



Your data, your way

A Community Interest Company
Whose social purpose is empowering people

Personal Data Stores: empowering the most
vulnerable in society

*Increasing speed and reducing cost of transactions;
Accelerating benefits realisation of policy;
Enhancing the economy*



In the next 15 minutes we will explain the impact of personal data stores.....

- What they are and *what they are not*
- How they fit into the world today
- How having one empowers any individual
- What they mean to:-
 - Individuals
 - Organisations
 - Government
 - Society as a whole

A personal data store is a stand alone encrypted storage area controlled by the individual

Welcome to your personal data service Feedback Help

Your data, your way

Member login

MydexID *

Password *

PIN/Passphrase *

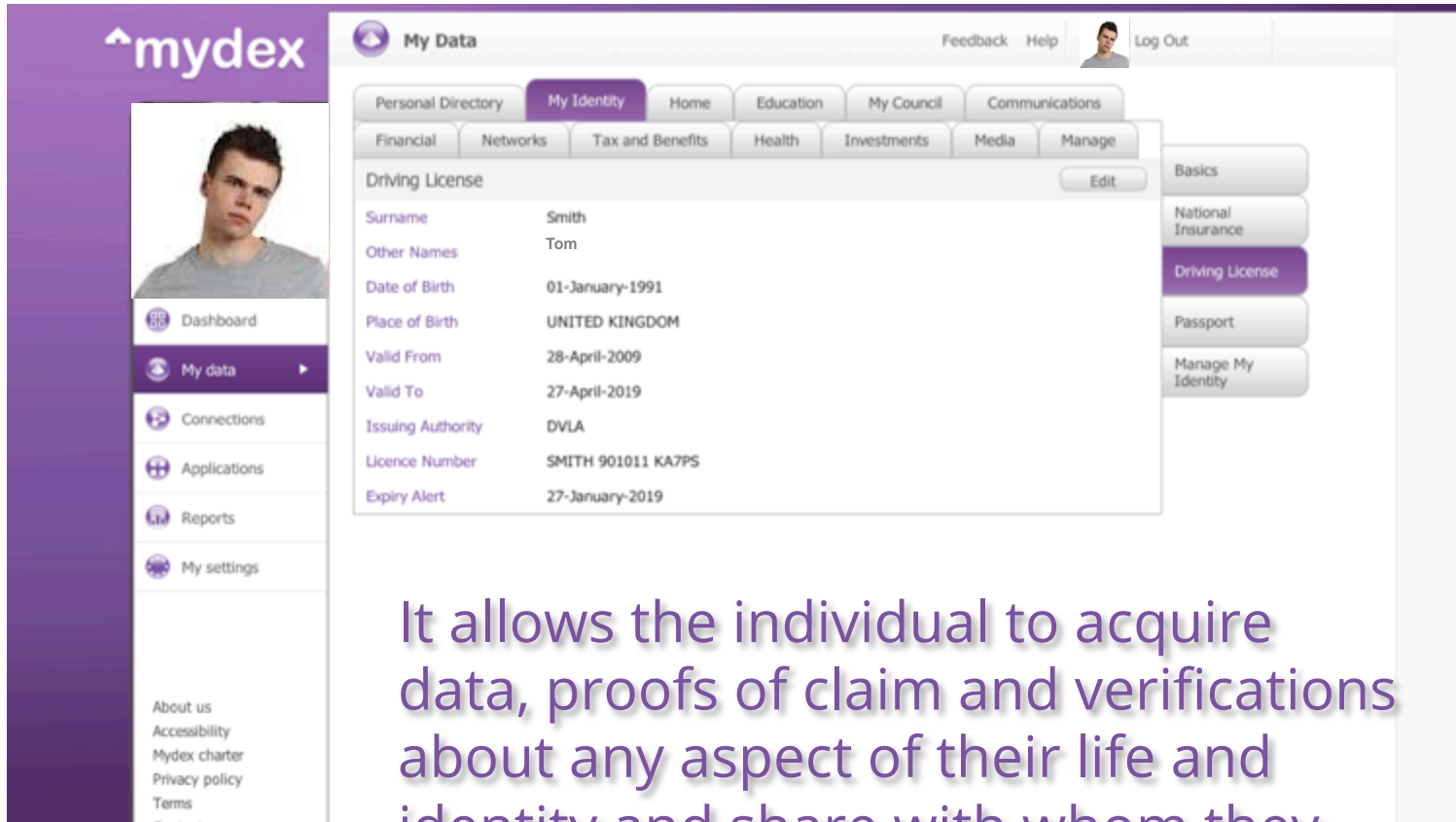
[Become a member](#) [Log in](#)

