



Willing Buyer, Willing Seller: Personal Data Trade as a Service

A Design Fiction

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Pitch

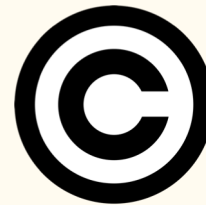
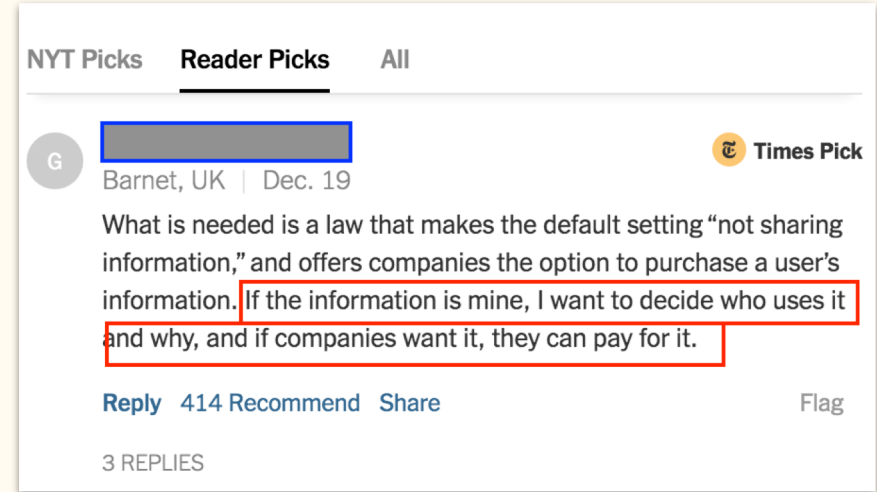
Q: What if you had a say and **control** about what data can be collected about you?

Q: What if you could **own** your data and make a living selling it at a *fair market rate*?

Q: What if I told you that we can help you make that happen?

Data Ownership and Control

- Inspired by music, photo and video licensing services.
- Licence agreements guide the details of data packaging and re-use by the Willing Buyer
- Willing Seller has a source of revenue in perpetuity



Use-Case: Long-Distance Hikers



- Rural; Unique Data
- Stress-testing technology
- Sponsorship Model available
- Superstar athletes have endorsement deals, why not democratize it?

Willing Seller Benefits in Four Easy Steps

- Step 1: Give a brief pitch about your (data/potential) situation to attract Willing Buyers
- Step 2: Bundle your existing data and set a price for it
- Step 3: Set your availability and willingness to supply real time data
- Step 4: Do your thing and profit!

Data Subscription Service: Pricing and Packaging

TIER 1: BASIC PACKAGE	TIER 2: ENHANCED PACKAGE	TIER 3: ULTIMATE PACKAGE
5% Fee Environmental Data	10% Fee Situational Data	15% Fee Biological Data
ACCESS TO ENVIRONMENTAL SENSOR DATA	ACCESS TO TIER 1 + SITUATIONAL DATA	ACCESS TO TIER 1, TIER 2 AND BIOLOGICAL DATA
ONCE-DAILY ACTIVITY NOTIFICATION	CUSTOM EVENT DAILY NOTIFICATION	UNLIMITED CUSTOM NOTIFICATION
1-YEAR POST-ACTIVITY ACCESS (NON-RENEWABLE)	2-YEAR POST-ACTIVITY DATA ACCESS (NON-RENEWABLE)	3-YEAR POST-ACTIVITY DATA ACCESS (RENEWABLE)
CUSTOM SENSOR DATA AVAILABLE FOR IN-APP PURCHASE	ONE-TIME CUSTOM DATA REQUEST TO SELLER	UNLIMITED BOUNTY CUSTOM DATA REQUEST TO SELLER
BID FOR FUTURE HIKES LISTED	AUTO-BID FOR FUTURE HIKES	INITIATE BID FOR CUSTOM HIKES
SUBSCRIBE NOW	SUBSCRIBE NOW	SUBSCRIBE NOW

INTRODUCTION

WILLING SELLER

WILLING BUYER

WBWS

IMPLICATIONS

Willing Buyer Benefits in Four Easy Steps

1. Decide the granularity of the data that interests you
2. Subscribe to the data tier that best suits your needs
3. Pitch data requests and rates that you are interested in
4. You get the benefit of using the data

Willing Buyer, Willing Seller in Four Easy Steps

1. Data sensors for a nominal rate
2. Escrow service for data deals
3. Real-time notifications for anomalous or interesting events
4. Data storage, processing, and analysis

*551" The fair market value is the price at which the property would change hands between a **willing buyer and a willing seller**, neither being under any compulsion to buy or to sell and both having reasonable knowledge of relevant facts." Treas. Reg. § 20.2031-1 (b).



Sherry Osmond

Occupation: **Truck Driver**

Date of Birth: January 1, 1970

Gender: Female

Hiking Solo

Sponsored Hike? Partial

WBWS DASHBOARD

SHERRY OSMOND HIKES THE APPALACHIAN TRAIL

Pitch: I am hiking the Appalachian Trail from Springer Mountain in Georgia, to Katahdin in May. I intend to complete the hike in 150 days. Sensor data is open for sale at standard prices: I collect environmental data, biological data and give regular updates as I complete the trail. Thank you for your support



nov

Sudden Spike in Blood Pressure, Heart Beat
Tier 3 Update: [Click to Watch Live.](#)

Cur

Upda

Last Reported Loc

LatLong:

Approximate: Dragon's Tooth, Virginia

Movement: 3.28 miles/hour

Mood: Slightly Anxious

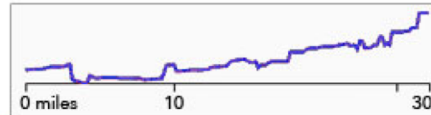
Last Meal: 12:42pm

Health Data

- Medication: Symbicort (Asthma)
- Other Health Anomalies: N/A
- Blood Type: A Positive
- Children: 0 Living, 1 Stillborn

Daily Progress

Distance and elevation



Data Rate

Bonus:

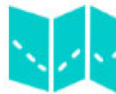
\$1200 for 1000 mile milestone.
Sponsored by C Company (upcoming)

\$500 Data request: By anonymous
Count bathroom breaks for 60 days
Fulfilled 2 days ago.

\$200 Data request: By anonymous
Take a selfie with highland horses
Fulfilled 12 days ago

Add-ons

- \$2 - Per soil sample collected
- \$5 - Per water consumption recorded
- \$10 - Blood glucose dailt report
- \$12 - Blood pressure daily report
- \$5000 - Access to live view



DISTANCE

1016.2
MILES



DURATION

106
DAYS



PACE

13:56
MIN / MI



ELEVATION GAIN

107
FT



RATE

156
BPM



PACE

122
STRIDES / MIN

INTRODUCTION

WILLING SELLER

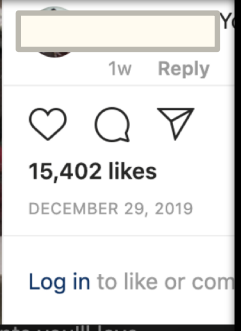
WILLING BUYER

WBWS

IMPLICATIONS

Everybody wins... right?

What could go wrong?



Willing Buyer, Willing Seller Implications

- Informed consent's effect on willingness
 - Ethics of transactional data
 - Monetary and invisible price of privacy
 - Exercising the right to be forgotten
 - Permission and ownership
 - Children data and influencer culture
- } Transactional data and ethics
- } Transactional data and human rights
- } Transactional data and culture



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THANK YOU