smashHit

# smashHIT & Data Consent

## with **ATOS**'s Victor Corral

Speaker:

**Victor Corral**
of **ATOS (ARI)**

Runtime:
**21:34**

**ARI**  **AtoS**

## smashHIT | 00:00

Hi and welcome to the second smashHit podcast! In this podcast I spoke to Victor Corral, on the technical aspects of consent. Victor is the Innovation Project Manager at Atos. Atos research and innovation is the R&D hub for emerging technologies and a key reference for the whole Atos group. The smashHit program is designed to solve the problem of consumer consent and data security in the connected car and smart cities environments.  smashHit is formed by a consortium of nine organisations drawn from analytics, data security, car manufacturing, smart city infrastructure, and academia working collaboratively to deliver the benefits of shared connectivity to millions of consumers. The European Union's General Data Protection Regulation, or GDPR, provides unprecedented levels of control to consumers and how they manage their data. Not only do consumers in the European Union now have the right to provide and revoke consent regarding the collection, use and storage of the data, but they also have the right to be forgotten. Implied consent is not enough in today's online world.

## Victor Corral | 01:09

I am Victor Corral. I am the Project Manager of Atos AMD division. I am currently working as a Project Manager leading a work package related with business impact and innovation. This is basically my main function and my main profile for smashHit

## smashHIT | 01:32

Can you speak about the business barriers that companies and organisations are facing today around setting up data sharing agreements?

## Victor Corral | 01:41

We have already identified some business value regarding the data sharing, and how this data is going to be collected and performing insights for companies. So basically, we face two main challenges - from the data providers and consumers perspective, because sharing between two or more organisations requires complex and time consuming legal agreements. For instance, two parties that needs to agree on who owns the intellectual property of various data assets and outputs. As well

## Victor Corral

other factors include their availability and indemnity in case something goes wrong. So there is a lot of effort and time consuming steps for companies where they try to share and also set up the legal conditions to be applied for this kind of contract. The second one is that we have. The company has to protect customers personally identifiable information, privacy and security, but also maximising the utility of this data with business for bosses. So for example, getting access to personal data, on one hand, it could help industry, to maximise their marketing campaigns, for example, we can ultimately say campaigns with real customer personal data, according to the choice needed, attitudes, and then we can prequalify this audience, and we can set up the clear targets and the clear profiles of these users. As well on the other hand, these are used to prevent wasteful spending and increase revenue, because the people you put in your messages in front of there are more likely, to take action or to take this road that you are offering because it's very targeted, and very precise to what these customers are looking for. Ok, so we will have for our company, we will have a high return of investment and commercial gains where we try to sell it, or we tried to exchange information on data for our customers. So this is the main two business data use cases that we have.

## smashHIT | 03:45

Okay, as well as that, from a societal perspective, can you discuss a little bit around that Victor, also?

## Victor Corral | 03:52

Yes, this is a quite important aspect also for smashHit that we have to take care of, because as soon as that owner shared their data, they also think that they lose the visibility and the use of this data. Okay. So for example, when that owners through web services or mobile apps that we are all familiar, grant permission plus a provider to gather the data for a specific process, for instance, if you asked for a limited service in a free trial premium as well, they're required to provide you your personal information to proceed and share this data with external parties. So, this process in some cases, is not temporary for data owners, because they cannot check out the logs and the section that the data has been undertaking with other companies. Therefore, those data owners lose some validity of the data flows and they should
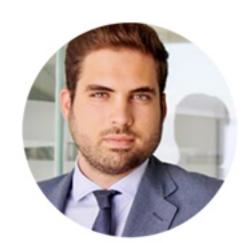
## Victor Corral

also suppose that their data is being used as under the standards and apply to the latest provisional license. Okay, so, this is something that owners should figure out that if they have been implemented by the company or by a company that they are trading off their data. So this leads to the images of a common barrier because it affects both sides. Also the organisation, but not the data consumer, because the data consumer and access into personalised services, given my patterns when we are purchasing in your company, and also organisation and having less conversion and they are transforming into less intentions for the services. So this is also a social data barrier that we have identified.

