



# MyData<sub>2016</sub>

Advancing human centric personal data

Aug 31st – Sep 2nd 2016 / Helsinki Finland

Organizers



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KNOWLEDGE  
FINLAND



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Gathering of this size and scope would not be possible without the help from our partners, sponsors and supporters listed above. They all share the vision of human centric personal data and are working towards that in different ways, go and get to know the partnering organizations on sessions and stands, they are cool!

## Advancing human centric personal data

We are delighted to have you at the world's first MyData-conference in Helsinki, Finland! Three full days of talks, discussions, meetings and hands-on workshops organised by a wide range of passionate personal data and privacy experts from around the globe.

### Contact Us

**i** This booklet provides practical information to ensure your experience during the event is inspiring and pleasant! If you have questions during that aren't answered here, please go to the Info Desk by the Main Entrance, where the **#MyData-Crew** will be available to help you out. Best of luck, many thanks, and we'll see you all in Helsinki!

General contact:  
[mydata2016@okf.fi](mailto:mydata2016@okf.fi)

Programme team:  
[programme@mydata2016.org](mailto:programme@mydata2016.org)

### Phone and Whatsapp

Phone nr. to the Info Desk is

**+358 44 948 0696**

if you feel like chatting instead of calling you can add the Info phone to your contacts in Whatsapp and ask guidance via chat.

# Daily Schedule

## Venue Doors Open

**Wednesday** Aug. 31st: 8.30 – 20.00

**Thursday** Sep. 1st: 8.30 – 20.00

**Friday** Sep. 2nd: 8.30 – 17.00

Speakers & hosts morning meetings at 9 AM take place in the Restaurant Kitchen.

## Plenaries and Breakout sessions

Over 120 speakers, 40 sessions and participants from over 20 countries! Programme starts sharp, so don't be late. See pages 8–13 for detailed schedule.

## Food and drinks



Nourish your inspired body! Lunch is served 12.30 onwards. The conference provides you coffee and tea and a small breakfast during the morning at 9.00 – 9.30. During the event you can get coffee and tea from the Project Lounge.

## Wednesday | Aug. 31st

Breakfast 9 AM

**9.30 – 10.30 AM**  
**Opening plenary**

Break (30 min.)

**11 – 12.30 PM**  
**Midday breakouts**

Lunch (90 min.)

**2 – 3.30 PM**  
**Afternoon breakouts**

Break (30 min.)

**4 – 5.30 PM**  
**Evening plenary**

**Evening programme**

Additionally the venue restaurant is open from 9AM – 2PM.



## Meeting spot at Bistro

**TUE 7 PM**



Arriving to Helsinki come and meet the fellow conference guests at Bistro. You can register to the conference at the bar and avoid the possible rush on Wednesday morning.

Bistro Manala: [www.manala.fi](http://www.manala.fi)  
Dagmarinkatu 2



## Evening programme

The bistro night and other evening activities to attend and network! Dine, sauna and have a few cocktails, see pages 9 and 11 and more at: <http://mydata2016.org/evening-programme>



## Thursday | Sep. 1st

Breakfast 9 AM

**9.30 – 10.30 AM**  
**Morning plenary**

Break (30 min.)

**11 – 12.30 PM**  
**Midday breakouts**

Lunch (90 min.)

**2 – 3.30 PM**  
**Afternoon breakouts**

Break (30 min.)

**4 – 5.30 PM**  
**Evening plenary**

**Evening programme**

## Friday | Sep. 2nd

Breakfast 9 AM

**9.30 – 10.30 AM**  
**Morning plenary**

Break (30 min.)

**11 – 1 PM**  
**Midday breakouts**

Lunch (1 hour.)

**2 – 4 PM**  
**Closing plenary**

## WiFi and Electricity

WiFi network: **KultsaOpen**  
(no passwords)



We know that the digitally equipped conference crowd is hungry for electricity plugs. We have organized extra extensions to the main hall where the plenaries and Learning Expedition breakout sessions take place. Also in the Info Desk we have a charging station where you can leave your device to be safely charged.

