



Mydex Community Prototype Launch Press Release

11 October 2010

THE WORLD'S FIRST SERVICE TO GIVE INDIVIDUALS BACK CONTROL OVER THEIR PERSONAL DATA IS ANNOUNCED TODAY

A significant new project launched today in Britain starts to restore to individuals control over the management and sharing of their online personal data. Introducing a step change in the relationship between individuals and the organisations they deal with, it's the first ever operational Personal Data Store* service.

Devised by Mydex Community Interest Company*, the Mydex Community Prototype provides individuals with the tools to enable them to store and manage their personal details, to have them externally verified, and, at their discretion, to share them with external organisations.

Participants trialling the service include the Department for Work and Pensions, London Borough of Brent, London Borough of Croydon, Royal Borough of Windsor and Maidenhead, and the social network Netmums. External verification is provided by Experian. Additional recruitment of individual trialists and research will be provided by YouGov.

Official observers and contributors include the Information Commissioner's Office, Directgov (now part of the Cabinet Office), the Direct Marketing Association, Open Society Foundation, Olswang LLP, UCL, Swirrl IT Limited, Workdocx, HometownPlus, Patients Know Best, The Customer's Voice and Ctrl-Shift. Azigo joins the prototype as lead technology partner, with AvocoSecure supporting on applications development.

Mydex is based in the Young Foundation's 'launchpad' service.

Empowering individuals to manage their own personal data unlocks considerable benefits for everyone. For individuals it offers greater convenience, more control, richer more complete data, and allows better decision making. For businesses and public services it means the chance to reduce costs and create value by improving their ability to offer relevant, personalised services.

Politically, the desire to restore control over personal data to the individual is clearly stated in both Conservative and Labour Party 2010 election manifestos. Reasons include the need to save money, a desire to offer more efficient but also user-driven or personalised services, and the need to restore civil liberties and end the drift towards a centralised 'database state'. Policy papers by the Young Foundation* and think tanks such as Demos* and the new Network for the Post-Bureaucratic Age* all expand on this theme.

Commercially, Personal Data Stores promise to unlock immense entrepreneurial potential for new services driven by and based on individuals' stated preferences, permissions and



Mydex Community Prototype Launch Press Release

circumstances.

"To provide efficient, effective services that citizens trust, we need to get the right information to and from the right people at the right time. The Personal Data Store service developed by Mydex offers an innovative way to rise to this challenge. It's the start of something very valuable with long-term positive outcomes for all concerned," said Lyn McDonald, Tell Us Once Programme Director, Department of Work and Pensions.

"Directgov understands the future potential from services designed around citizen driven sharing of trustworthy personal data. However, it is essential that we first understand how the benefits are perceived by customers. We are therefore pleased to be involved in this initiative and to be able to learn from its findings," said Jayne Nickalls, Chief Executive, Directgov.

"We are delighted to take part in the first ever prototype service to give control over personal data back to citizens: where it belongs. We think it will save citizens time, reduce hassle and allow for more accurate data to flow between the council, other organisations and people themselves. It is an important first step in this tax-cutting council's strategy to deliver better services for less cost - and to make government work for the people not the other way round," said Councillor Liam Maxwell, Royal Borough of Windsor and Maidenhead.

"Mydex is an important step towards Brent residents owning and safeguarding their own data and is a practical example of Brent's on-going commitment to providing more efficient local services. At a time when public services are under severe financial pressure this is yet another example of how we as a council are rising to the challenge of finding innovative ways to improve our services," said Tony Ellis, Head of IT, London Borough of Brent.

"There is much happening in the world of data protection at the moment. The review of the European data protection directive due in 2011 is a case in point. The emergence of Mydex's prototype for the Personal Data Store, putting the individual squarely back at the heart of data protection, thus comes at an interesting time. Mydex's initiative has the potential to create a step change in relations between individual and organisation, and between individual and government when it comes to how our information, as citizens and as consumers, is used. We look forward with interest to the evolution of this exciting initiative", said Marc Dautlich, Olswang LLP.

"The Mydex Community Prototype is a vital step towards usable Personal Data Stores and Vendor Relationship Management. Fast, high-quality consumer data is YouGov's expertise. We are proud to partner with Mydex to understand and shape the next stage of this growing industry," said Stephan Shakespeare, Founder and CEO, YouGov.

"Restoring control over personal data to the individual makes sense whichever way you look at it: technically, legally, ethically, and in terms of cost, effectiveness and plain common sense. A huge amount of technical and conceptual work undertaken on both sides of the Atlantic has



Mydex Community Prototype Launch Press Release

now made this possible. Today we launch the first live service to start to do this. Thank you to everyone taking part," said William Heath of Mydex.

For other comments from the Mydex Community Prototype participants, please click [here](#).

Please contact the following people for further information:

David Alexander	Mydex	07717473661	david.alexander@mydex.org
Alan Mitchell	Mydex	07711 899784	alan.mitchell@mydex.org
William Heath	Mydex	07973 115 024	william.heath@mydex.org

Notes to Editors

* For more information on Personal Data Stores and their implications for individuals, organisations, governments, public services and the economy, see the Mydex White Paper "[The Case for Personal Information Empowerment](#)"

* Mydex (www.Mydex.org) is incorporated as a [Community Interest Company](#), which means that it is designed as a social enterprise that wants to use its profits and assets for the public good. Mydex's social purpose is "to help individuals realise the value of their personal data".

* Young Foundation

['Investing in Social Growth: Can the Big Society be more than a slogan'](#)

* Demos

['The Long View: new ideas for progressive policy'](#)

* Network for the Post-Bureaucratic Age

['Better for Less: How to make Government IT deliver savings'](#)