

# 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,<sup>1</sup> improving patients' ability to track and diagnose diabetes,<sup>2</sup> and providing wallets to manage financial data, travel data, family data and more.<sup>3</sup>

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”.<sup>4</sup>



<sup>1</sup> See services provided by S-group: <https://s-ryhma.fi/en/news/s-group-publishes-globally-unique-nutrition-calcul/4Ay0shvVyPwx1bhG2XWtip>.

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

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

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

# What our members say



**Bert Verdonck**

Chief Executive  
Officer of Luxembourg  
National Data Service  
(public sector)

As a public sector organization supporting the national innovation and digitalization agenda, it is crucial to prioritize a citizen perspective. This focus is often missing in discussions about data sharing within the public sector and between public and private sectors. MyData provides a unique and essential resource to maintain this focus in our work. Being a member of MyData Global has served as an entry point to the richness and complexity of citizen-centric practices. It has helped us balance professional and principled objectives, encouraging us to think more rigorously about putting citizens first when creating value through the secondary use of data.



**Björn De Vidts**

CEO of Athumi,  
the Flanders Data  
Utility Company

As a member of MyData Global, Athumi has greatly benefited from the collaborative network and forward-thinking principles that prioritize human-centric data management. The MyData community has provided us with invaluable insights into ethical data sharing practices, inspiring new approaches to build trust with our stakeholders while ensuring compliance with evolving regulations. As a forum to share and reflect on transparent and secure approaches to better services, MyData provides a unique value in the international data landscape.



**Lotta Lundin**

Co-Founder and  
CEO of iGrant.io

Being part of the MyData community has been invaluable for iGrant.io as it aligns perfectly with our mission to ethically mobilise data through digital wallets and compliant data exchanges. The collaborative environment provides access to a network of professionals and thought leaders who enrich our work and support our commitment to creating a transparent digital ecosystem. MyData's focus on ethical data management enhances our ability to empower individuals with greater control over their data.



**Jessica Pidoux**

Director of  
the [personaldata.io](https://personaldata.io)

The MyData awards have really helped us communicate a key technical differentiator of the Digipower Academy framework and our work for Uber drivers. What we wanted to achieve required users to have deep levels of trust in what we were building, and we answered this requirement through MyData implementation patterns. The awards help us attract the attention of less technical actors to nuanced interactions between technical implementation and social trust, which otherwise would easily be overlooked.



**Alexander Galt**

Digital Ethics  
Leader, IKEA

MyData has been a leading light in setting the agenda for how people can and should be empowered in the digital age. Their insights and engagement in a EU policy context have helped set the global direction for a more rights respecting data economy. The community of experts has been a great asset to be able to learn and collaborate on developing practices towards being trusted by our stakeholders when engaging with personal data.



**Nobuhiro  
Aoyanagi**

CEO at Greenwillow  
Incorporated and  
Executive Director  
of MyData Japan

MyData Global, together with its local hubs and thematic groups, has provided me access to professional knowledges in data space with global reach and local depth. It has also given me opportunities to work with thought leaders in the space, which includes drafting Japanese industry standard and participating in government's study group.



**Paul-Olivier  
Dehaye**

Founder,  
Hestia.ai  
(company)

Being part of the MyData community has been great to show a commitment of our company to a higher set of objectives than current business orthodoxy, and to connect with others who shared the wish to accelerate that vision.

