

**WHO MIGHT BE
HOLDING DATA
ABOUT YOU ?**

ONLINE FILE STORES



Dropbox



iCloud Drive



Google Drive



OneDrive

EMAIL PROVIDERS



iCloud Mail



CHAT AND INSTANT MESSAGING SERVICES



facebook Messenger



FaceTime



Google Hangouts



Skype

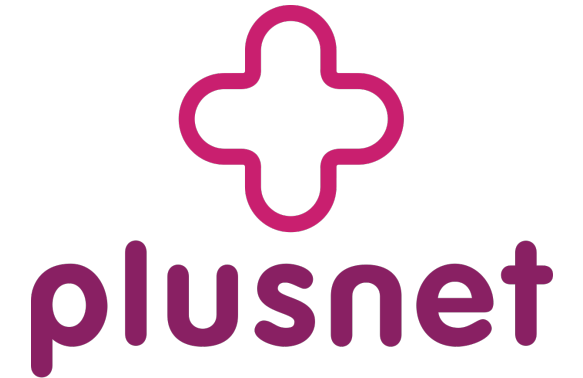


DISCORD

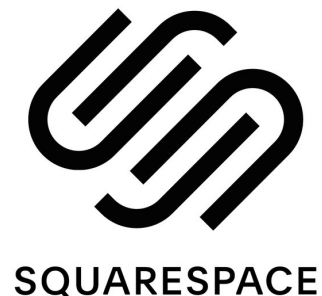


WhatsApp

INTERNET PROVIDERS



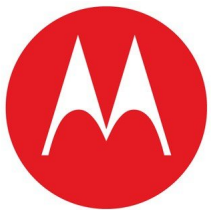
BLOGGING & WEBHOST PLATFORMS



CLOUD SERVICE PROVIDERS



MOBILE PHONE HANDSET COMPANIES



MOTOROLA



SONY
XPERIA

 **BlackBerry**



HUAWEI

TELEPHONE NETWORK OPERATORS



Carphone Warehouse



Three.co.uk

HIGH STREET RETAILERS AND SUPERMARKETS

TESCO



Morrisons



ASDA



Sainsbury's



M&S

PRIMARK

next

Superdrug

 **millet's**



Argos

W
Waterstone's

halfords

wilko

LOYALTY AND REWARD PROGRAMMES

TESCO
CLUBCARD

UNiDAYS

ASOS
a-LIST

SPARKS

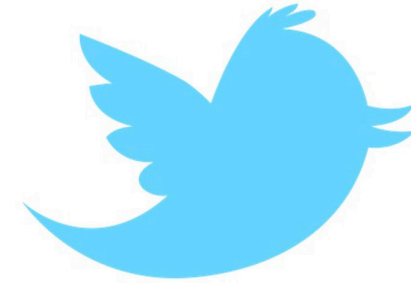


Shell
GO+

Hilton
HONORS



SOCIAL NETWORKS



goodreads



reddit



LinkedIn

tumblr

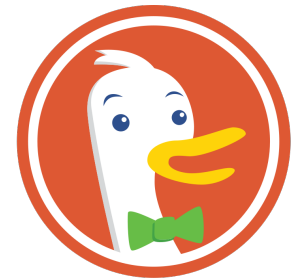
SEARCH ENGINES

Google

 Bing

yahoo!

 msn



DuckDuckGo®

UTILITY COMPANIES

**NORTHUMBRIAN
WATER** *living water*


SCOTTISHPOWER

npower


edf
ENERGY


British Gas

 **SSE**

e.on

BT 

TELECOMPLUS

sky



PUBLIC TRANSPORT PROVIDERS

The Uber logo consists of the word "Uber" in a white, sans-serif font, centered within a solid black rectangular background.

Uber

The trainline logo features the word "trainline" in a teal, lowercase, sans-serif font. The letter 't' is stylized with a small white dot above it.

