



**NEC**

# Building the Next Generation Personal Data Platforms

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Technical coordinator: **Roberto González (NEC Labs Europe)**

Project coordinator: Marco Mellia (POLITO)

And the team





institute  
**imdea**  
networks

**PIM**  
**City**

**NEC**

**uc3m**

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**Carlos III**  
de Madrid

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*Telefonica*  
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TECH

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CYBER SECURITY

 wibson

 **aui.es**  
Asociación de Usuarios de Internet

# PIMcity – the problem

- It's about the **internet**, it's about **privacy**
  - Online tracking, data collection, data monetization,...
- It's about **economy**
  - Online ads – 187B\$ in 2020<sup>1</sup>
  - Data driven decision making
- **Current** state is at the stage of **primitive economy**
  - Give me your data, get my services
- Clear **monopoly**
  - Google, Facebook, Amazon,...
- No opt-out opportunity, **no control**, ...
  - It's more like colonial economy – where peasants have no option but to work for colonist

It's about **data**

...

It's about **your data**

# PIMCity – the status

- **No clear solution** so far
  - Arms race between privacy protection tools and mechanisms to circumvent those
- Regulators have started to define guidelines and barriers
- But we need **technology** to support the change
- **The solution: PIMS** – *Personal Information Management System*
  - fine grained consent management for the release of personal data towards services
  - the ability to revoke permissions and data,
  - the ability to negotiate and receive payments for the release of data,
  - privacy preserving release of aggregate analytics or raw data,
  - dashboards for extracting knowledge and quantifications from one's own data
  - ...
- **No clear technical solution, no clear win-win scenario**

# PIMCity – the solution

*For the PIMS approach to succeed, **trial and error cycles** need to be cut shorter and made cheaper so that **we can experiment efficiently***

- PIMCity is to design, build, validate, demonstrate and exploit a set of flexible, open, easy-to-use components: **PIMS Development Kit**
- PIMCity is about integration: **EasyPIMS** - a fully-fledged PIMS for controlling, visualising, releasing, and monetizing web and mobility data
- PIMCity is about demonstration: Large scale B2B and B2C use cases