# 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.
- 



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 Leadership**



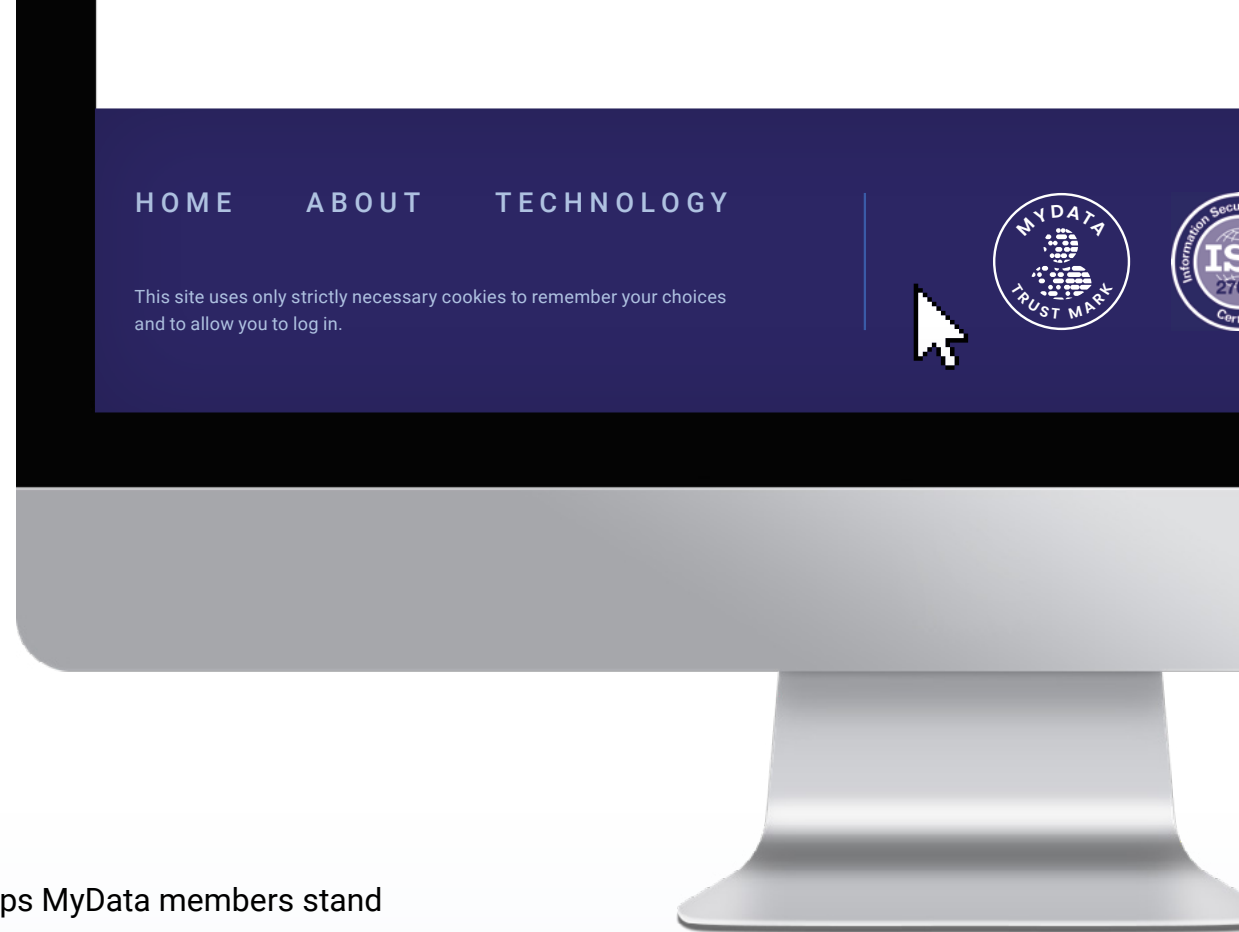
2023 Awardees



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.



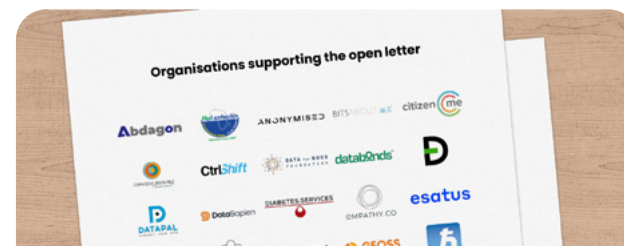
We provide members with **endorsements and letters of support** for applications, helping them to secure funding and access to training and accelerator programs.



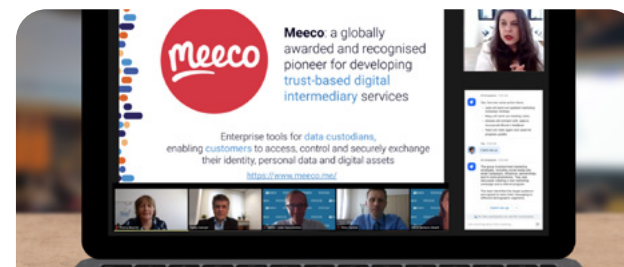
We provide a common platform for **effective lobbying and engagement**, through open letters and position statements.



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

[mydata.org/join](https://mydata.org/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

### Small businesses and non-profit organisations

Fewer than 50 staff and € 10 m turnover/balance sheet

500 € / year

### Medium-size enterprises

More than 250 staff and € 50 m turnover/balance sheet

2,500 € / year

### Global conglomerates

Operations or offices in multiple continents and/or a significant global market share with more than 10,000 staff and a turnover/balance sheet of over € 500 million

15,000 € / year

### Research institutions and public sector agencies

Fewer than 250 staff and € 50 m turnover/balance sheet

2,000 € / year

### Large enterprises

More than 250 staff and € 50 m turnover/balance sheet

7,000 € / year

These fee amounts are indicative, specific membership fees and applicable categories may be agreed directly with staff and approved by the Board of MyData Global.

The agreed categories and fees for all organisation members will be publicly disclosed.

## Individuals

Individuals can set their membership fee at a level that works for them. Whatever fee you can afford will be used to advance our mission.

**Pay What You Want**





[mydata.org/join](https://mydata.org/join)

Get in touch at  
[hello@mydata.org](mailto:hello@mydata.org)

[www.mydata.org](https://www.mydata.org)

