MyData

Join the global community dedicated to empowering people with control of their data, for fair data markets and a better digital future.

Overview

As a global membership association, we help organisations build human-centric solutions and services, support companies to launch sustainable business models, and collaborate with local, national, and international stakeholders to advance the ethical use of personal data.

- We open space for **practical collaboration** through events and working groups.

- We **make sense** of rapid changes in the data environment.

- We contribute to the **emerging infrastructure** of data spaces and intermediaries.

- We help **set the agenda** for policymakers and changemakers.

- We promote **solutions and services** that put people first.

Who we are

- International nonprofit association with over **460 members** from **45 countries**

- Founded in 2018 and headquartered in Finland

- Local hubs on 6 continents and thematic groups developing standards and technical reference models

- 8-person secretariat and planned 914K€ annual budget

- Prominent position in multiple EU projects, including the Data Spaces Support Centre

- Organiser of the leading global conference on personal data

What can membership do for you?

Individuals

- Be part of a global movement, meet thought leaders and changemakers
- Contribute to working groups, standards, and white papers
- Test emerging platforms and build your data skills

Start-ups and small businesses

- Stand out in a crowded field
- Make sense of regulations and markets in real time
- Find partners and collaborators and innovate in a community

Enterprise brands and businesses

- Signal trustworthiness to your customers
- Join a collective movement for fair markets, data value and
- Monitor market trends and innovation

Civil society and research organisations

- Engage with the businesses that are building a better data future
- Coordinate and strengthen alliances across sectors
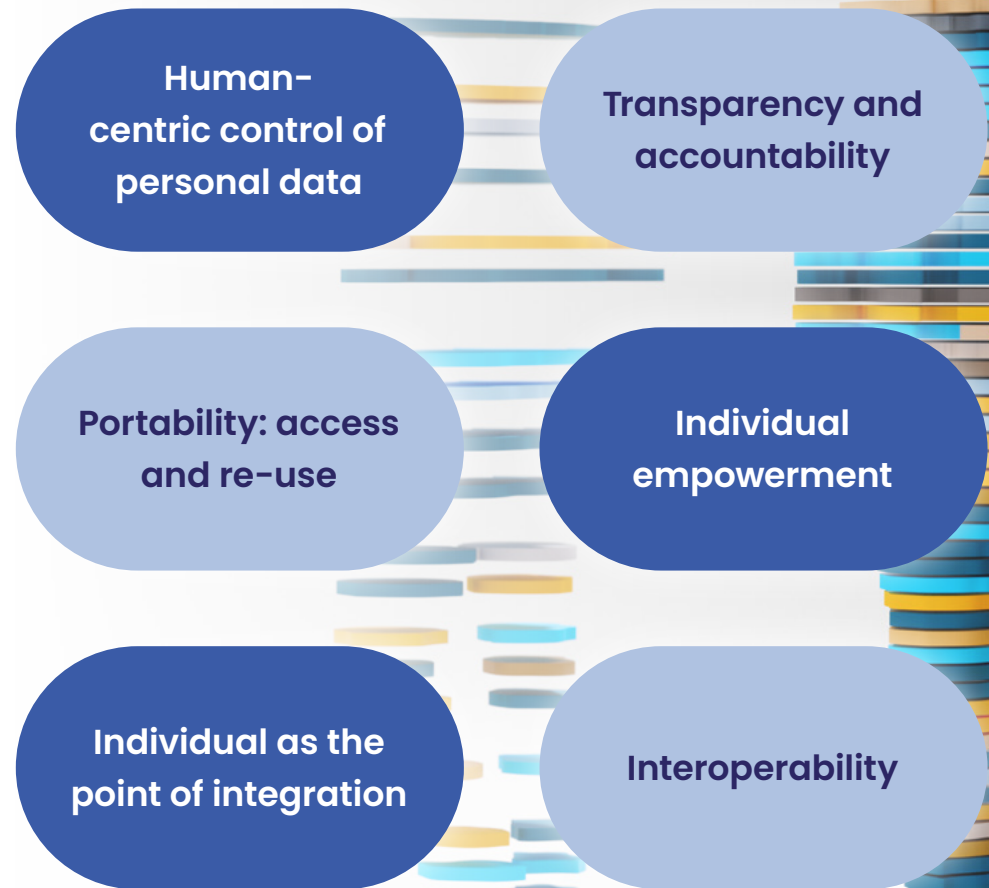- Amplify and anchor messages in a diverse community

Public Sector

- Learn from practices and innovations of other public sector agencies
- Find evidence and examples to build internal support
- Be recognised as a leader in human-centric data-driven services

What is Human-Centric?