## Announcement Stage & Lounge



You can reserve a room or a stage for your own purposes! Check the stage programme and reserve your slot:

<http://mydata2016.org/announcement-stage/>



# Getting Around

## Transportation in Helsinki

Venue address: **Sturenkatu 4**



**MyData 2016** encourages you to enjoy Helsinki by walking and cycling (try the city bikes or ask a bike from your hotel). With our partner Helsinki Region Transportation we will also offer free travel cards to conference guests. We have prepared a few sets of directions based on your mode of transport:  
<http://mydata2016.org/transportation>

## Towards City Center

**Bus:** Exiting the venue doors, 50 m right – bus 23 towards the city.

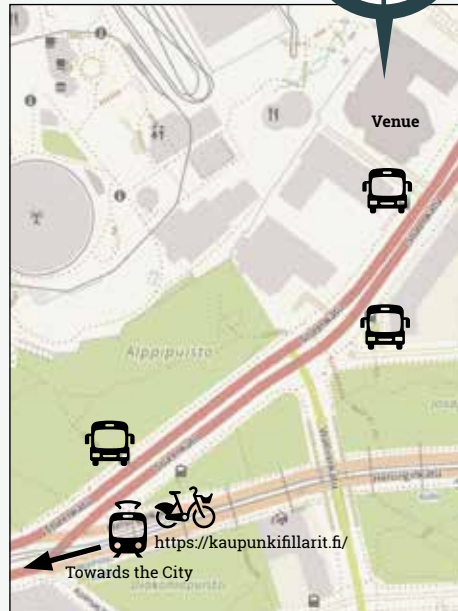
**Tram:** Exiting the venue doors, 300m right down the Sturenkatu Trams 1 and 3, towards city

**City Bikes:** City bikes 5€ / day, 10€ / week, pre-registration and credit card payment in the net required. Closest bike station next to the Tram stop.  
<https://www.hsl.fi/en/citybike>

## Finnair Airport Bus



Direct busses (6,30€ and 30 min.) to the airport stop at the Helsinki Hall of Culture. Time tables available at the info desk.



## Train

The venue is 2,5 km North from the Main railway station, and 1,5 km South from the Pasila railway station. Trains **I** and **P** go directly to the airport.



## Taxi

**Helsinki Taxi 0100 0700** or ask from the Info Desk to call it for you.

A ride from venue to the airport (17 km) takes 20–30 minutes and costs c. 35 – 40€.



# Online Experience

## Conference App



**MyData 2016 by Meeco**

The official app is used to communicate the agenda, share insights and communicate with peers and potential collaborators for all around the world. Don't miss the conversation. Search for "MyData 2016 by Meeco" or download app for iOS here: <http://okf.fi/mydata2016-app>



## Streaming and video

The conference programme will be streamed online and video recorded as extensively as possible. The online stream will be visible at the front page of [mydata2016.org](http://mydata2016.org) during the conference and the recordings will be viewable for free on the site also after the event.



## Screen.io -participation platform

There will be online participation platform called Screen.io in use on all sessions. It provides online Q&A and possibilities for speakers to ask questions and polls from the audience. We will also collect crowdsourced lessons learned by using Screen.io.  
<http://screen.io/mydata>



## Social Media

Follow on Twitter and Facebook  
[@mydata2016](https://twitter.com/mydata2016)



In Twitter, Instagram and elsewhere use the hashtags **#mydata2016** and **#mydatahack**

# Programme Day #1

|                            | 9:30   | 11:00   |  | 14:00   | 16:00  |
|----------------------------|--|---|--|---|--|
| <b>Plenary</b>             | <b>Opening – why are we here?</b><br>The way in which personal data are being dealt with is about to change. Discover why, how, and who. |   |  |   | <b>Challenges for the data-driven society</b><br>Personal data is the lifeblood of today's economy. It's also its poison. Find out why, and what could be done about it.   |
| <b>Learning Expedition</b> |  | <b>Future of digital self</b><br>When wearables come swallowables and we are surrounded by trillions of sensors – what changes and what stays the same?   |  | <b>Trust me!</b><br>Evaluating and communicating trustworthiness of data custodians   | <hr/> <b>Self-organized Dinners</b><br><b>WED 8 PM</b><br>After the get-together reception we have reserved tables from variety of restaurants around Helsinki. Choose an interesting restaurant and have a dinner with fellow MyData people. The dinners are self-financed and self-organized.<br><br>Each dinner table is hosted by someone from the conference participants. The host suggests a theme to attract like minded people to join for the dinner.<br><br>We have a simplistic sign-up page to facilitate people finding good company and good restaurant:<br><a href="http://mydata2016.org/evening-programme">http://mydata2016.org/evening-programme</a> |
| <b>Deep Dive</b>           |  | <b>Anatomy of personal data storage</b><br>Storing personal data under individual's own control is the starting point for MyData – what is the state of the art in this field of technical development? |  | <b>Blockchain and Personal Data</b><br>Decentralizing identity management and personal data sharing   |  |
| <b>Domains</b>             |  | <b>Health and wellbeing</b><br>Human centric personal data in the future health and care solutions  |  | <b>Mobility, energy and smart cities</b><br>Enabling smoother living in smarter cities by frictionless flow of data – how to avoid traditional data silos in the emerging MyData ecosystem            |  |
| <b>Engage</b>              |  | <b>Public services</b><br>Governments collect and manage lots of personal data data, what is their role in shaping the dominant practices?  |  | <b>Platform Economy</b><br>Platforms connect two or more market sides to meaningful interaction – what is the role of “platform companies” or “ecosystem players” in the management of personal data? |  |
| <b>Workshops</b>           |  | <b>Academic Workshop</b><br>Making sense of the value of personal data  |  | <b>Academic Workshop continues</b>  |  |
| <b>Meetups</b>             |  | <b>Making trust ecosystems happen</b><br>Consent needs technology – review from different projects on the architecture of notice and consent  |  | <b>Personal Cloud Workshop</b><br>How can the Personal Cloud enable enterprises to disrupt Google and Facebook?   |  |

