

FROM BARTER TO CURRENCY – CREATING TRANSPARENCY  
IN THE MARKET FOR PERSONAL DATA

INVENTORS:

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## **Description**

Translate (in an automated manner) the privacy policy of an online service into a standard taxonomy that (1) captures the data elements collected and (2) their uses

Use that taxonomy to develop an estimated fair market value for the personal data and the stated uses, to give the consumer a better sense of the value that is about to be traded for the "free" service - creating "transparency" for consumers

To develop the estimated fair market value, an MSO could leverage the personal data it already has to further automate the development of that estimate

## **Problem You're Solving?**

Consumers of "no-fee" online services are negatively affected by the take or leave nature of these services, which skews the power toward the online service providers.

## **Hypothesis and Supporting Assertions**

Over-arching hypothesis: This solution will improve individual agency over personal data, while still enabling beneficial use of that data. (Consumers gain greater control of data without jeopardizing the value data brings to application developers.)

**Economic Value**

This solution won't destroy economic value that can be extracted by businesses that rely on personal data

Economic incentives to create solutions remain in the marketplace that utilize this solution

**Technology**

Natural Language Processing AI is capable (or close to being capable) of parsing privacy policies and other terms of service to translate into a standard taxonomy

**Adoption**

Consumers see value in utilizing this solution (reduced risk) while firms are still incented to develop new, valuable consumer technologies that consume user data

## **Planned Activities to Test Key Assertions**

**Economic Value: Industry research**

Work with legal experts and economists to look at market dynamics and forecast how behaviors change

Explore baseline market value for consumer data elements used today, e.g., targeted advertising value

**Technology: Feasibility assessment**

Developing the AI models that (1) assign values to each aspect of a customer's Privacy Data

Developing (or starting with Privacy Knight) to ingest a Privacy Policy (and other info) to determine what aspects of a customer's privacy data will be leveraged by a company and how those are being used.

Personal Container (encryption + computation) that is not tied to any specific cloud provider.

Uses mutual authenticated API requests for data. Internal ABAC/NGAC fed by NLP of terms-of-service analysis. Identity possibly backed by either public or permissioned blockchain.

**Adoption: Consumer research**

Consumer research completed prior to this Invent shop supports customer's strong desire to regain control of their data.

## **Value Generated**

Step One: Transparency – In the first step we are providing the customer insight into the value of their privacy data. More specifically, this transparency provides the customer insight into the value of each aspect of their privacy data on a granular level, to each on-line service provider. For example, parsing out the value of each aspect of their data, for example, the value associated with the DoB, annual salary, address, family size, etc.

Step Two: Control - Give Customer's control over what data they are trading for a service. In the second step we create mechanisms to control what data the customer provides to a company. The system can then provide a data value to service value tool to determine if the service is full paid for by the allocated data. If not, then a monetary amount can be determined to cover the rest of the cost of the service. If the systems determine if they overpay with their data the user can, for e.g., negotiate what their data can be used for.

Step Three: Customer Participating Data Market - The final step is to create the tools that a data market that a customer can participate in rather than being the commodity. Ideally this assigns value to data, is a place where buys or data can purchase that data, and customers utilize their data as the currency it really is.

### **Describe what the change will be and why it represents a significant shift. (customer experience)**

Consumers don't know the value of their personal data, and therefore don't have any mechanism to negotiate services based upon the data they provide. Service providers aren't motivated to disclose the value they are deriving from consumers' data, and therefore aren't always financially incented to protect it.

### **Describe what the change will be and why it represents a significant shift. (competitive landscape)**

Providers of "free" online services will now need to compete not only on service, but on the quality/value of the service in comparison to the data that is collected. Transparency will create and enable a new mechanism of competition and a new method by which consumers can compare services.

### **Describe what the change will be and why it represents a significant shift. (economic structure)**

While this change does not necessarily create immediate value for the cable industry, it places cable operators at the forefront of consumer data "protection" through the impartial comparison of service privacy policies and the market-driven value of the data consumers provide. At its greatest adoption, cable operators through this service can be the official arbiter of the value of consumer data.

