

“By 2020 the personal data economy will be \$1.1 Trillion USD & \$734 Billion will flow back to the individual”

– Boston Consulting Group The Value of our Digital Identity – 2013

www.pde.cc

PDEC (Personal Data Ecosystem Consortium) is a not-for-profit trade association with members around the world. We exist to activate and broaden the Personal Data Ecosystem. An Ecosystem that centers on people and their data, that enables organisations to make person-centered data logistics a reality.

Why be a member of PDEC?

Innovators and Entrepreneurs

- Be part of a community with shared values
- Gain access to contacts, information, resources, authoritative research and evidence to help you innovate and grow
- Contribute to building the ecosystem, collaborating across the community and forging new relationships to build momentum
- Reduce friction and increase traction for your product, service or protocol
- Demonstrate your commitment to individuals consenting and participating with full transparency in the personal data economy

Established Organisations across all sectors

- Future proof your organisation to strategically respond to the emerging personal data economy
- Contribute to the establishment of industry best practices and guidelines
- Gain access to research and insight as the personal data marketplace evolves
- Gain early visibility into companies, teams, products, and services
- Demonstrate your commitment to individuals consenting and participating with full transparency in the personal data economy

Core Principles – What we stand for

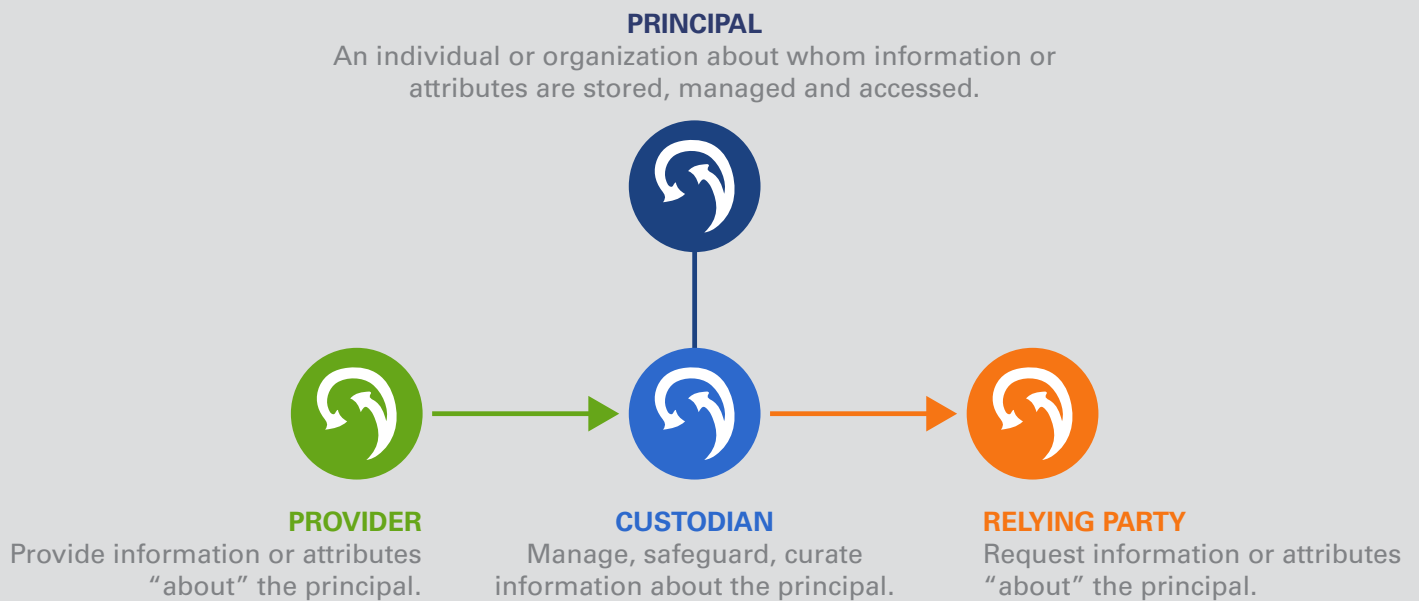
- 1** Protecting People and their rights - empowerment, personal control over personal data and identity and transparency about where and how it is used.
- 2** Protecting Organizations and their rights in whatever role they undertake - ensuring there is a basis for reaching agreement on shared challenges and ensuring transparency and accountability regarding data that they retain, transmit or exchange about people.
- 3** Interoperability across open diverse ecosystems with diverse business models.
- 4** The creation of successful business models to deliver return on investment justifications and monetization strategies for companies operating in the personal data ecosystem.

How do we do this?

- Exclusive Authoritative Market Research
- Insightful White Papers to Shape the Market Understanding
- Online interactive Member Resources
- Speakers Bureau
- Tutorials and Webinars and Community Calls
- Member Action and Research Committees
- Focused sessions at Conferences

Personal Data Ecosystem Roles & Definitions

A person or organization may fulfill one or more roles at different or even the same time(s).



Providers

Those organizations who generate, validate, create, or certify information or attributes relating to principals that other roles within the ecosystem may wish to collect, protect, curate, or access and make use of.



Principal

The principal is a person or organization that is identified by, described by or related to, information or attributes that can be stored about them and exchanged with other interested parties. The principal is a primary active participation role, not simply defined as subject (as defined in data protection legislation relating to individuals who are the subject of a process or data).



Custodian

Those organizations that are not interested in the actual information itself but rather are providers of services and solutions for the secure collection, transmission, exchange, storage, curation, management of the data on behalf principals. In general it is by the explicit delegation of a principal that a custodian is empowered to operate on their behalf.



Relying Party

An organization, service or solution that requests, consumes or relies on data from others about or related to principals.

Become a member of PDEC

To participate in shaping and influencing the emerging personal data ecosystem, or enquire about the range of PDEC memberships please visit: <http://www.pde.cc/membership>

Feel free to arrange a call with Dean Landsman, PDEC Communications Director. dean@pde.cc