The MyData Declaration offers 6 principles to define a human-centric approach to managing people's data. This human-centric approach is already creating value for individuals and organisations across society by helping consumers track their shopping and health patterns,[1] improving patients' ability to track and diagnose diabetes,[2] and providing wallets to manage financial data, travel data, family data and more.[3]

The European Data Strategy is premised on "**the conviction that the human being is and should remain at the centre**" of the data economy, and references MyData as one of the movements empowering individuals to exercise their rights and developing tools and approaches that "promise significant benefits to individuals".[4]

Human-centric control of personal data

Transparency and accountability

Portability: access and re-use

Individual empowerment

Individual as the point of integration

Interoperability

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1 See services provided by S-group: https://s-ryhma.fi/en/news/s-group-publishes-globally-unique-nutrition-calcul/4AyOshvVyPwx1bhG2XWtip.

2 See services provided by Sensotrend: https://www.sensotrend.com/connect.html.

3 See services provided by Enfuce (https://enfuce.com/), iGrant (https://igrant.io), and Meeco (https://www.meeco.me/powered-by-meeco), respectively.

4 European Strategy for Data: https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52020DC0066, pgs 4, 10.

Why join MyData Global?

Visibility

- Show your dedication to putting people first
- Show your expertise in developing technical/ethical solutions
- Be seen by market leaders, regulators, potential partners and customers
- Demonstrate products and solutions on a global stage

Networking

- Engage with peers and competitors to sense what's next
- Meet with regulators and innovators shaping dynamic sectors like health and mobility
- Find funding sources and partnership opportunities

Insights

- Understand latest trends in regulation, technology and the marketplace

- Sense-check internal policies and approaches

- Navigate complicated bureaucratic processes

Influence

- Be represented in national and international policy fora

- Help set agendas for the most important players

- Recruit companies, organisations and individuals to a growing global movement.

MyData AWARDS

Since 2020, MyData Global's annual awards have been a gold standard for the ethical use of personal data.

The MyData Awards recognise MyData members that are helping people take control and benefit from the data about them, in one of four domains:

Business	Technology
Governance	Thought Leadershop

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The MyData Trust Mark is a digital badge that MyData members can award to their customers who adopt technology platforms and solutions identified as aligned with the MyData principles.

The badge helps MyData members stand out in a crowded field while promoting awareness and engagement within the marketplace.

MyData members may apply for the alignment certification through a self-reported template followed by an interview with a community panel. The first badges will be rolled out in 2025.
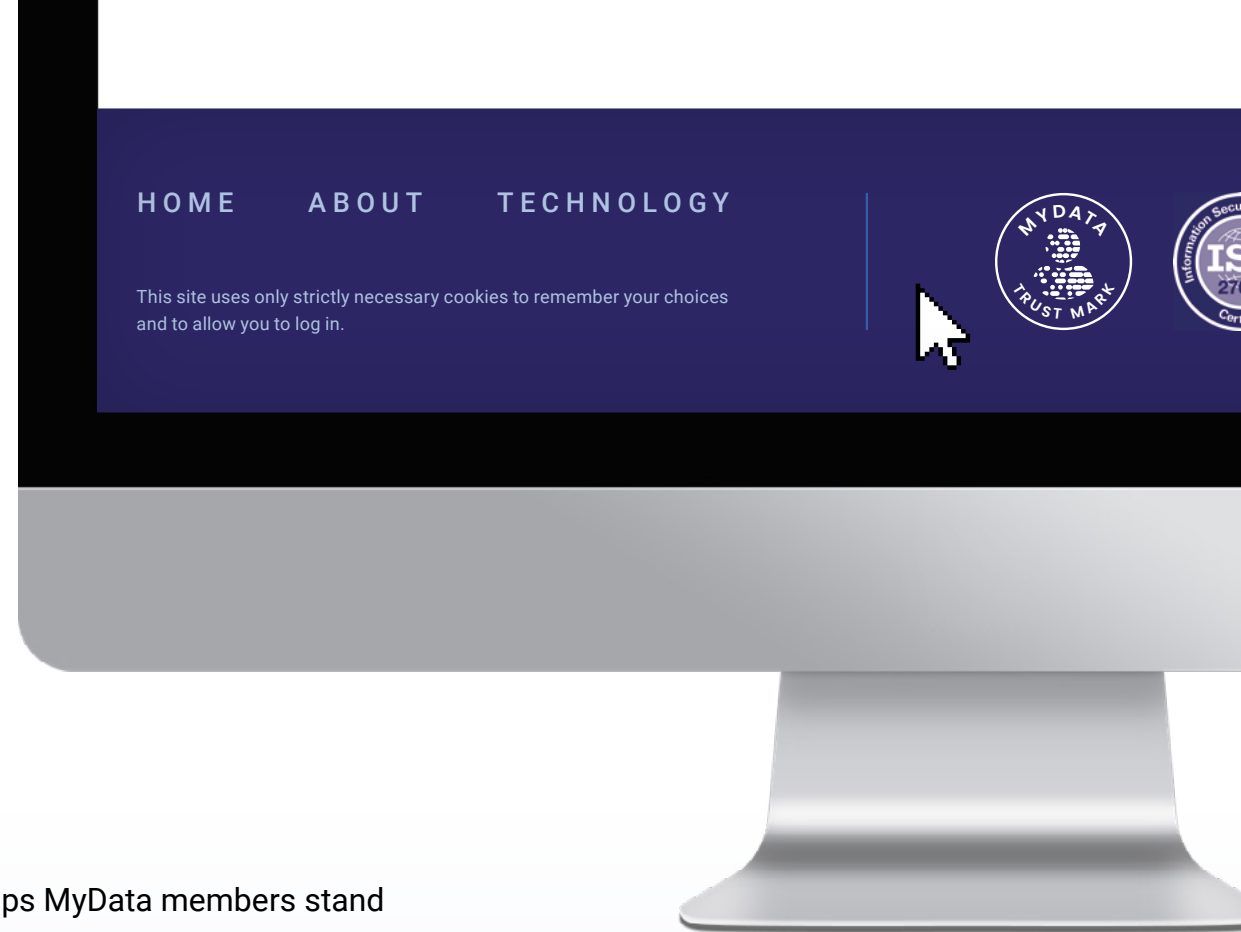
Events and resources