## smashHIT | 05:28

This is a real issue because the data owner loses visibility and use of the data as soon as the data gets exchanged?

## Victor Corral | 05:36

Yes, this is a real problem, because we cannot manage and centralise this - how to say this flows of consent within different companies. Okay, so this is a very real pain for the data consumer, because they would like to check and be sure that this information has been shared under the contract and under the condition that they have granted to the company the data provider, and not to other purposes that are not accounted by myself.

## smashHIT | 06:04

Okay. So for example, I mean, you know, as a user of data, never mind, in the larger companies, you're giving away your data, not certain about where it's going and what's happening to it. But right now, this seems to be - it's a big issue, because right now, in the area of innovation, in particular, this seems to be the greatest exploiting this is the point is exploited the most by other companies. So from what

## smashHIT

we know, say from what's happened in the past, with other companies and with other businesses, it's really being exploited. And it's to prevent this from happening. So there's no regulation around this at all at the moment, it seems.
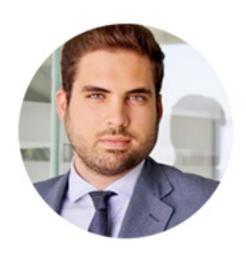
## Victor Corral | 06:40

Yes. So, the companies are also realising about which is the real market, okay. So, because some how we think that the real markets are currently gaining this insight and changing this data, but the real fact is that then companies, these institutions are facing very technical societal and business challenges, where they try to trade off this data and also share this constant with external companies.
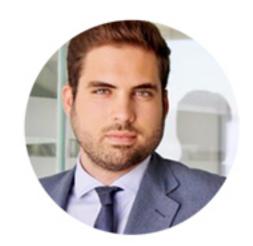
## smashHIT | 07:10

Okay, the market is already working hard in trying to unlock these opportunities these data driven business opportunity but I guess that companies are still in this coding phase, where they are trying to assess which is the right solution. And also there is alternative for the data owners to track, assess, and be sure that this information and data has been shared, and the consent has been granted. So this is quite important for companies, but also for data owners to trust in these data providers and this data market landscape. Okay, so it's very important, the whole area of consent is really important, isn't it? But it seems that the terms of agreements are quite long and detailed, and a lot of people don't make the time to read them.

## Victor Corral | 07:50

Yes. Consent is one of the highest value now in the data industries, because it's to declare, which are my conditions to share the data like a signed contract with two organisations. We have the similarity, when we buy or sell our houses that we create a contract with a new buyer. And me as a seller, when we try to trade off this property, this building property between two organisation to persons. So this is really like that.

## Victor Corral

So we have to translate this more legal paper document into a digital consent contract that this attaches to my data sharing agreement. Okay. So this is quite important for companies. Yes. In fact, this is also a problem that we at smashHit will try to solve this by presenting like and industry consent reference template where all data providers, data owners, and also data, consumers can access to a consent which is more or less a standardised and harmonised with different industries so that we try to address the barrier of sharing data and sharing consent within different industries using an unified format. So we try to harmonise this in a sense that all the information is shared in common, and also in a simpler way, not trying to develop many ad hoc solution for every consent that we collect from different providers. So this is the fact we try to harmonise and also provide this interoperability within the data and between organisations.
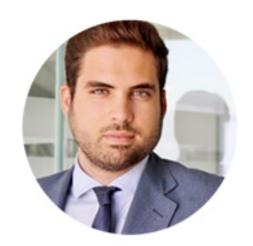
## smashHIT | 09:37

But that leads me on to the next question, surely, it's quite a challenge, to get consent to be used in cross-domain sectors, what's smashHit's role in this, and this is a serious technical challenge that they're facing, obviously, as a project?

