



FREE
YOUR
DATA

A CAMPAIGN INITIATED BY

PROTONET

THE STORY



Recently news all over the world brought the dark deeds of the NSA to the table. Working hand in hand with the new economy kids, the so called PRISM 'security program' was implemented to capture and pursue every digital step and every digital identity - undermining our fundamental right to privacy. Citizens of the world became 100% tracked and 100% predicted, and unwittingly trained to accept abuses to privacy policies and terms and conditions. For Google, Facebook and the big tech companies, their 'free' products became a multi billion dollar business.

DATA IS THE NEW OIL.

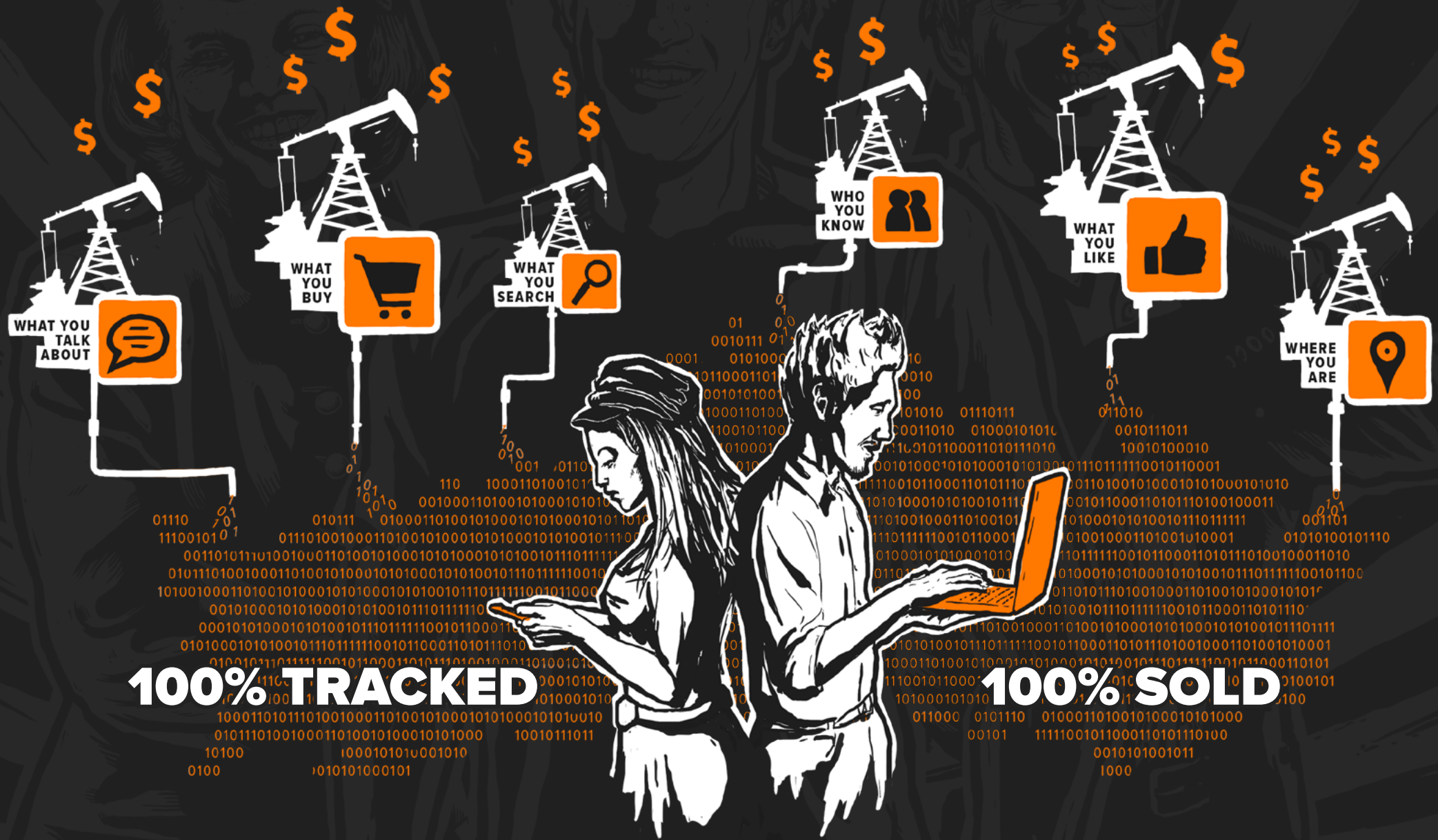
In a world of 'freemium' products, we are 100% sold. Data is the new oil, and the industry is worth over USD 150 billion. Our every action, search and detail about us,