SOCIETY



PIMS COMPANIES



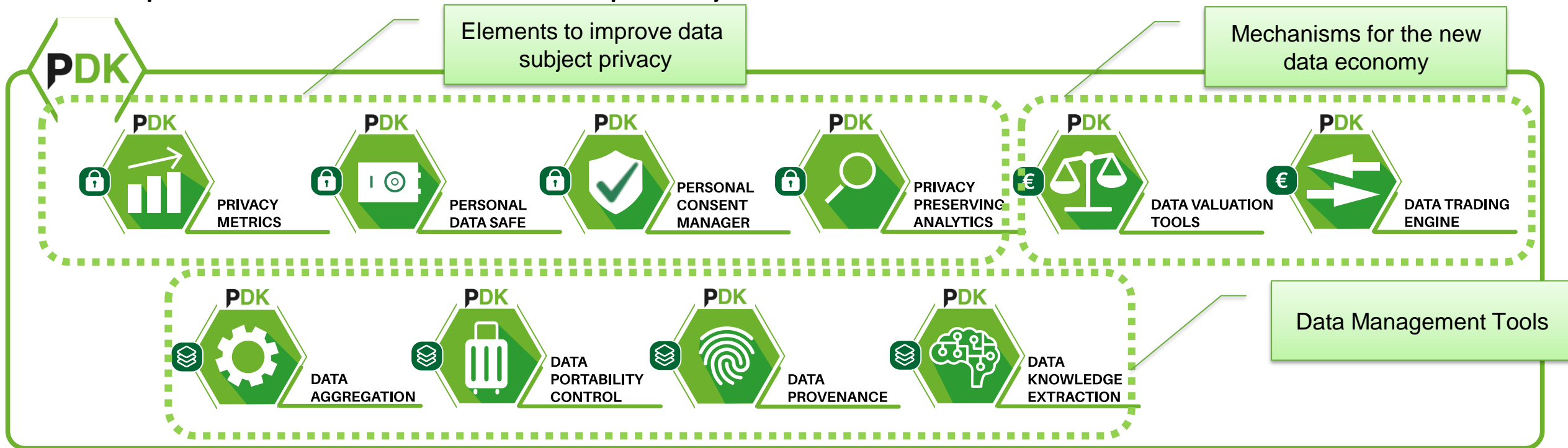
INDUSTRIAL  
STAKEHOLDERS



REGULATORS

# The PIMS Development Kit

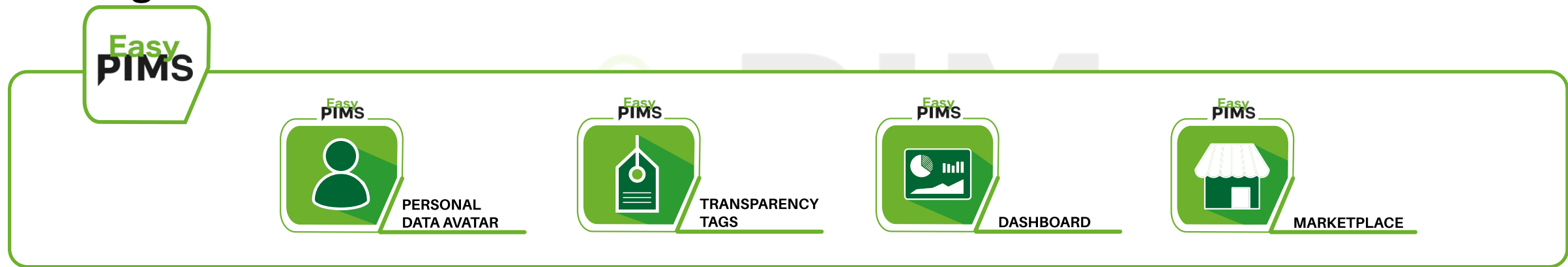
- The PDK includes different generic “software” components that can be easily adapted and extended to completely different businesses



- The goal is to allow new (and existing) PIMS to develop new business model without the need of developing all their technology from scratch

# EasyPIMS – our own data platform solution

- EasyPIMS will demonstrate how to use the PDK
- Targets both B2B and B2C scenarios



**Personal Data**  
Name: Bob  
Age: 34  
Gender: M  
Work Position: Doctor  
Status: Divorced

**Consent manager**  
Sharing name: **Active**  
Sharing age: **Only with trusted parties**  
Sharing Gender: **Not active**  
Sharing Interest profiles: **Active**  
-Medical info: **Not active**  
-Shopping: **Only with retailers**

**Automatic Interests profiling**

<p><b>track.trustedco.com</b></p> <p>Class: Tracker Owner: TrustedCo LTD Location: US</p> <p>Privacy Score: 3/10 Security Score: 5/10 PDA compliant: No</p> <p>Collected Data    Tracked websites</p> <p>Associated Domains: acme1.com, trustedoovideo.com, acme-storage.com, eshop.trustedco.com</p>	<p><b>ads.emca.com</b></p> <p>Class: Advertiser Owner: Emca LTD Location: ES</p> <p>Privacy Score: 7/10 Security Score: 6/10 PAD compliant: No</p> <p>Collected Data    Tracked websites</p> <p>Associated Domains: e-shop.com, newsonline.com, emca.com</p>	<p><b>ads.acme.com</b></p> <p>Class: Advertiser Owner: Acme LTD Location: US</p> <p>Privacy Score: 9/10 Security Score: 9/10 PAD compliant: Yes</p> <p>Collected Data    Tracked websites</p> <p>Associated Domains: e-shop.com, newsonline.com, acmevideo.com, emca.com, eshop.acme.com</p>
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# Everyone benefits

- Every stakeholder gets its share of value



**Citizens'** trust is improved as privacy-aware transparency and control are streamlined across applications

Personal data protection is improved, and compliance with the legislation is simplified for **operators**

Increase of **data providers**, users, and stakeholders in data platforms

Better **value-creation** from personal data



# EasyPIMS



- EasyPIMS is our platform: <https://www.easypims.com/>
- A Dashboard for users

**Home**

**Pending Tasks**

- Upload browsing data **Daily** **10 Points** [Task link](#)
- Display 3 or more ads **Daily** **10 Points** [Task link](#)

Remember to complete all tasks to participate in the sweepstakes.

