

MyData Vision



The core idea of MyData is that individuals should be in **control** of their own data.

The MyData approach aims at strengthening **digital human rights** while opening new opportunities for businesses to develop innovative new services based on **personal data** and mutual **trust**.



mydata.org/**declaration**

For a just, sustainable, and prosperous digital society

- 1 **FORMAL** → **ACTIONABLE RIGHTS**
- 2 **DATA PROTECTION** → **EMPOWERMENT**
- 3 **CLOSED** → **OPEN ECOSYSTEMS**



BUSINESS LEGAL TECH SOCIETY