interesting and uninteresting is being treated recklessly and exploited for profit. It is time that the ethical standards of governments and companies are changed by a new legislation initiated by citizen movement. Free Your Data is committed to putting the individual back in control of their data and digital footprint.

BIG DATA - BIG MONEY - TOTAL CONTROL

Free Your Data is designed to initiate change and have a lasting impact on the way our data is treated. When the industry and tech giants are held accountable and communicate transparently with each user, every citizen will be able to access their data through an API with the power and right to say 'who', 'when', 'how' and 'at what cost'. Free Your Data will empower the user and put them back in control.

WHAT ABOUT YOU?



TIME FOR

CHANGE

A NEW LAW

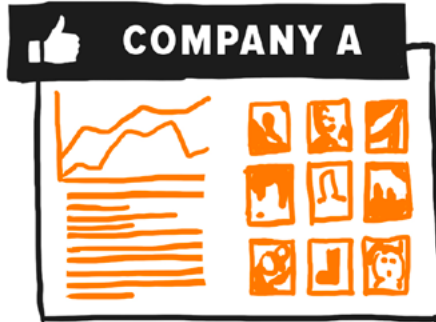
Full transparency, real time, and usable access to your data.

The European Data Sovereignty Act

“Any company with more than **1 million** (recurring) users is required to provide a requesting user with **all data associated** with this user **free** of charge, **without delay** and in a **machine readable** format.”*

THE FUTURE

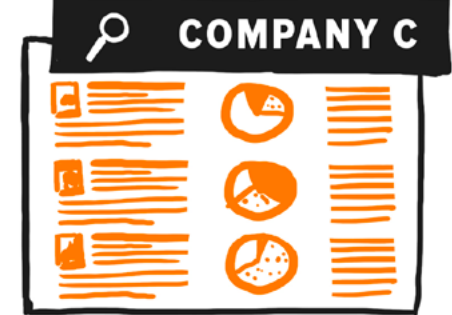
YOUR DATA COLLECTED BY:



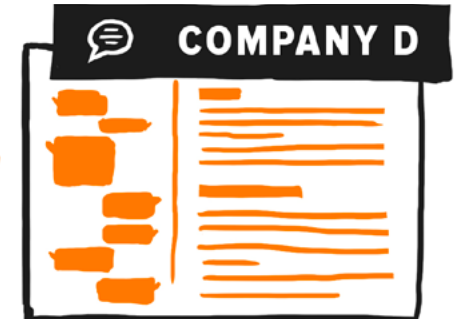
YOUR DATA COLLECTED BY:



YOUR DATA COLLECTED BY:



YOUR DATA COLLECTED BY:



YOU KNOW AND OWN **WHAT THEY KNOW** ABOUT YOU

VISIT WWW.FREEYOURDATA.ORG/UTOPIA FOR A GLIMPSE INTO THE FUTURE.

If you're a writer, journalist, or blogger and are writing on this topic, please get in touch: info@freeyourdata.org

THE FUTURE

1. NEW MARKET OPPORTUNITIES

Personal Data
Marketplaces

Personal Data
Agents

Personal Data
Banks

2. NEW ALTERNATIVES

Increases
Data Portability

Reduces
Monopolistic Dependencies

Allows
Market Alternatives

3. NEW USE CASES

Personal Data
Analyzers

Personal Data
Optimizers

Personal Data
Monitoring

CREATING A NEW CITIZEN-CENTRIC DIGITAL AGE

THE LEGISLATION

Groundwork

Data privacy isn't a new buzzword. Institutions have been founded, campaigns have been launched and many people have been putting a lot of hard work into this cause in order to bring awareness and change to the way our data is handled. The work we are doing at Free Your Data is possible because of this essential groundwork these organisations and individuals started.