[View task history](#)

**Total points**

**430**

Points this month: 100  
Points this week: 50

**Extra points**

Do you want to earn extra points? Complete these extra tasks to earn more points.

- Invite friends **Weekly** **350 Points** [Task link](#)
- Upload location history **Monthly** **200 Points** [Task link](#)

**Next Sweepstakes**

**31/08/2022**  
Big Sweepstake  
Get 1570 more points.  
Prize: 2000€ Amazon Gift Card

- A Marketplace for data buyers

**Dashboard**

**Credits Spent**

**0**

[See Transactions](#)

**Credits Available**

**5000**

[Create Data Offer](#)

**Recent Transactions**

Date	Audience	Data	Purpose	Budget Spent/Total	Number of Users	Actions
2022-05-09	<b>Gender:</b> male	Browsing History	Research	0 / 2500	0	



## Your data is worth money

Participate in the EasyPims beta tester programme and you can win a prize every week. We sweepstake a €200 Gift Card every week, an iPhone 13 every month and one €2.500 Gift Card.

**PARTICIPATE**



### PIMCity Project

EasyPims is part of the European PIMCity Project, which aims to achieve a fair and transparent data economy, giving users back control over their online data. To do this, it has developed a series of tools, EasyPIMS, which allow users to decide what data they share and with whom.

To prove that this model can work, the Internet Users Association, a member of the PIMCity Project, is looking for users to participate in the Beta Testers Programme, in return for the chance to win great prizes through weekly prize draws.





>>

- Home
- My Data
- My Consents
- Transparency Tags
- Settings
- The Project
- Sign out

Home

### Pending Tasks

- Upload browsing data Daily 10 Points [Task link](#)
- Display 3 or more ads Daily 10 Points [Task link](#)

Remember to complete all tasks to participate in the sweepstakes.

[View task history](#)

### Total points

440

Points this month: 110

Points this week: 60

### Extra points

Do you want to earn extra points? Complete these extra tasks to earn more points.

- Invite friends Weekly 350 Points [Task link](#)
- Upload location history Monthly 200 Points [Task link](#)

### Next Sweepstakes

31/08/2022

Big Sweepstake

Get 1560 more points.

Prize: 2000€ Amazon Gift Card

### Prizes

06/06/2022

Weekly Sweepstake



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- 🏠 Home
- 📊 My Data
- 📄 My Consents
- 📄 Transparency Tags
- ⚙️ Settings
- ℹ️ The Project
- 🚪 Sign out

My Consents

My consents

! **Useful information**

Private companies, public organisations and educational institutions may request your data for specific purposes. When you tick a box, you give permission to share your data for the purpose you select.

For each organisation that requests data, you will receive some points.

You will miss offers for which you did not upload data or not given us the permission to share.


### Preferences

		Personal information	Browsing history	Location history	Interests
Commercial purpose	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px 5px;">?</span>	<span style="color: green;">✔</span>	<span style="color: green;">✔</span>	<span style="color: green;">✔</span>	<span style="color: green;">✔</span>
Research	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px 5px;">?</span>	<span style="color: green;">✔</span>	<span style="color: green;">✔</span>	<span style="color: green;">✔</span>	<span style="color: green;">✔</span>

✔ **Interest consents**  
 Select interests to share



# EasyPIMS



- [Dashboard](#)
- [Transactions](#)
- [Transparency Tags](#)
- [Sign out](#)

