The problem

Our society and economy's current treatment of personal data is dysfunctional. Organised around separate organisations collecting and using the data they want to pursue their own purposes, it is highly duplicative and inefficient for both sides (individuals and service providers), constrains innovation (by restricting access to what data is collected), excludes citizens from active participation (treating them as passive 'data subjects'), and undermines rather than builds trusted relationships.

For those in poverty, these problems are compounded many times over. Those facing the most challenging circumstances are also the ones needing to complete the largest number of application processes for support, fill out the most forms, provide the same information to different people time and time again, and prove identity, status or entitlement when they are at their most vulnerable or distressed.

Even though they can least afford it, these are the people required to spend the most money and time travelling to different destinations to present paper proofs of identities and entitlements, whilst also being the least likely to own laptops or have broadband connections. Many have chaotic lives in which keeping records and paperwork can be challenging making the task even harder.

The data economy is supposed to make things better, quicker, easier and simpler. But in this case, it's punishing people for being poor.

The solution

Mydex is working with service providers in the social/public sectors to address these challenges - in ways that can be replicated across the nation. Our solution helps individuals collect and share the data they need, safely, in digital form, so that data processes can be automated and data can be collected once but used many times. It puts citizens at the centre and gives them control and agency. Critically, the data can be trusted by anyone because it carries the proof of authenticity with it.

How do we do this? Via the unique, universal layer of personal data infrastructure that we have developed, that enables safe efficient data sharing between individuals and service providers. Each individual has their own, separately encrypted personal data store where they can safely and easily collect, store, use and share their own data under their own control, independently of their relationship with any particular service provider/'data controller'. This structural redesign results in order-of-magnitude reductions in cost, effort, friction and risk for both individuals and bona fide service providers while enabling the innovation of a rich range of new services.