## Victor Corral | 09:52

Yes. So this is quite a challenging task also for the consent certification system that we are talking about because ideally data driven companies, they are looking to maximise side efforts and investments by having access to different sources of data from different data owners. For example, a clear example in that field is that all related information with GPS, location data, given the relevance of the data to intelligent location services at MaaS (Mobility as a Service), public authority, weather forecasts, or, imagine that with our GPS and location data, we are benefiting several industries that are close to each one of them. So, all this industries are interested to access to this valuable data for example, to personalised services, to better operational management so, suppose to each of these industry that they have to ask to you particularly that if you grant access to this GPS location data. So with the smashHit consent certification system we are trying to address this barrier, and we

## Victor Corral

propose a central location system where we collect, account and certify all this consent that you are granting to different industries, for different data driven applications and purposes. In the sense of services and products that you are accessing. Okay, so this is something that we are also in the way to innovate and the way to bring to the industry a solution that harmonises this cross-domain sector consent.
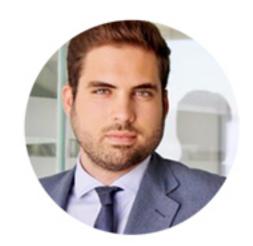
## smashHIT  |  11:32

Okay, but what innovations do you expect to address these challenges Victor?

## Victor Corral  |  11:36

The desired outcome for this initiative is the successful creation of a prototype for a consent certification system. What is this? Where you have heard all that? So this is a system that is capable of facilitating a framework that improves upon the current model, used to gain consent and support the following objectives. So the following objectives are really clear and targeted of our business cases, from LexisNexis's point of view, from the Finnish business case also to innovate. Ok with this innovation, we expect to increase the number of consumers that have consented to sharing this consent for the data that has been collected from the CPP is the cyber physical approach, for example, all our IoT devices that we are using washing machines, everything that is connected to the internet, so we can be the owner of these CPP, okay? And then we can also grant access to this data and we can also get access to personalised services. So as well, we alone encourage authors and the owner of the CPP's of these machines of these DLT devices, to build these consent packages, and assess to support questions that arise with the state of validity of consent. Okay, so this is something that we aim towards - also proportionate to data owners the ability to check, assess, and build anytime, which are the constant consent that has been granted with permission. We also would like to create a prototype that is capable of demonstrating that the solution is secure and also can avoid any malicious activities - in the sense that any company can make a data breach or can attack to the consent certification system of smashHit and we can have a data breach. Finally, what we would like to also to create a SaaS solution that

## Victor Corral

is going to be widely used in a European way and also in an international way because we would like to harmonise and also try to make into a system that is interoperable for any kind of consent maybe for any kind of cross-sector industries. So, this is the innovation that we aim to bring to the market and to the industry.

## smashHIT  |  14:10

Okay, you mentioned also Victor - a consent certification system, how will smashHit consent certification system manage consent for different companies?
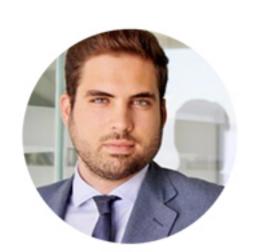
## Victor Corral  |  14:21

One of the main features that we expect that the consent certification system is going to deliver is basically initially three of them, okay? We have automatic consent checking and contract engine. So we propose a centralised certification service that issues an UID certificates against a verified consent transaction between data providers and data consumers. As well if there is any third party involved. Okay. So then we have also a second feature which is quite important for us and we have already talked about this. It is an agreed joint policy and formal language model. So with that we support the first feature, which is an automatic consent engine, but then also, we harmonise and then we also provide decentralisation of the policies of the different policies from different providers from different consumers that they are using. So, we will provide templates for every kind of policies that our company are using for the data driving services. So, this is a way to try to harmonise and to have a catalog of policies where we can use, mix or even create new ones with the acceptance of all the users involved in this contract.

## smashHIT  |  15:39

How will business and revenue models be created and emerge in your opinion Victor?