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- [Privacy Policy](#)
- [About PIMCity](#)

## Create Data Offer

### Audience

Gender Female Select

Age From  To

Annual Income From  To

Interest IAB17 - Sports IAB20 - Travel Select

### Data

Personal Information

Location History Interests

Select

### Purpose

Commercial Purpose

### Offer Budget

### Legal Notice for Data Usage

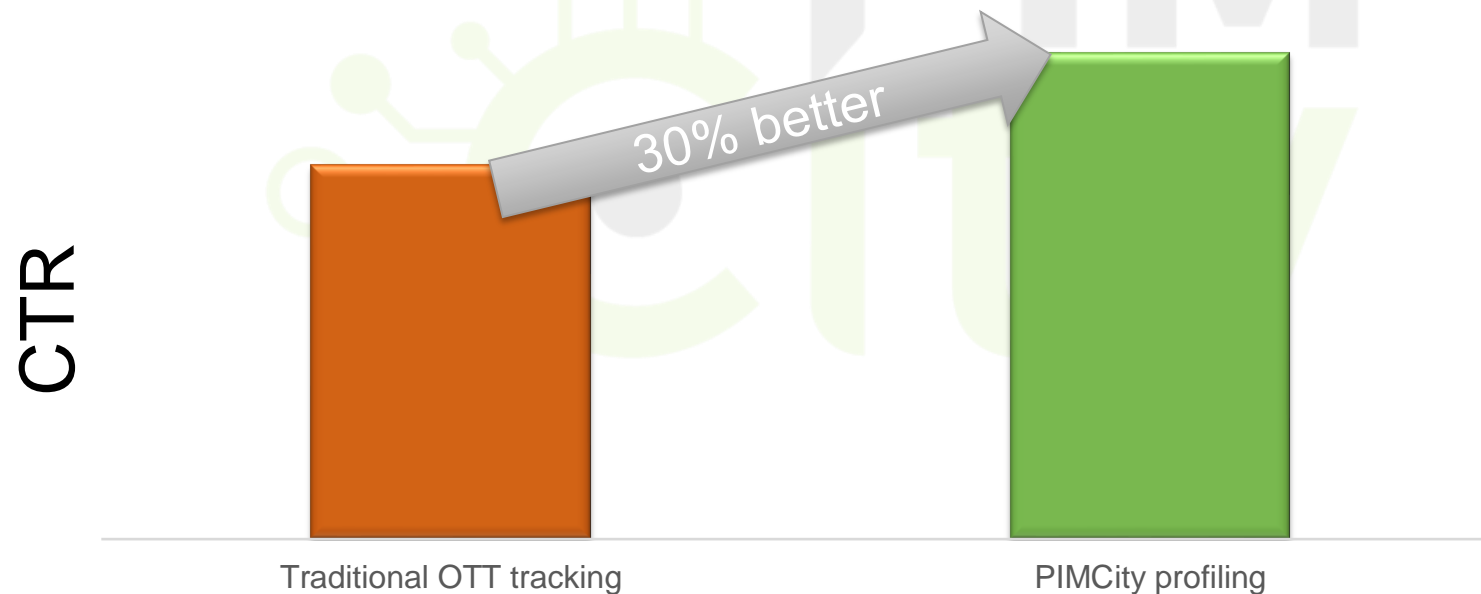
Please, include a legal notice specifying what will the data be used for, how will be processed and for how long.

CANCEL Create



# Why should you care?

- Full transparency makes users happy.
- Not affected by ad/cookie blockers.
- Preliminary results show CTR 30% better than traditional OTT tracking.





[www.easypims.com](http://www.easypims.com)

[www.pimcity.eu](http://www.pimcity.eu)

Roberto González - [roberto.gonzalez@neclab.eu](mailto:roberto.gonzalez@neclab.eu)  
Marco Mellia - [marco.mellia@polito.it](mailto:marco.mellia@polito.it)