WE ARE STANDING ON THE SHOULDERS OF GIANTS.

For years, different aspects of data privacy and data protection have been on the agenda. We have seen the Europe-v-Facebook campaign, a class action lawsuit, and the European Digital Rights campaign which has been running since 2009 in Brussels. Their actions, among many others, have brought huge media awareness to the issue and started the ripple effect that has led to Free Your Data.

Now, it's our turn. It's time to seize this unique opportunity to create a new European, citizen-centric model for the digital age.

A UNIQUE EUROPEAN OPPORTUNITY!

Gaining access to our data, in real-time and in a machine readable format (through an API) is a breakthrough step in making our digital footprint truly visible. This unprecedented access to information opens the floodgates to a new, citizen empowering data ecosystem and market. On equal footing vis-a-vis the big monopolistic market players.

ACCESS TO YOUR DATA	NOW	THE FUTURE
Free	✓	✓
All connected	✗	✓
Realtime	✗	✓
Machine Readable	✗	✓

THE CAMPAIGN

Crowd Activism



Free Your Data is a campaign committed to putting citizens back in control of their personal data. It will redefine the ethical guidelines that society sets and action the conversation that will create the transparency to understand and grasp the hidden data streams that will soon control our lives. With one voice, we will work to fight for a new legislation that will redefine the digital age.

FREE YOUR DATA, FREE YOURSELF.

Right now, our data is the new oil and the tech giants are profiting. Our information is pursued, exploited and cybercrime has become the status quo. Free Your Data has been created to make us all stop and think about what our data and digital identity means to us. We are the data producers and the true data owners, and with every digital step we take, more data ends up outside of our control with no way to access it.

Data sovereignty will put us back into the driver's seat of our digital lives. It is a unique campaigning approach to show how our democratic power as citizens is an effective path to legislative change.

“People really are just data in disguise”, says Author Hannes Grassegger, it is the credo of the new, online first world. It's time to free ourselves.

YOUR DATA IS YOUR IDENTITY, AND YOUR IDENTITY IS YOUR DATA.

Anyone can take part at Free Your Data there is no catch. Visit the website, read the story, watch the videos, speak to us, and ask yourself: „Who owns my data?“ Share the cause on social media, start the conversation with your friends and family, and become an activist for the cause.

“By joining the Free Your Data campaign, you are standing up for your fundamental human right to personal privacy”, said Ali Jelveh, founder of Protonet. “People in power don't ask you what you want, they make a decision and then everything changes.

Your data is your identity, and your identity is your data. It's time I ask myself: Who should own my identity?”

Free Your Data has been created to have an effective impact. Designed as a „Campaign Series“ it has a season and episode based model. Episode by episode we're challenging the status quo and engaging in a new conversation. The crowd is our hero and we will create the platform for a single powerful voice that can't be ignored. Everyone has an important part to play.

WHO SHOULD OWN YOUR IDENTITY?

THE PLAN

Crowd Activism



LEARN

SEASON 1: „CHOICE“
EPISODES: 10

Learn about how data works, why it exists and how it represents you online. Make a choice and decide who should be in control of it. When you're 100% certain that this is what you want for your future, get involved. Spread the word.



DEBATE

SEASON 2: „DISAGREE“
EPISODES: TBA

Find your voice. Start discussions. Debate. It's our time to stand up and raise our voice to challenge the status quo. There is no freedom until we are equal.



CHANGE

SEASON 3: „RECLAIM“
EPISODES: TBA

Push, pull, rattle the chain and break it. Stay focused and we'll make this change a reality.

NEW LAW

Full transparency, real time, and usable access to your data.

HOW

With a unique story driven approach composed of themed seasons and continuous episodes, we believe it is possible to put continual pressure on a very focused goal. Each episode allows us to interact and react with the world around us.

We are committed to engaging with, challenging and answering the demands of the crowd. The signing of the law will be the final episode – until then the crowd will decide the development of new episodes and seasons to continue the story.

WHO

We are all citizens, we are all our own heroes. Once we wake up to the world and join forces we become the crowd, an unstoppable democratic power. This campaign has been endorsed by politicians, authors, businesses, activists.