## Victor Corral  |  15:43

There are several opportunities in the business model side because even the appearance of market places, data intermediateries which are organisations that intermediates with data providers or data owners. So there are the appearances of new business models okay? So, we are going to research and we are going to analyse which are this kind of business models so, but we can advance that there are business models like - DaaS - data as a service, information as a service - IaaS - Ok. Data as a Service, the value position is basically on the trade of this data from point A to point B. So, we just trade data and we are going to charge you a fee for this transaction, okay, we enable to do this transaction so, we are going to charge you for this general implementation  but for example, in the case of Information-as-a-Service this business model where we also provide information we provide our response. We use any kind of analytics to transform this data into insights. So, there are several business models around the topic of data, and how industries are monetising this data. So, we are going to review all this literature in the sense of data driven business model, how it can emerge in the smashHit consent certification system, and also how this revenue model is going to lead this solution and how we are going to make incomes from the consent certification collection and assurance. So, in our first growth idea, we think that the revenue models that we can apply to this solution are for example licensing models, where we put three different kinds of packages for example, gold, silver, and bronze. And we set up different condition where you can access to different set of services, depending on the kind of packages that you are willing to use. Then we have another option which is Pay As You Consume, or Pay As You Record, in this sense. For example, if I own a company, a data provider company and I would like to end that smashHit consent certification system records and manage for example, 1000 consent from my data services, I am going to charge you a fixed price of x euro, per number of users. So there are options that are arising from these revenue models. As well, we can also set up a customised solution for those industries that are interested to set up a specific solution for the industry or for a vertical. So, we are very open and we are very flexible in the sense of building this business model and revenue or the building blocks.

## smashHIT  |  18:17

You also mentioned an important aspect about stakeholder feedback collection Victor. Is there any possibility that the organisations and companies involved can participate in this process?
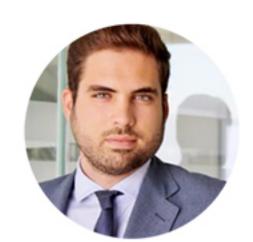
## Victor Corral | 18:28

Thanks Ina for raising this point, because it's quite important for us, we are requesting feedback in the earliest stage of the requirement phase of the solution, because I would like to set up the photo - of the current situation which is in my head. We are now facing the requirement phase, where we collect from our business case the point of view, which are the needs, which are their pains and how do we like to solve for this kind of issue that they have arising. So, basically, we also would like to extend this feedback and would like to join other companies and other organisations to take their voices and also to incorporate into our solution development. So, for that point, I would like to offer the possibility to all our smashHit attendees they can access two surveys that we have developed in the scope of the smashHit requirement phase and this is called the 'Survey For Industrial Data Provider & Data Owners' and the "Survey for data consumers". So, if you are a company, organisation and you are a business user, a developer or you are in charge of a public authority, please take care of the links that we are going to share in the comments or the post and you can have your voice in the smashHit development phase. And you can incorporate your feedback into our solution by completing the survey that we have prepared for you. Okay, so in the case if you are a data consumer interested in accessing and consuming consent and data for other third parties this is the opportunity that you have to provide us your needs and which are your desired outcomes. As well, if you are an industrial data provider, or data owner, interested to have your voice in the solution and give your feedback about which futures, innovation and challenges you consider more important and more critical that we have to deliver a product or solution, please, this is the opportunity that you can't lose and you can participate in this market solution and development. So this is a nice opportunity that you join this Horizon 2020 project solution development and you can give us your feedback to incorporate in our development. So this will be a very nice exchange and I'd be happy to hear comments from you!

## smashHIT | 20:49

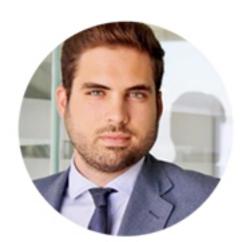Same thing for the data providers and the data owners.

**Victor Corral**  |  20:52

So as well as the data provides and data owners, it's quite important for us to hear from you - from your side, because you are the stakeholders that are connecting with data owners and the ones that are collecting the data from these users. So you have a very important feedback in the solution. So we are waiting for you!

**smashHIT**  |  21:15

Great, okay, so the listeners can follow up with finding out more information on the blog on smashHit.eu. Thanks very much, Victor for your time today.

**Victor Corral**  |  21:26

Thank you very much.

**smashHIT**  |  21:27

For more information on the SmashHit project. Go to www.smashHit.eu