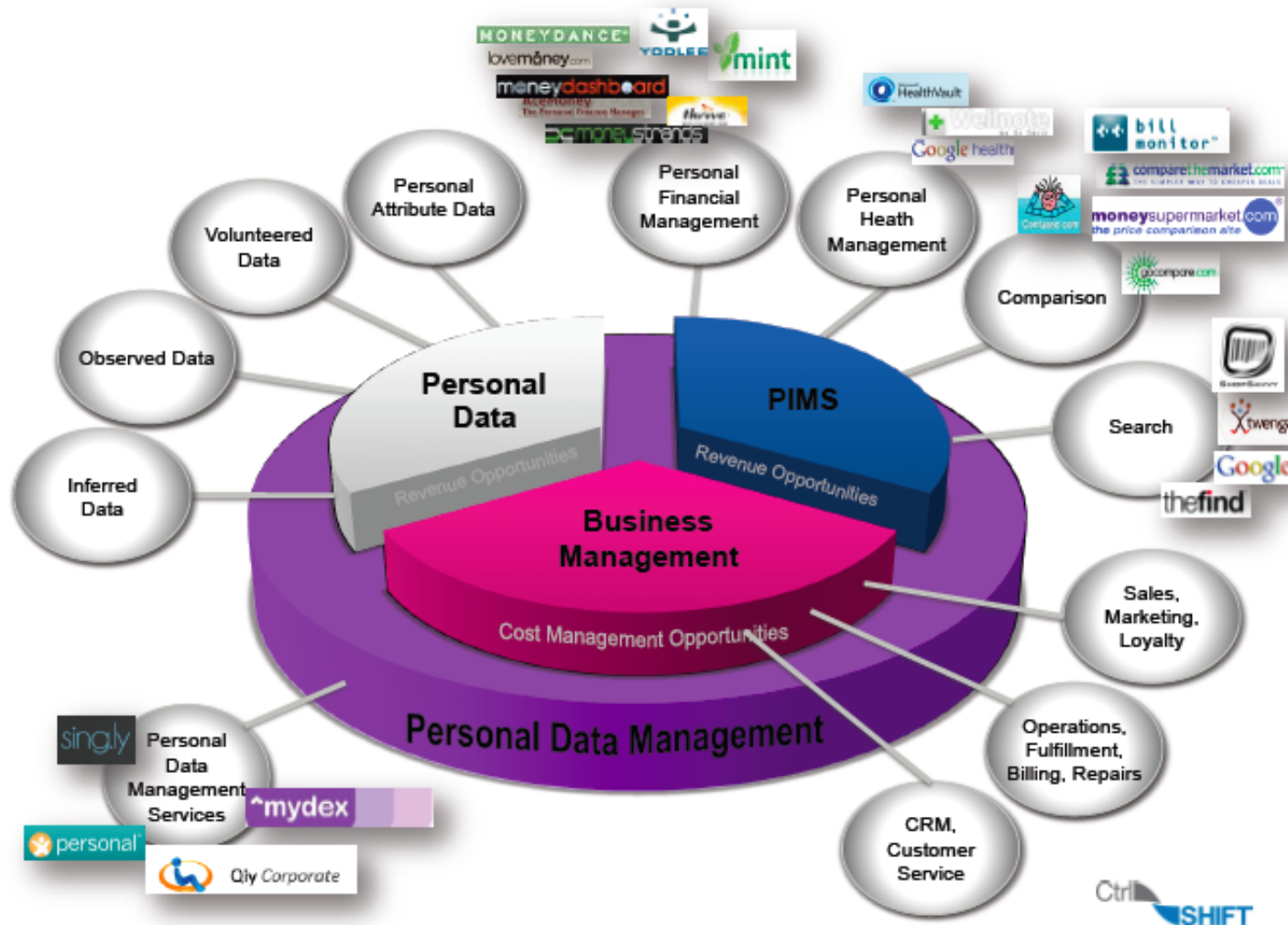
For consumers too...