trainline

PUBS & RESTAURANTS & CAFES



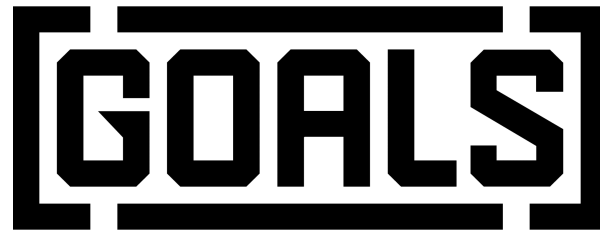
HOTELS, AIRLINES & TRAVEL AGENTS



GYMS, CINEMAS, SPAS, SPORTS & LEISURE



ODEON



Mahmaison SPA



Ladbrokes



Bannatyne
Health Club & Spa

POLITICAL PARTIES, UNIONS, MEMBER ORGS




BANKS & FINANCIAL SERVICES

HSBC 

 HALIFAX

 Santander


AVIVA


PRUDENTIAL

Confused..com

Revolut

webuyanycar.com


 BARCLAYS


compare
themarket™

STREAMING ENTERTAINMENT SERVICES

NETFLIX



APP STORES, GAMES PLATFORMS, MOBILE GAMES



App Store



Game Center



Google Play



ONLINE COMMUNITIES



NEWSPAPERS, MAGAZINES, SUBSCRIPTION SITES

audible 

amazon.co.uk
prime

the guardian

Which?



THE  TIMES
THE SUNDAY TIMES



Medium



FINANCIAL
TIMES



NATIONAL
GEOGRAPHIC

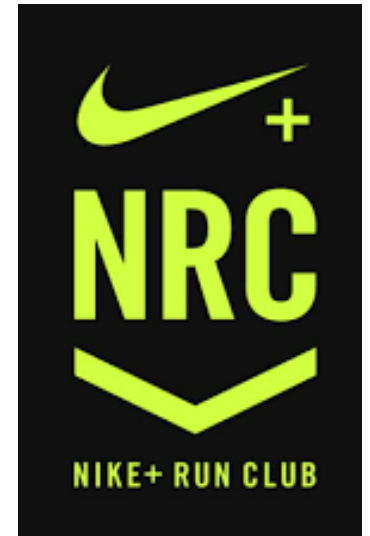
RadioTimes



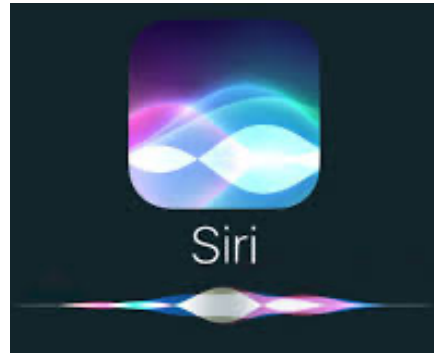
YouTube Premium

nakedwines

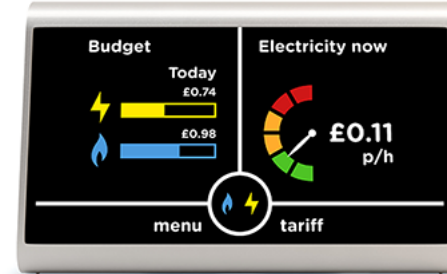
HEALTH AND FITNESS LOGGING



SOFTWARE AND HARDWARE



Adobe Photoshop CC



amazon alexa



PHILIPS

hue

DATING WEBSITES, ADULT WEBSITES



**WHAT SORTS OF
DATA MIGHT EXIST
ABOUT YOU?**

PERSONAL IDENTIFYING INFORMATION

- Names
- Addresses
- Phone Numbers
- Email Addresses
- Usernames
- Profile or ID photos
- NI Number
- Passport Number
- Driving Licence No.
- Bank Account Numbers
- NHS Number
- Historical Identifiers

BIOGRAPHICAL / HEALTH INFORMATION

- Gender
- Height
- Weight
- BMI
- Blood Pressure
- Cholesterol
- Diet
- Sexuality
- Blood Type
- Medical History

SECURITY INFORMATION

- Passwords
- Security Settings
- 2FA Codes
- Secret Answers
- Fingerprints
- Iris Scan

YOUR OUTLOOK

- Religious beliefs
- Interests & hobbies
- Political beliefs
- Sexual preferences
- Political views
- Trigger topics
- Lifestyle & attitudes
- Personality type

THE DATA YOU KNOW YOU'VE SHARED

- Posts you've made
- Messages you've sent
- Photos you've shared
- Profile descriptions
- Preferences & settings
- Files uploaded/shared
- Forms you've filled in
- Postage info
- Bank details
- Blogs you've written
- Presentation recordings
- Publications

BEHAVIOUR & HISTORY DATA

- App Usage Data
- Website Visit Information
- Search History
- Times you're online
- Activity logs
- Places you use tech
- Who you interact with
- What you click on
- Time you spend on activities
- Patterns of usage

SPENDING, DIET, TRAVEL AND ACTIVITY LOGS

- Calorie records
- Food logs
- Step counts
- Spending records
- Location history
- Places you have been
- Journeys made
- Ticket history
- Run / Gym records

PHOTOS, ARTWORK, IMAGES, MEDIA

- Photographs taken
- Profile Photos
- Artwork
- Home videos
- Music recordings
- Audio recordings (e.g. Alexa)
- Profile Texts
- Things you've written

DEMOGRAPHIC / ADVERTISING INFORMATION

Derived information about your:

- Social class
- Disposable Income
- Employment
- Political persuasion
- Age bracket
- Topics of interest

Cookies / Trackers

WHAT ELSE ?

