

Press Release

May 11, 2016

## **MyData Conference Draws Industry Leaders to Helsinki to Spark an Ethical Data Revolution**

**Helsinki, Finland** From August 31st to September 2nd, over 1000 researchers, engineers, business representatives, high-level government officials, and civil society activists will gather in Helsinki to design policies and practices that put humans in control of what happens to their data in the growing personal data economy. MyData 2016 is the largest conference to address the future of personal data management after the European Union established the world's strongest data protection regulation in April 2016.

MyData is an initiative led by Open Knowledge Finland and the Helsinki Institute for Information Technology (HIIT) since 2009 to help individual people manage and reuse their personal data currently controlled by companies and governments. This conference will bring together an international group of organizations and individuals who are also working to find solutions for issues that empower people to gain control of their personal data, to solve issues such as citizen distrust of online services, privacy concerns, opaque terms-of-service agreements, secure digital identity standards, and government surveillance programs. MyData 2016 will be a forum for a globally-focused discussion of how Europe can realize the 1 trillion euro value that the Boston Consulting group projects that data services could create by 2020 and transition into a market that is seamlessly interconnected by digital tools.

The event is hosted by the leading European MyData advocates, including Open Knowledge Finland, the French think-tank Fing (Next-Generation Internet Foundation), Aalto University, and Finland's Ministry for Transport and Communications.

For more information about this event, please visit our website: <http://www.mydata2016.org>

### **Featured speakers include:**

Doc Searls

Author, *The Intention Economy: When Customers Take Charge*

Irene Ng

Professor, University of Warwick

Justin Richer

Software Engineer and Standards Editor, Bespoke Consulting

Anne Berner  
Finland's Minister of Transport and Communications

Katryna Dow  
Founder and CEO, Meeco

Peter Vander Auwera  
Co-Founder of SWIFT's Innotribe

## **ABOUT THE ORGANISERS**

*Open Knowledge Finland* is a not-for-profit association and part of the wider international Open Knowledge -network. The association promotes the usage of open knowledge and advances the development of open society in Finland. The association was founded in 2012 and has more than 200 members including individuals, companies and other organizations.

*Aalto University* is a multidisciplinary university, where science and art meet technology and business.

*Fing* is a nonprofit independent foresight research organization based in Paris, France. *Fing* discovers, creates and shares novel and practical ideas that anticipate digital transformations. Since 2000, *Fing* has been helping private businesses, public sector institutions and local communities to open up their innovation processes and anticipate changes inspired by technology and its uses.

## **CONTACT INFORMATION**

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