[Request new password](#) * Indicates required field

- Convenient**
It helps you to manage many of the events in your life easily.
- Complete control**
You decide what you store, see and share.
- Yours and yours alone...**
Nobody can get to your data without your permission.
- Secure**
The highest levels of security and encryption are used throughout.

Mydex, a community interest company working for you

It stores any aspect of an individuals life and can be organised how they wish



The screenshot shows the 'My Data' interface. On the left is a navigation menu with options: Dashboard, My data (selected), Connections, Applications, Reports, and My settings. Below the menu are links for About us, Accessibility, Mydex charter, Privacy policy, and Terms. The main content area is titled 'My Data' and includes a user profile picture and a navigation bar with tabs: Personal Directory, My Identity (selected), Home, Education, My Council, and Communications. Below this is a secondary navigation bar with tabs: Financial, Networks, Tax and Benefits, Health, Investments, Media, and Manage. The 'Driving License' section is active, showing an 'Edit' button and a list of details:

Surname	Smith
Other Names	Tom
Date of Birth	01-January-1991
Place of Birth	UNITED KINGDOM
Valid From	28-April-2009
Valid To	27-April-2019
Issuing Authority	DVLA
Licence Number	SMITH 901011 KA7PS
Expiry Alert	27-January-2019

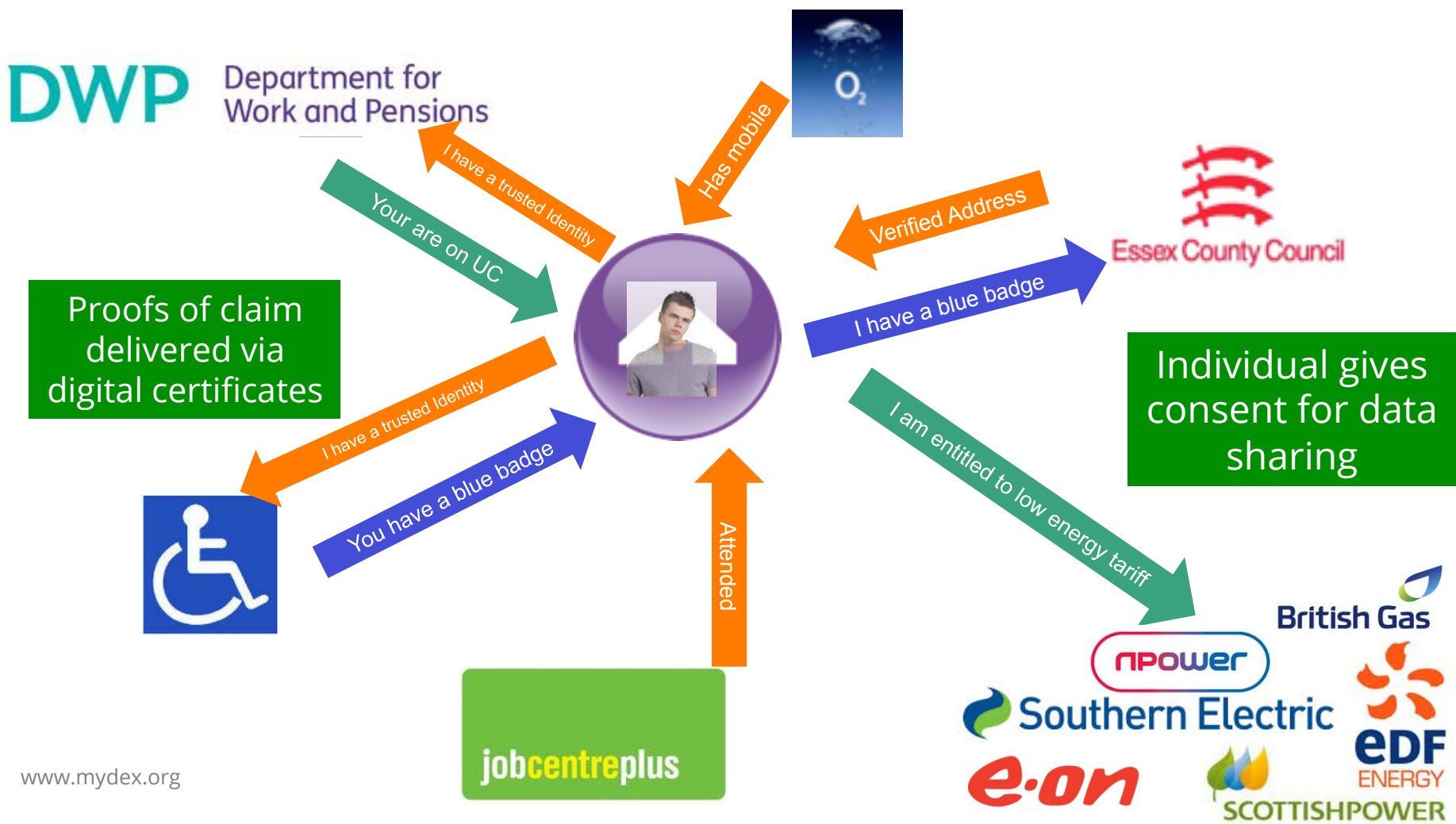
On the right side of the 'Driving License' section, there is a vertical list of categories: Basics, National Insurance, Driving License (selected), Passport, and Manage My Identity.