Other things you have thought of....?

Other things you HAVEN'T even thought of... ?

**WHAT WOULD YOU
LIKE TO DO WITH
YOUR DATA?**



The background features four blue silhouettes of people. Overlaid on these silhouettes is a list of personal data points, including: BANK, PASS, SCHOOL, JOB, COLLEGE, ACCOUNT, CITY OF BIRTH, PASSPORT NUMBER, DISABILITY, PHONE NUMBER, EMAIL, ARREST, SALARY, DRIVER'S LICENSE, SOCIAL SECURITY NUMBER, DIPLOMA, CITIZENSHIP, AGE, RACE, GED, SCHOOL, TELEPHONE NUMBER, and JOB. The text is in a light blue, sans-serif font.

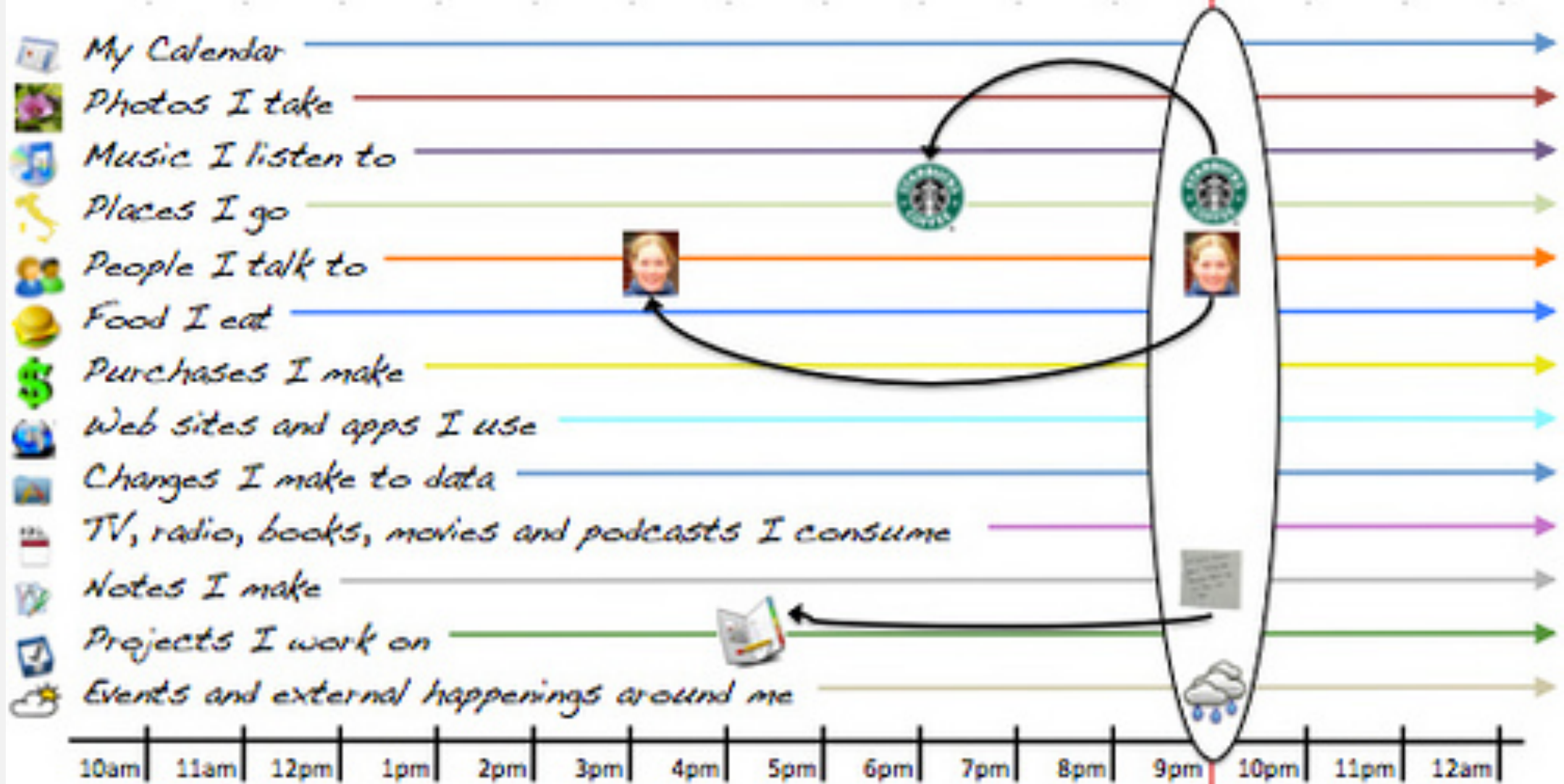
UNDERSTAND WHO HAS WHAT?



