

Rethinking citizen data

Improving outcomes



In order for Government and businesses to effectively use data, there needs to be clear, bold, but careful rules for the use of information. In particular, rules about how Government holds personal data, how Government uses personal data, and how and when Government shares personal data will be vital. Only if these rules are appropriate, transparent and fair will they have the chance to work.”

Data Steering Group – Making Data Count

Large volumes of citizens’ data is collected every day from their online activity and is supplemented by traditional communication methods and data uploaded to Local Government systems. This data offers tremendous value in improving public services and helping run society through research, policy and planning.

The introduction of the EU General Data Protection Regulation (GDPR) in 2018 should not become an obstacle to realise the true value exchange of this data. The removal of blanket permissions for data usage and giving back control of data to the citizen is an opportunity for Local Government Authorities. Ensuring compliance, strengthening trust and improving the productivity of people, businesses and the lives of UK citizens.

Providing improved services

“ The public sector must begin the process of deleting information that has not been collected by their organisation, but shared with them, or instead seek active consent to use this data. It is also essential that communications around consent and data collection is made very clear moving forward as this will play an important part in the new [GDPR] regulations.”

John Michael, CEO of iStorage – Government Business Publication

Local Government Authorities should take this opportunity to:

- Provide a platform where citizens can give informed consent for the use of their data to improve public services
- Transparently connect universities, researchers and businesses to unlock the value of data through informed consent
- Ultimately, share insights that can benefit society and aid policy making



With public services targeted to improve the lives of citizens, research has shown that informed citizens will willingly consent to the use of their data to benefit society. Unlocking the power of consented data usage is key in an increasingly digital world where the citizen's digital footprint is ever increasing.

Currently an individual's awareness of the value of their data is low, but this is changing. Data collection must be transparent, ensuring citizens are fully informed and provide their consent knowingly. This will strengthen the trust and confidence citizens place in the Local Government.

We believe there should be no blanket permission for the use of data. Instead, citizens need to be in control of their data. They can provide consent in one area. They can deny use in another. They can give permission to share with other departments or third parties. And, they can select whether certain data is only shared anonymously.

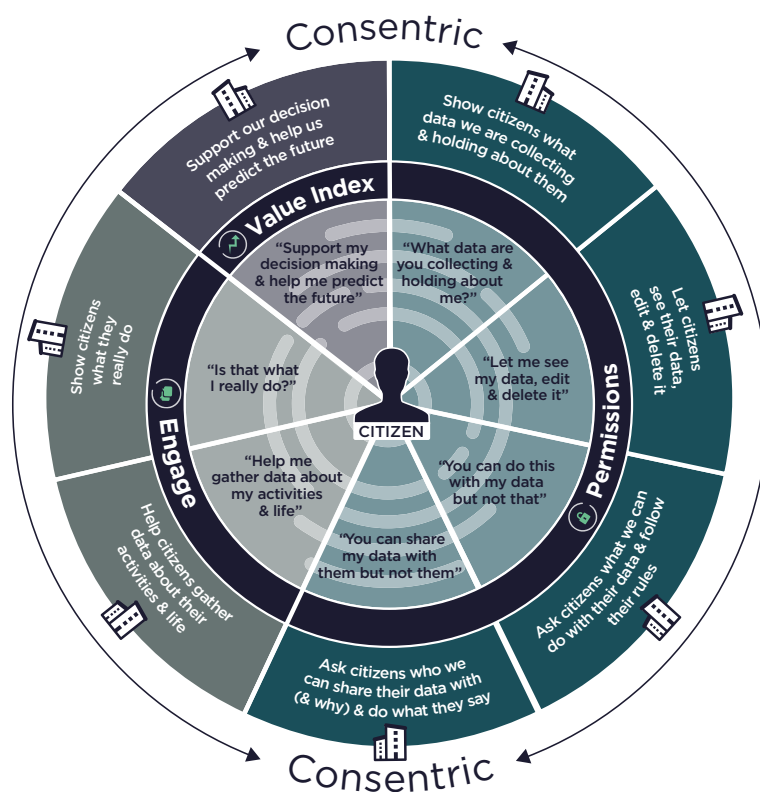
Where there is perceived value exchange, there will be willing consent. Citizens can change permissions at any time, and if they wish to stop future data from being shared they can simply update their permissions.