The **MyData conference** is the world's premier gathering on people and data. The conference brings together leading practitioners, regulators, champions, and researchers from all sectors of society.

We organise **explainer webinars and hands-on workshops** where invited experts help members understand complex developments in the emerging data economy.

Each month, **thematic networking meetings** are held online to help MyData members to share ideas and opportunities, build collaboration, and strengthen their work.

We curate an **opportunities board** to help members easily find and access funding mechanisms, training offers, and other opportunities relevant to personal data management and data sharing.

We provide **digital badges and certificates** so that MyData members can showcase their commitments and contributions to a human-centric data future.

Promotion and access

We **showcase members to regulators and decision-makers**, through events, consultative processes, and informal dialogues that showcase the best services in the MyData community.

We help members find and access **external funding**, by collaborating on funding proposals, training on seeking investment, and by sponsoring participation in global conferences and events.

We provide members with **endorsements and letters of support** for applications, helping them to secure funding and access to training and accelerator programs.

We provide a common platform for **effective lobbying and engagement**, through open letters and position statements.

The CEO of DataPal was sponsored to participate in the Computer Privacy and Data Protection Conference in May 2024, where he presented a draft architecture for using human-centric data sharing contracts as an alternate legal basis to consent.

In March 2024, MyData Global presented an open letter to the European Commission's Vice President on Competition, calling for enforcement of DMA portability provisions, and signed by over 50 organisations.
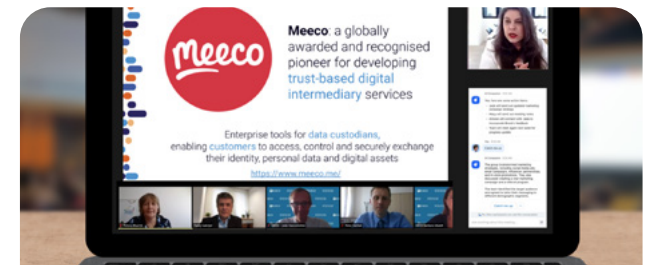
Meeco was one of three MyData members invited to present their businesses to an OECD roundtable with national governments in April 2024.

How to join

1 Sign the MyData Declaration

Join the individuals and organisations from all over the world supporting a data future that is based on trust, self-determination, and maximising the collective benefits of personal data. Start the process using the URL or QR code on the right.

2 Pay an annual fee

Annual membership fees are essential for MyData Global staff to serve its members, but should never be an obstacle to organisations joining the community. Get in touch to discuss. Individuals can decide the amount of their annual fee.

Fees

Organisations

Micro

Staff	9 or fewer
Turnover	€ 2M or less
Balance sheet total	€ 2M or less

500 € / year

Small

Staff	49 or fewer
Turnover	€ 10M or less
Balance sheet total	€ 10M or less

1,000 € / year

Medium

Staff	249 or fewer
Turnover	€ 50M or less
Balance sheet total	€ 43M or less

2,500 € / year

Large

Staff	250 or more
Turnover	More than € 50M
Balance sheet total	More than € 43M

5,000 € / year

Non-profit organisations are eligible for a 50% fee reduction.

Individuals

Pay What You Want

Individuals can become Members of MyData at whatever price works for them. Whatever fee you can afford will be used to advance our mission.

MyData

mydata.org/join

Get in touch at
hello@mydata.org

www.mydata.org