It allows the individual to acquire data, proofs of claim and verifications about any aspect of their life and identity and share with whom they wish in a trusted and secure manner

There are many dimensions to any individuals life which can be stored, curated and shared under their control -



A PDS can receive and send data seamlessly – removes cost and delay of printing, post, calls, and face to face transactions



Instant personalised energy saving advice using midata




Midata is a new government initiative to give consumers access to the data that business's store about them in a machine readable format. Midata will enable new services that give consumer insight into their behaviour. emPowerMi is an example application developed at the [midata hackathon](#) to demonstrate how midata can help consumers reduce their energy usage. Using the data that energy companies have about their customers we can:

- give an instant summary of their energy use and energy bills
- suggest a range of energy efficiency measure that will help them reduce their bills
- show the impact of these energy efficiency measures on their bills

Try out emPowerMi with some sample personas

Several people anonymously donated their data to the midata hackathon. You can use their data to see how the application would work for the typical person.



Robert Fish

48 year old male who runs his own company. He travels a lot sometimes long distance. He lives in a large period house with his wife and three children in Lincolnshire.

Login with midata

This app will receive:

- Your house details
- Your utility bills
- Your meter readings



Alice Hill

23 year old female account assistant. She shares a flat with 2 others in Plymouth.

Login with midata

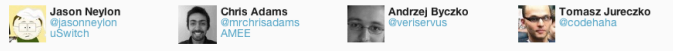
This app will receive:

- Your house details
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More information



The emPowerMi team



2 Days make a difference

EmPowerMi from Cleanweb UK

- gives an instant summary of an individuals energy use and energy bills
- suggests a range of energy efficiency measure that will help them reduce their bills
- show the impact of these energy efficiency measures on their bills

Data from Individuals PDS



- Energy Consumption and Costs
- Geographical Location
- Home Type
- Financial Status



Midata energy saving recommendations for Robert Fish

Last year your energy bills were **£1254.42**



Projected yearly savings on your energy bills £0.0

Based on your area (DN216BY) and property type (House) we recommend the following energy saving measures

Tick the box to see what impact each measure can have on your bills:

Solar PV panels

How it works: Put solar panels on your roof and generate electricity from the sun



Help available: You can pay for your panels and make a 5-10% return with earning from the Feed-in Tariff

Loft insulation

How it works: Insulate your loft to stop losing heat



Help available: There are many free insulation schemes now available from energy companies.

Ground source heat pump

How it works: Heat your home with energy from the ground.



Help available: Funding available next year via the Renewable Heat Incentive.

New boiler

How it works: If you have a old inefficient boiler, a new boiler can give you big savings.