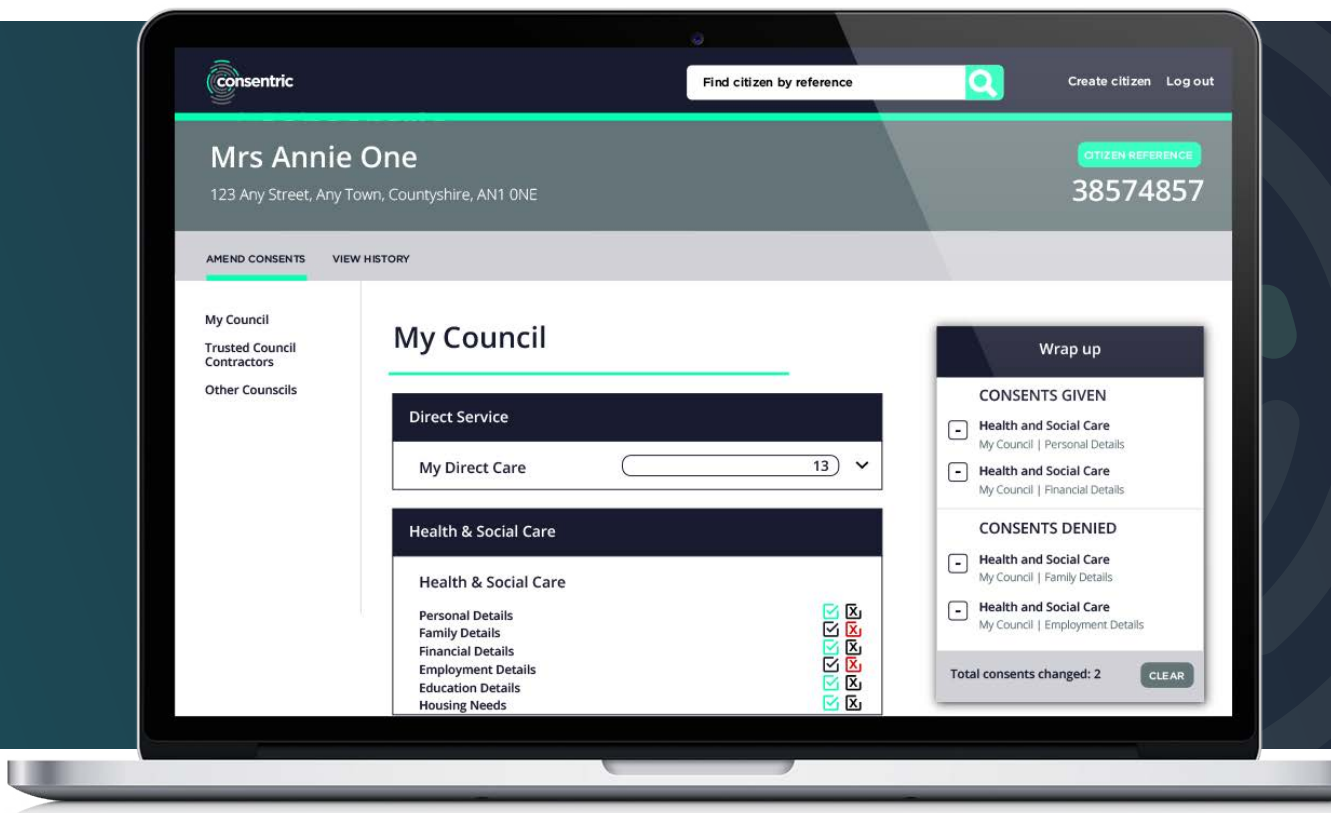
To strengthen trust, the citizen needs to know their data is held safely and securely. With the Consentric platform, the data of every individual is securely stored and easily retrieved from their own StrongBox.

Citizens' data

Our Consentric Platform is citizen-centric.

- **Consentric Permissions** puts citizens in control of their own data
- **Consentric Engage** allows citizens to monitor their activities and behaviours
- **Consentric Value Index** aggregates data to improve decision making at individual and Local Government level





About MyLife Digital

MyLife Digital helps citizens and Local Government Authorities realise the value, meaning and power of their data.

Meaning. A citizen gives consent for the use of their data. An organisation gains insights. Both parties improve decision-making.

Value. Redefining the relationship between citizens and organisations. Where there is mutual benefit.

Power. Data is powerful. It gives the opportunity to gain insights. To see patterns. Insights that deliver change.

Using the Consentric Platform, with citizen consent at the heart of the system, data can be collected, collated and shared to provide informed insights for research, policy and planning.

Informed insight from informed consent

version control 03/2017

www.consentric.io

T: +44 (0)1225 636 280

E: contact@consentric.io

MyLife Digital Ltd, Reg Office: Citizen House, Crescent Office Park, Clarks Way, Rush Hill, Bath, BA2 2AF

Powered by

mylife
digital