- What and how?
 - Content: what data is shared
 - Mechanisms and processes: how data is shared
 - Trust: a framework for sharing personal information between individuals and organisations

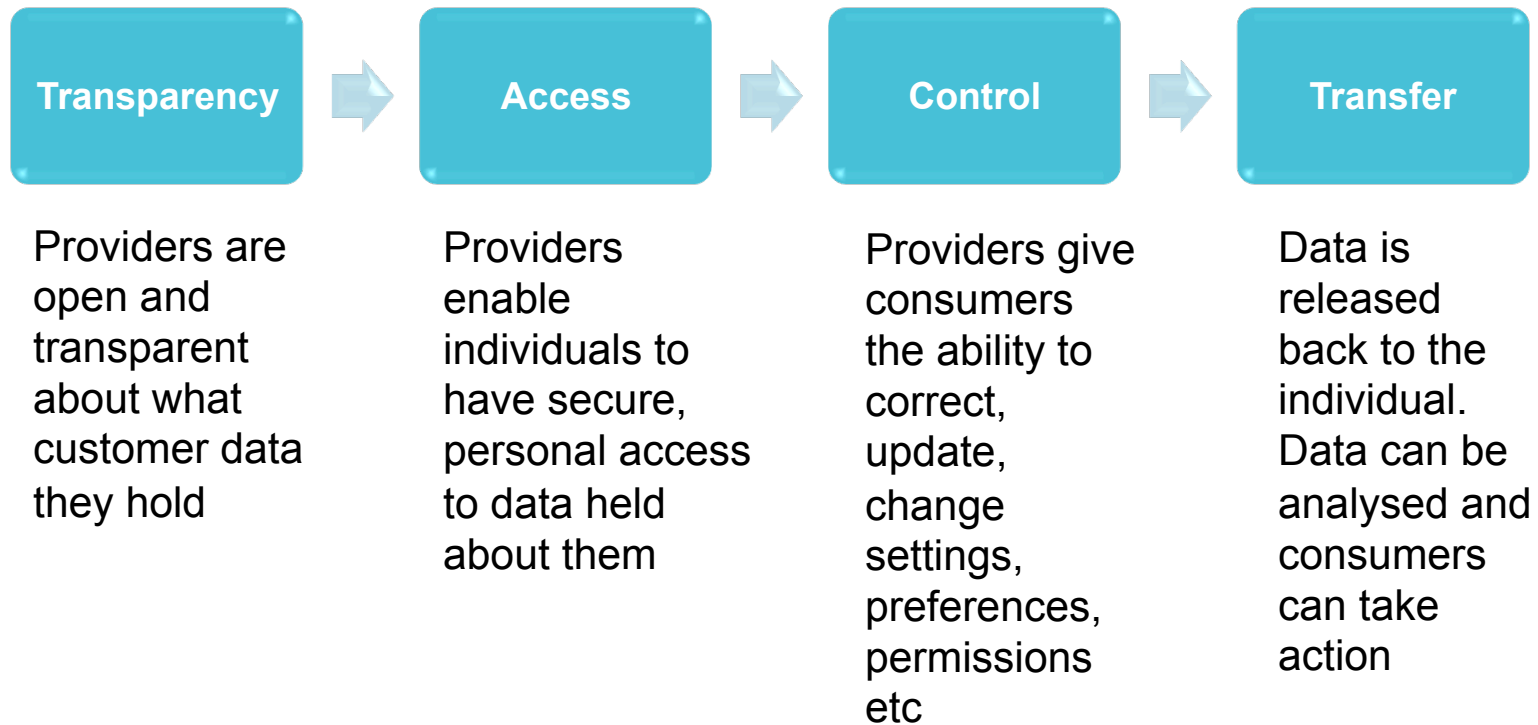
Better Choices: Better Deals

Consumers Powering Growth

Personal Data Market



TACT process



The Business Case

- Reputation – strengthened through trust
- Data management – improved accuracy
- Cost reduction – move to digital processes
- Service quality – enhanced, personalised
- Innovation – new services
- Generating insight – enriched resource
- Creating dialogue – richer interaction

Further Business benefits

- Common approaches, formats, standards
- Synergies in customer education
- Focus on key issues re security and privacy
- Creation of common trust framework
- Intra- and cross-industry knowledge sharing



Customer benefits

- Focus on uses and value of information as a tool in hands of the individual
- Empowering individuals – aids decision making
- Rich new data resource for individuals (and organisations they choose to share with)
- Range of services made possible by midata processes and data - existing suppliers and new intermediaries



Next steps...

- midata Charter
 - major industry players committed
- Personal Data Inventories
 - industry-wide agreement, first examples
- Data made available
 - agreed approach
- Develop a PIA ecosystem
 - programme detailed