Help available: You can take out a Green Deal loan against your energy bill

I want these

Open Source Data on energy saving schemes



Midata energy saving recommendations for Robert Fish

Last year your energy bills were £1254.42



Projected yearly savings on your energy bills £695

Based on your area (DN216BY) and property type (House) we recommend the following energy saving measures.

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Help available: You can take out a Green Deal loan against your energy bill

I want these



Midata energy saving recommendations for Alice Hill

Last year your
energy bills were
£404



Projected yearly
savings on your
energy bills £0.0

Based on your area (PL325XP) and property type (Flat) we recommend the following energy saving measures.

Tick the box to see what impact each measure can have on your bills:

Energy monitor

How it works: An energy monitor can show you which appliances are using the most electricity. Studies have shown they can reduce your electricity use by 10%.

Help available: Many councils and energy companies offer free energy monitors.



Standby saver

How it works: A Standby saver turns off your gadgets automatically and helps reduce your usage

Help available: Many councils and energy companies offer free Standby saver.



LED bulbs

How it works: If you have halogen downlights replacing them with more efficient LEDs can give you big savings.

Help available: You can take out a Green Deal loan against your energy bill



I want these



Midata energy saving recommendations for Alice Hill

Last year your energy bills were £404



Projected yearly savings on your energy bills £122

Based on your area (PL325XP) and property type (Flat) we recommend the following energy saving measures.

Tick the box to see what impact each measure can have on your bills:

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I want these

Actionable Advice

SHIMMER represents the next step in energy conservation

ELECTRICITY CONSUMPTION

Your energy consumption is average. Well done, keep it up!

Yesterdays Electric Profile



The SHIMMER average

The SHIMMER best 20%

Your energy consumption. Well done, keep it up

Click here to claim your reward!



Kettle

Cost this week: £ 0.89

Advice:

Use during the day when solar power is on!



washing machine

Cost this week: £ 0.89

Advice:

Use during the day when solar power is on!



dish washer

Cost this week: £ 0.54

Advice:

Switch standby off when not in use!

ELECTRICITY WEEKLY

You used: £0.00

You spent: £0.00

CASH FORECAST WEEK

Do nothing: £0.00

Take advice: £0.00

SOLAR POWER WEEK

You made: £ 7.51

You saved: £0.00

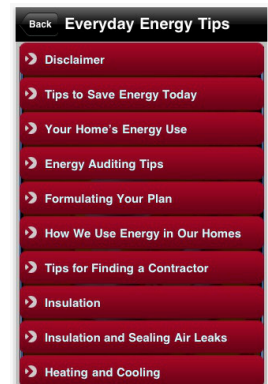
Energy Sector opportunities significant

- Rapid new customer on boarding
- Matching personal circumstances against potential offers
- Low cost means of implementing energy tariff scheme for people on benefits / Universal Credits
- Access to richer data enables more proactive analysis, insight, planning and incentivising behaviour change

A PDS empowers any individual by bringing the data together and enabling it to be used

➤ Convenience and ease of use

- Easy access to data, information and services
- Little or no data entry
- By product of daily living
- Simplify administration
- Seamless access to services



➤ Apps and Tools that

- Save them time
- Provide Insight and understanding
- Keep them safe
- Help change behaviours



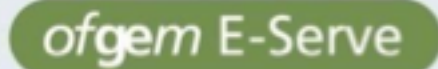
	Hour	Day	Month	Year
kWh	0.06	0.60	18.00	219.00
Cost	\$0.01	\$0.06	\$1.80	\$21.90

Cost per kWh	<input type="text" value="\$0.10"/>
Hours per Day	<input type="text" value="10.00"/>
Amps	<input type="text" value="0.50"/>
Watts	<input type="text" value="60.00"/>
Kilowatts	<input type="text" value="0.06"/>
Power Factor %	<input type="text" value="100"/>
Volts	<input type="text" value="120"/>

Simple Economics of a personal data store

- 4p a year vs. 40p a letter
- 45% to 76% reduction in transaction costs
- Reduced fraud and error
- Protects most vulnerable in society
- Faster implementation of policy changes
- Full compliance with Data Protection Act
- Digital by default becomes a reality for all

There is a lot of advice available, but it needs an easy to implement solution to realise the benefits



Promoting choice and value
for all gas and electricity customers