This could fundamentally change the business model and market for personal data used by the largest internet properties - e.g., Google and Facebook. Providing transparency to the value exchange (i.e., personal data for service) has the potential increase the efficiency and competition in these transactions and more fundamentally, empowering consumers and reducing the market power of these internet properties.

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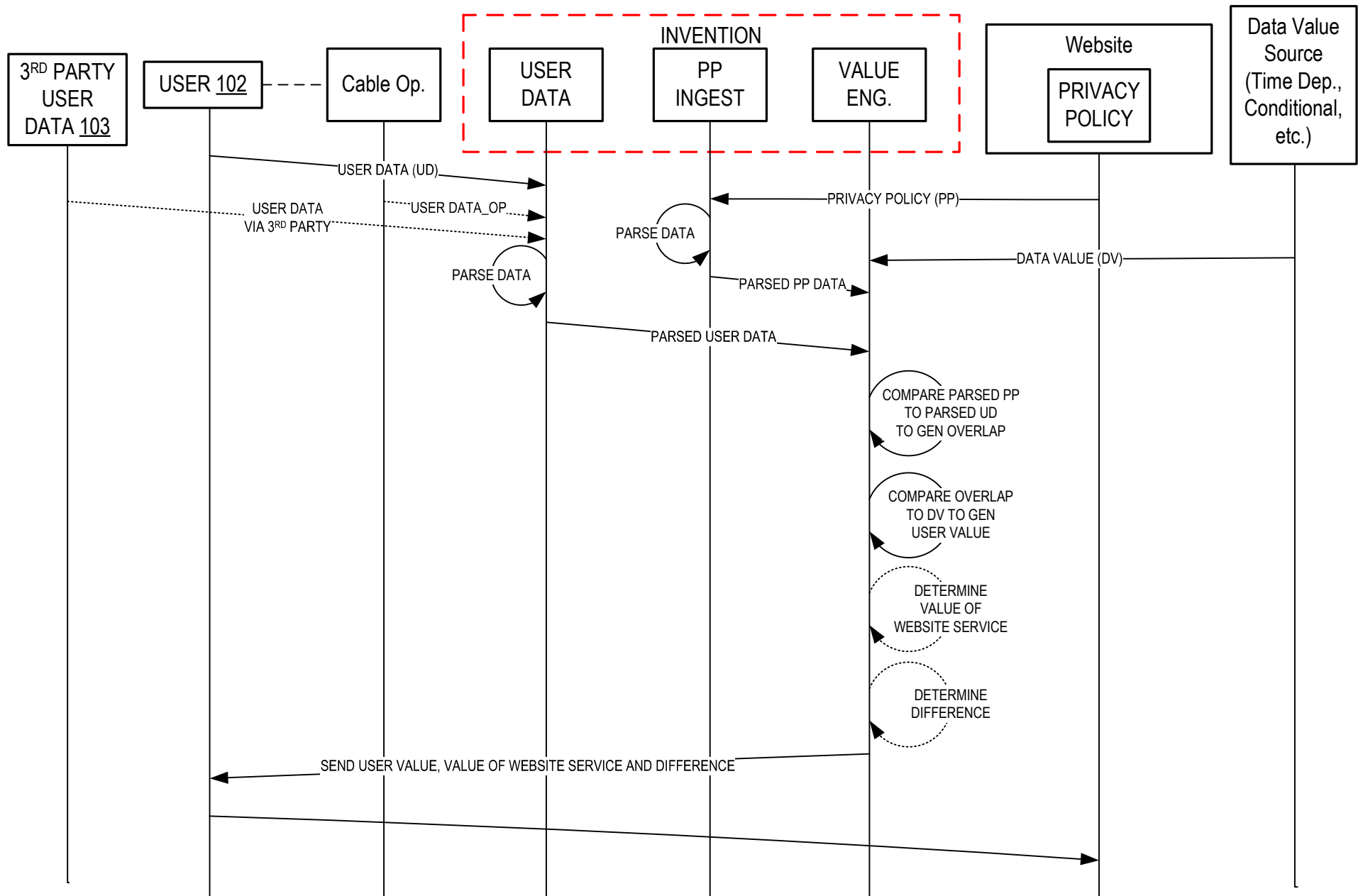


FIG. 1