WHEN

The campaign „Free Your Data“ will be launched on 16.03.15. The first three episodes will be published and pushed through the website and social media channels.

GET IN TOUCH!

Contact



ALI JELVEH

Ali came to Germany as a young boy and refugee. His home and the life he knew changed in an instant. It wasn't his choice. In his home country, people had lost the ability to choose and shape their own lives.

Now he is working towards a world where every individual has and keeps this power. In 2012, Ali founded 'Protonet' and began building infrastructures that allowed the individual complete control of their data. Free Your Data has been born out of this vision.

YOU

We are creating the platform and setting the stage, for citizens, opinion leaders and institutional supporters of data sovereignty and data privacy.

When you're ready to join forces, challenge or question these ideas you become a part of the crowd. You are our hero.



PROTONET

Free Your Data was initiated by Protonet. In a record breaking crowdfunding campaign Protonet raised 3 million Euros from over a thousand investors who believe in the vision of personal data ownership and data sovereignty.

If you're interested in crafting a story about the power of the people and want to help us reclaim our data, contact us. We can also assist in arranging interviews with Free Your Data spokespeople and supporters.

PRESS ENQUIRIES: press@freeyourdata.org

THE FACTS



DATA PRIVACY

ONLY 13% OF GERMANS BELIEVE THEIR DATA IS ADEQUATELY PROTECTED.

86 % OF INTERNET USERS IN THE USA HAVE TAKEN STEPS TO REMOVE OR HIDE THEIR DIGITAL FOOTPRINTS.

pew research

95% OF GERMANS THINK THEIR DATA SHOULD ONLY BE SHARED WITH THEIR CONSENT.

USERS & NUMBERS

3 BILLION THE NUMBER OF INTERNET USERS WORLDWIDE. 98% OF GERMANS AGED UNDER 30 ARE ONLINE.

internet live stats

1.28 BILLION THE NUMBER OF MONTHLY ACTIVE FACEBOOK USERS.

statista

500 MILLION THE NUMBER OF TWEETS SENT PER DAY.

internet live stats

CYBERCRIME

145 MILLION THE NUMBER OF EBAY RECORDS COMPROMISED IN THE 2014 HACK.

forbes

50% OF STOLEN DATA RECORDS ARE FINANCIAL. \$110 BILLION IS THE ESTIMATED WORLDWIDE COST OF CYBERCRIME.

blackstratus

1.5 MILLION THE NUMBER OF VICTIMS OF CYBERCRIME PER DAY WORLDWIDE.

norton

DATA SAFETY

78% THE NUMBER OF EUROPEAN IT PROFESSIONALS WHO SAY IT'S DIFFICULT TO PROTECT DATA IN THE CLOUD.

safenet

\$320(USD) THE VALUE OF YOUR EMAIL ADDRESSES WHEN A DATA BROKER SELLS THEM TO THE TRAVEL INDUSTRY, AND \$100(USD) TO THE RETAIL INDUSTRY.

thedrum

ALMOST 90% THE NUMBER OF IT PROFESSIONALS WHO EXPECT TO FACE A DATA BREACH IN 2015.

eignetworks

WHAT DATA BROKERS KNOW

nytimes

SENSITIVE IDENTIFICATION INFORMATION

- SOCIAL SECURITY NUMBER
- DRIVERS LICENCE
- BIRTHDATE
- CONTACT INFORMATION

FINANCIAL INDICATORS

- EST. NET WORTH
- EST. INCOME
- TAX RETURN TRANSCRIPTS

SOCIAL MEDIA & TECHNOLOGY

- PLATFORMS
- FRIENDS AND CIRCLES
- INTERESTS, LIKES AND DISLIKES
- BUYING ACTIVITY
- METHOD OF PAYMENT



WHY IS DATA THE NEW OIL?

Tech giants and data brokers collect information about individual people from a variety of public and non-public sources including website cookies and social media. They profit by selling it to companies that use it to target advertising and marketing towards specific groups. Critics, including consumer protection organisations, say the industry is secretive, unaccountable, and should be better regulated. It is estimated that this industry generates over \$150 billion in revenue – twice the size of the entire intelligence budget of the United States government.

