



Women in Data Science

Data Futures Panel Presentation – University of Technology – Sydney Australia

International Women's Data – March 2018

The revolution of digital consent.

It is an honour to present at the University of Technology Sydney's (UTS) Women in Data Science this International Women's Day, particularly on my favored subject, data.

My name is Jo Cooper, I am the founder of a Start-up called ID Exchange. However, you can see clearly by this black and white photo that my technology journey in data started some time ago, back in 1982.



Here I am with a CPM Computer, and to the left I am carrying the first luggable computer called the “Osborne One”.

Raise your hand if you own a portable computer today, well if you own one of these (indicating a Smart phone) your hand also should be up.

I love technology, and I have had a privileged career. My father signed me out of school at 15 and straight into his Computer company, during a time when he was about to release the first IBM Compatible DOS based computers in Australia. Over the past 3 decades I have touched most phases of the sector, PC's, Networks, Telco, Integration, Consulting and Financial services. I have sold Computers and infrastructure valued into the hundreds of millions.

Fast forward to today, data seemingly runs through everything, and I strongly believe that due to this we are witnessing a new form of environmental damage. Which I also feel that we in the industry hold a responsibility to try to fix.

The Internet which was born during my life, some 40 years on it is now subject to increasing cyber threats and yet on the flip side the digital economy opens massive opportunities.

So, what compelled me to start ID Exchange, let me show you.

<https://www.youtube.com/watch?v=1oA0O01SQUE>

This episode of 60 minutes in August 2015 demonstrated the vulnerabilities of the SS7 mobile network which allowed hackers to enable your smart phone camera, to silently film and record you. After watching this I felt compelled to join the war against Cybercrime, with a specific purpose in protecting your personal information.

So, we started developing Privacy Enhancing technologies and asked a simple question, who controls your digital identity and that set of data credentials which leads to you?

In a digital world being connected makes you an “end point” target. Yet often this vital data set is incomplete, inaccurate or pooled with other information that may not be permissioned or current.

Today, how are you controlling your data access permissions, because it's likely your information is being trafficked and sold for profit. Who have you shared your personal information with and why? What data information is being linked and tipping into your digital identity profile?

Are we heading towards a dystopian future?

You are the digital last mile, the product, the seed of many complex algorithms.

If a quantum computer can real time process and analyse volumes of data about you to predict your likely intentions on specific questions before you, would you deem this a benefit or a risk? Who will emerge as global digital dictators?

Are you the master or destined to be the slave in a world governed by data.

I ponder, am I part of the last generation that will get away with the majority of my life not recorded in a data lake. Growing up I was told you learn from your mistakes, so I count myself lucky I have been to reach my 50's as my unique self not scored or measured by analytical data that in turn shaped my actions or prejudiced my thoughts.

Or is my view already outdated, perhaps the millennials in the audience would prefer to be constantly guided, networked, corrected or moulded so that a borderless tribe anoints you with global acceptance.

As a parent I do worry if in the next decade my recorded decisions will flow onto or be linked to my daughter's profile. Will it be the case of "the sins or wins" of her mother or hereditary DNA and genomics that may limit or extend her digitally crafted future?

Being a digital citizen at 12 is she already being categorised by her data footprints or rank her youthful connections? How will her gender, religion, sexuality, political persuasions fit into the mix.

Now am not here to alarm you, but to at least make you sit up. I mentioned earlier that I love technology, and if data access improves or detracts from my life it's obvious that I do need to make countless informed decisions as I go. Apathy to have an ample digital understanding may not prove a valid excuse in a digital realm.

So better controls around personal data access, choice and privacy is where we sit at ID Exchange, we look to empower new legislation that will protect citizens and underpin secure practices in a simple way.

We see the Internet moving towards a consent cycle. With consent acting as your gatekeeper, we are working on advanced Opt In and Opt Out instruments that empower your privacy rights, evoking legislation to provide you consolidated data access controls.

This form of technology called for a decentralised military grade platform. However, with the realisation that getting funding in Australia pre-revenue for a multi-million dollar build was extremely hard to achieve, we decided to collaborate.

Internationally we searched for social ethics innovation and a new world leader, we found that fit in a UK company called digi.me After meeting with digi.me's Founder Julian Ranger, who clearly held aligned philosophies, ID Exchange became the Australia/NZ partner to assist enabling a paradigm shift towards consumer-controlled data. Launching a platform that we are now also working to build our Opt In and Opt Out consent controls upon.

Julian's former company STASYS built US Military Internet Interoperability Software, still used by defence around the world today (including Australia), which he sold to security firm Lockheed Martin in 2005. His new vision led to the design a new consumer centric computing model, now seven years on with over ten million dollars in technical investment to be known as digi.me.

Digi.me is a personal data sharing platform that returns data to individuals, acting as the Librarian and Postman in a technological feat that does not see, touch or hold your data.

Now private sharing (an oxymoron) is possible, because digi.me creates a virtual computer upon your mobile device which means with implicit consent App's can access data (returned via digi.me and stored on you own private cloud) to analyse personal information to offer unique products and services, without personal information leaving your control.

When limited data is needed you can choose to share it via a GDPR (General Data Protection Regulation) permissioned consent processes where transparent usage is displayed and the data is encrypted upon transmission.

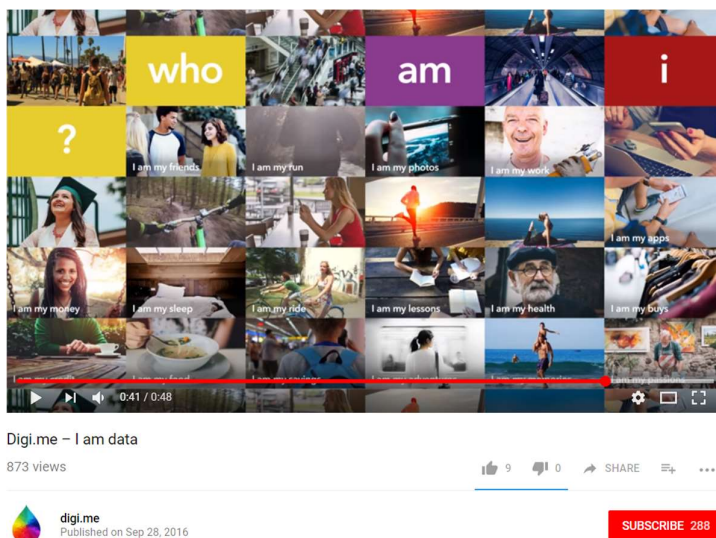
Your personal data can now be back in your control.

This is a breakthrough as by 2020, one analysis has predicted that the personal data economy in Europe will reach a market value of 1Trillion Euros.

Data is at the centre of the digital revolution and you are the centre of your personal data, it's valuable so respect it, embrace it, control it but most of all enjoy it.

Thank you.

<https://www.youtube.com/watch?v=X1SxUHcInIA>



Digi.me “I am data” video.



Presented by: Joanne Cooper
Founder, Managing Director, ID Exchange

www.idexchange.me

Email: info@idexchange.me