



MyData
Operators
Awards 2021

Personal data is one of the most important issues of our time.

Too often, personal data makes headlines for the wrong reasons. We read about privacy scandals and misuse of data that threatens democracy and digital rights. Increasingly, the public wants personal data companies to be ethical, open and transparent about their operations. Furthermore, users want to be in control of their data and choose how to share their data for personal and public benefit without jeopardising their data rights.

The MyData Operator Award exists to help even the playing field.

We know that not all companies or organisations ignore privacy and digital rights. More and more companies and organisations are realising the benefits of giving people control over their personal data, whilst a small group of mega companies are hitting the headlines for the opposite reason. We redress the balance and public perception by helping ethical companies demonstrate their leadership on personal data management and sharing.

“Personal data intermediaries” and “MyData Operators”

The personal data space is a nascent area for both technology and policy. Several terms have been used over the years to describe the role of companies that facilitate individuals to manage personal data including operators, wallets, PIMS (personal information management systems) and intermediaries. This factsheet uses the term personal data intermediary in this box and thereafter MyData Operator. Personal data intermediaries are companies and organisations that facilitate individuals to share personal data between organisations. Intermediaries that allow individuals to manage their own data and facilitate sharing personal data in a safe and ethical manner can participate in the MyData Operator Awards. Awarded companies can use the MyData Operator 2021 status as a symbol of best practice that demonstrates a personal data intermediary is trustworthy.

We support and celebrate companies and organisations that do the right thing,

whether they are multinational corporations, growing startups or established nonprofits.

Receiving the MyData Operator Award will show that your business and operations have an ethical approach to personal data that gives individuals control. As a recipient of the MyData Operator Award, you will:

- stand out in the sector to both partners as well as users;
- get an edge when bidding for contracts;
- reassure investors and funders that you are taking the right approach;
- instill pride in your workforce;
- join the growing MyData Global movement of ethical personal data companies;
- get ahead of the curve on new legislation and standards;
- become a crucial part of changing the personal data market.

In short, a business or organisation with a MyData Operator Award is acknowledged for enabling individuals to access, manage, and re-use their personal data in a human-centric way, as well as meeting the gold standard for personal data management.

See overleaf or visit mydata.org/award for more information on the award process. Applications close on 30 September 2021.



Getting a MyData Operator Award

Describe your operation

- Your general operator activity, including overall architecture.
- How your organisation aligns its practices with the MyData Declaration.
- Your position in the ecosystem and typical use cases.
- Your systems with respect to the MyData Operator reference model.
- Submit information such as contact details (will be kept confidential).
- How your operations will meet the EU Data Governance Act requirements (if you offer services in the EU).

In order to participate in the Award process, companies and organisations must be [members of MyData Global](#).

General overview

- Brand name
- Website
- Country or countries of operation
- Sectors of operation
- Personnel size
- Adoption of the service

Position in the ecosystem

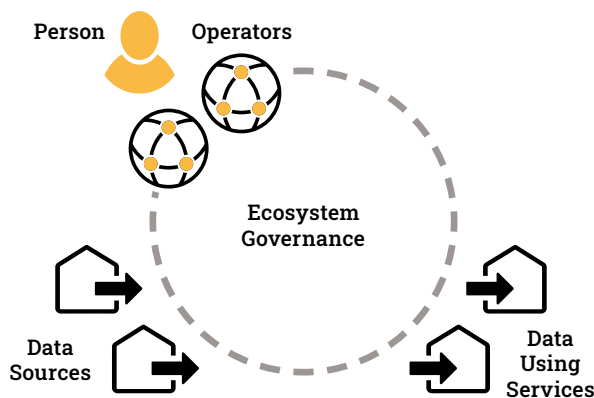


Figure 1: Illustration of a multi-operator ecosystem with the five roles of Person, Operator, Data Source, Data Using Service and Ecosystem Governance.

- Identify how you meet the MyData Operator definition.
- Clarify the roles your operation carries out:
 - Operator
 - Data Source
 - Data using service
 - Ecosystem governance
 - Other roles (if applicable)
- Clarify the participants currently working within your ecosystem
- Describe typical use cases

MyData Operator Reference model: nine functional elements

As part of the process, you will be asked to describe how your operations account for:

- The importance of the nine functional elements in your service offering (see below). Note that you don't need have all elements covered, we just want to know which ones you are focusing on
- A general description of the most important functional elements in your service offering
- Your operations maturity level in terms of Technology Readiness Level
- The standards and technology your operation uses
- Your operations development roadmap

1 · Identity management

How do your operations handle authentication and authorisation of individuals and organisations in different, linked identity domains and links identities to permissions.

2 · Permission management

How do your operations enable people to manage and have an overview of data transactions and connections and to execute their legal rights. It includes maintaining records (notices, consents, permissions, mandates, legal bases, purposes, preferences etc.) on data exchange.

3 · Service management

How do your operations use connection and relationship management tools to link operators, data sources, and data using services. Data can be available from different sources and can be used by multiple data using services.

4 · Value exchange

How do your operations facilitate accounting and capturing value (monetary or other forms of credits or reputation) created in the exchange of data.

5 · Data model management

How do your operations manage the semantics (meaning) of data, including conversion from one data model to another.

6 · Personal data transfer

How does your operations implement the interfaces (e.g. APIs) to enable data exchange between the ecosystem participants in a standardised and secure manner.

7 · Personal data storage

How do your operations allow data to be integrated from multiple sources (including data created by a person) in personal data storage (PDS) under the individuals' control.

8 · Governance support

enables compliance with the underlying governance frameworks to establish trustworthy relationships between individuals and organisations.

9 · Logging and accountability

entails keeping track of all information exchanges taking place and creating transparency about who accessed what and when.