DATA MINING

A process used by companies to turn raw data into useful information. By using software to look for patterns in large batches of data, businesses can learn more about their customers and develop more effective marketing strategies as well as increase sales and decrease costs. Data mining depends on effective data collection and warehousing as well as computer processing.

DATA PRIVACY

Data privacy, also called information privacy, is the aspect of information technology that deals with the ability an organisation or individual has to determine what data in a computer system can be shared with third parties.

DATA SECURITY

Data security refers to protective digital privacy measures that are applied to prevent unauthorised access to computers, databases and websites. Data security also protects data from corruption. Data security is the main priority for organisations of every size and genre.

PERSONAL METADATA

The digital information about users' location, phone call logs, or web searches and the oil of the online economy. It allows apps to provide smart services and personalised experiences. Metadata is collected and stored by hundreds of different services and companies.

BIG DATA

A buzzword used to describe a massive volume of data that is so large that it's difficult to process using traditional database techniques. An example of big data might be the petabytes of data consisting of billions to trillions of records of millions of people – all from different sources including web sales, customer service centres, social media, mobile data etc.

HACKERS

A person who uses computers to gain unauthorised access to data. These people can range from "black hat hackers" who have intent to cause harm in our data systems, "white hat hackers" who hack on a contractual agreement with the firm for non-malicious reasons to find vulnerabilities in security systems, and "grey hat hackers" a combination of a black hat and white hat hacker, who surf the internet hacking into a computer system for the sole purpose of notifying the administrator of the defect and offering to correct it for a fee.

CYBERCRIME

Criminal activities carried out by means of computer or the internet. Ranging from fraud and financial crimes to cyber terrorism and extortion.

ONLINE DATA STORAGE

The practice of storing electronic data with a third party service accessed via the internet. It can also be called "cloud storage".

PRISM

A mass electronic surveillance program launched in 2007 by the National Security Agency (NSA) designed to collect and process foreign intelligence that passes through American servers. Sources of information come from companies including Yahoo, Google, Microsoft, Facebook, Apple and Dropbox, and include email, chat, videos, photos, stored data, VoIP, file transfers, video conferencing, online social networking details...and the list goes on.

TERMS DEFINED

DIGITAL FOOTPRINT

The information about a particular person that exists online and offline as a result of their online activity. Generally made up of their work information, financial records, health records, intellectual property, location mapping, purchase record and social media data. It is passive data that is left in a variety of public and non-public places.

DATA BROKER

An information reseller that collects personal information about consumers from a variety of public and non-public sources including website cookies, social media and loyalty card programs, and sells that information to other organisations.

ALGORITHM

A self-contained step-by-step set of operations to be performed to process data and perform calculations. An algorithm is designed to search for key words or themes, it doesn't care how small or insignificant the data might seem.

API (APPLICATION PROGRAMMING INTERFACE)

A set of commands, functions, and protocols which programmers can use when building software for a specific operating system. It allows the creation of applications which accesses data of an operating system, application, or other service to communicate over the internet.

COOKIE

A small amount of data generated by a website and saved by your web browser to remember information about you. "Session cookies" are temporary and are deleted when the browser is closed. "Persistent cookies" are designed to store data for an extended period of time, from a few days to several years.

LAW

1 MILLION USERS

Whilst we believe that in time this fundamental customer right to access data will be respected by companies of all sizes, due to the vast amount of data they hold a special responsibility to ensure transparent access to a users associated data lies with large companies. The user number is a yearly recurrent count and „user“ can be used interchangeably with „customer“.

FREE

Free as in „no need to pay“. The data about you is yours and already exists. This law will allow you to access it without any charges involved.

API-ACCESS

Machine readability is the API that allows you to do things with your data; analyse, recombining and sharing. The API is expected to use our current internet infrastructure for accessibility. It is a new world in your hands.

REALTIME

Data is created in real-time, and you should have access to it without delay. Current technologies allow for a vast amount of data to be transferred, filtered and made available to the individual at the time of upload.

WHAT IS YOUR DATA?

Our data goes beyond the things we post online and the conversations we hold. Rather, it is made up of every piece of interesting and uninteresting information about us, from a huge variety of sources. This data creates an individual image just like our personal genetic map, that we should know about and have access to.