## Get-together reception

WED 5.30 PM

After the official programme on the first day of the conference we will organize an informal reception at the venue, snacks and drinks are served.

## Self-organized Dinners

WED 8 PM

After the get-together reception we have reserved tables from variety of restaurants around Helsinki. Choose an interesting restaurant and have a dinner with fellow MyData people. The dinners are self-financed and self-organized.

Each dinner table is hosted by someone from the conference participants. The host suggests a theme to attract like minded people to join for the dinner.

We have a simplistic sign-up page to facilitate people finding good company and good restaurant:

<http://mydata2016.org/evening-programme>



# Programme Day #2

|                            | 9:30  | 11:00   |  | 14:00  | 16:00   |
|----------------------------|---|---|--|--|---|
| <b>Plenary</b>             | <b>Show me the power of individuals</b><br>"Free customers are more valuable than captive ones", writes Doc Searls. From Doc himself, dive into a world of data-empowered consumers and citizens. |   |  |  | <b>Empowering people with their data</b><br>Scenarios and Challenges  |
| <b>Learning Expedition</b> |   | <b>Data-empowered everyday life</b><br>Everyday life benefits and challenges of controlling one's own data  |  | <b>Technical horizons</b><br>Technical overview and roadmap for the human-centric personal data management and MyData  | <b>MyData 2016 Sauna Day</b><br><b>THU 7.30 PM</b><br>MyData 2016 organizers and partners want to offer all participants possibility to experience this essential part of Finnish culture – Sauna!<br>Most of the Finnish companies and other organizations have sauna facilities. We have invited the organizations to open the sauna doors for the conference guests.<br>There will be several different sauna options available around the city. Read more at: <a href="http://mydata2016.org/evening-programme">http://mydata2016.org/evening-programme</a> |
| <b>Deep Dive</b>           |   | <b>Strategy and tactics for MyData design</b><br>A Practical and Collaborative Workshop   |  | <b>MyData Design – Challenges, Opportunities, Insights</b><br>Novel approaches are transforming the way we as individuals, and we as organisational stakeholders, interact with personal data  |   |
| <b>Domains</b>             |   | <b>Insurance and finance</b><br>The impact of human centric personal data on the future of customer relations in Insurance and Finance  |  | <b>IoT</b><br>Managing, sharing and storing decentralised IoT data safely and securely   |   |
| <b>Engage</b>              |   | <b>Legal frameworks</b><br>How MyData fits in the regenerating European Data Protection regime?   |  | <b>Quantified employee</b><br>Using MyData for designing work  |   |
| <b>Workshops</b>           |   | <b>MyData business models</b><br>Human-centered business models for platform operators  |  | <b>Examples, experiences and case studies!</b><br>Experiences, with real users and data: what are the challenges and success factors for individuals and organizations to engage in human-centric model for personal data?   |   |
| <b>Meetups</b>             |   | <b>Critical technology education</b><br>Key technology related questions such as algorithmic power and data privacy, are in the margins of current media education – come share your ideas on the educational needs start the change. |  | <b>MyDatan mahdollisuudet kaupungeille (FI)</b><br>Miten henkilötietoa voidaan ihmisten omalla suostumuksella nykyistä laajemmin hyödyntää digitaalisten kaupunkipalvelujen tuottamisessa ja mitä kaupunkien tulee huomioida mm. uuden EU tietosuoja-asetuksen osalta? |   |





# Programme Day #3

|                            | 9:30  | 11:00  | 14:00  |
|----------------------------|---|--|--|
| <b>Plenary</b>             | <b>Collaborating for a better data future</b><br>Empowering people with their own data carries its own risks and challenges. Learn what they are, and how the players are working on them, together.  |  | <b>Closing – ACTION!</b><br>We can't just talk about human-centric personal data. We need to make it happen. Be part of what comes next. |
| <b>Learning Expedition</b> |   | <b>Policy-making for personal data</b><br>After the adoption of the EU General Data Protection Regulation – what next?           |  |
| <b>Deep Dive</b>           |   | <b>Challenges in Big / Small Personal Data Analytics</b><br>How to create value from personal data without compromising privacy? |  |
| <b>Domains</b>             |   | <b>Research and education</b><br>Come and explore the possibilities of MyData within the fields of research and education.       |  |
| <b>Engage</b>              |   | <b>Economics of data management</b><br>Privacy can be business enabler and enabling privacy can be a good business               |  |
| <b>Workshops</b>           |   | <b>Global winds from Japan to Silicon Valley</b><br>Personal Data Ecosystems over the Pacific                                    |  |
| <b>Meetups</b>             | <b>Managing researcher's identity</b><br><b>9:00 – 10:30</b><br>Information on research, such as publications, research data, research projects, impact indicators, and researchers' personal data increases constantly. The data are managed by various local and global, public and private organisations and services. | <b>PIMS roundtable</b><br>Common actions to build momentum towards human-centric personal data                                   |  |

## Feedback

Whether you are at MyData 2016 for a day or more, we'd love to hear how your experience was. The form will be provided in your participant package when you register, but if you would rather fill it out online, you can also access it here:



<http://mydata2016.org/feedback>



## Photos



Have photos from the venue and event? Share them with other participants in the MyData 2016 Flickr pool.

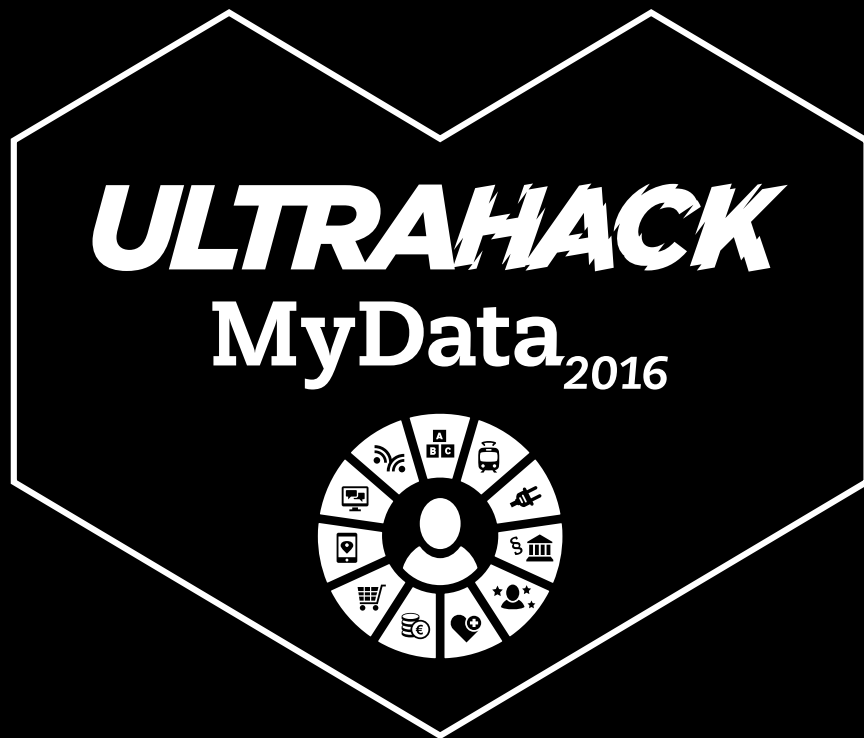
Note: where possible, we prefer photos to be licensed openly with Creative Commons CC-BY or put in the public domain.

<https://www.flickr.com/groups/mydata2016>

## Media Coverage

Use the link below to inform us if you publish or find out that someone else has published an article, blogpost or something else related to MyData 2016. We will be happy to add the article to our media coverage list and help spreading the link.

<http://okf.fi/mydata2016-medialinks>



Downstairs in the basement hackerspace, the intensive effort is well underway. Running for 48hrs continuous from late afternoon Tuesday, the teams are working hard to “make it happen.”

MyData driven Challenge themes of Mobility, Public Services, Finance, Retail and Health are being addressed by students, startups and corporate teams.

Keep an eye open for updates and for the Hackathon Final Pitching session on Thursday 1st Sept afternoon when the teams present their achievements and get their rewards!

The overall winner will be announced in the closing plenary of MyData Conference on Friday afternoon.

<http://mydata2016.org/ultrahack/>





# Venue

## Helsinki Hall of Culture (Kulttuuritalo)

Designed by the legendary Finnish architect Alvar Aalto in the 1950's, the building is considered to be one of his main works.

Venue address:  
**Sturenkatu 4**



## Upper level