Google Search

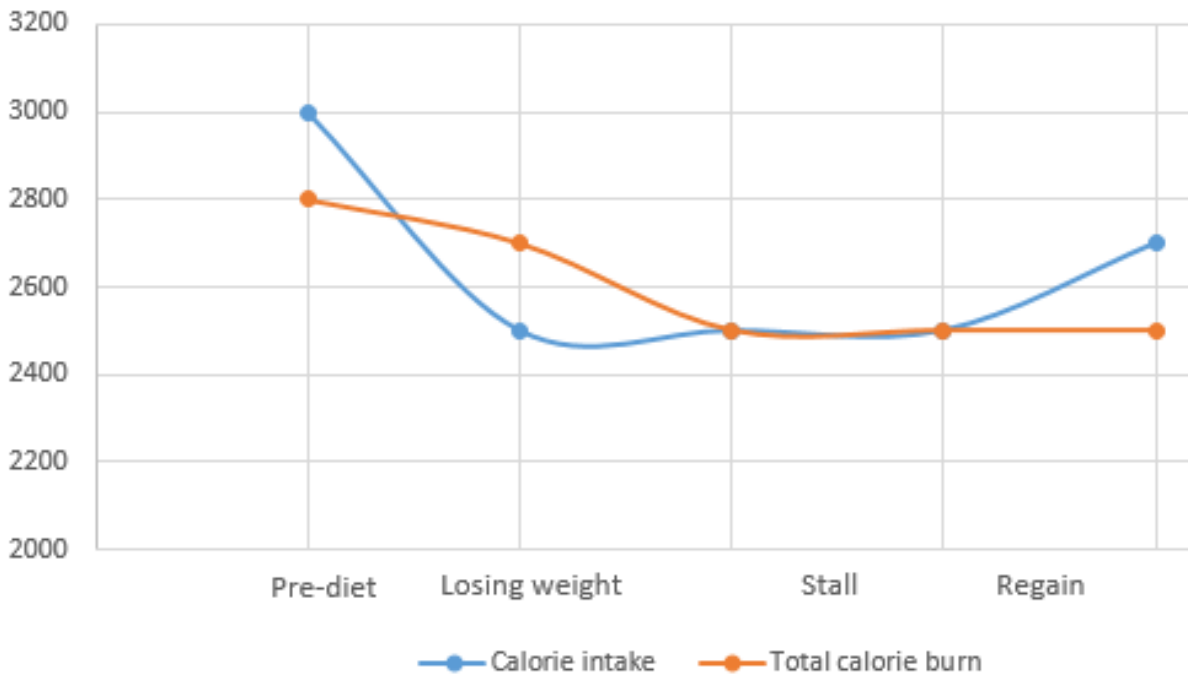
I'm Feeling Lucky

SEARCH FOR SPECIFIC THINGS ?



EASILY FIND RELATED THINGS?

Weight Loss, Stall, and Regain



Your Weekly Report
The Week Of October 14, 2012

Your total time this week:

47h 56m

Productivity:

80%

How does that compare to the average RescueTime user?

30h 32m

68%

Your productivity breakdown:



Very distracting!

Very productive!

Your top category:

Design & Composition:

Writing

very productive!

more categories:

Intelligence

10h 23m

very productive!

News/Opinion

9h 40m

very distracting!

Your Goals

More than 5 hours of **All Productive**

Good job! 7h 19m avg per day

Less than 1 hour of **Comm/Schedule**

2h 27m avg per day

[Visit your goals page](#)

[Weekly links](#)

LOOK FOR PATTERNS?

Future Self: 3rd July, 2021



3%
Cavities Risk

GET TO KNOW YOURSELF BETTER?

Recommendations

Brush your teeth twice
Consider fluoride treatments
Avoid frequent snacking and sipping

YEAR  MONTH  DAY 



TODAY



SEE WHERE YOU HAVE BEEN?



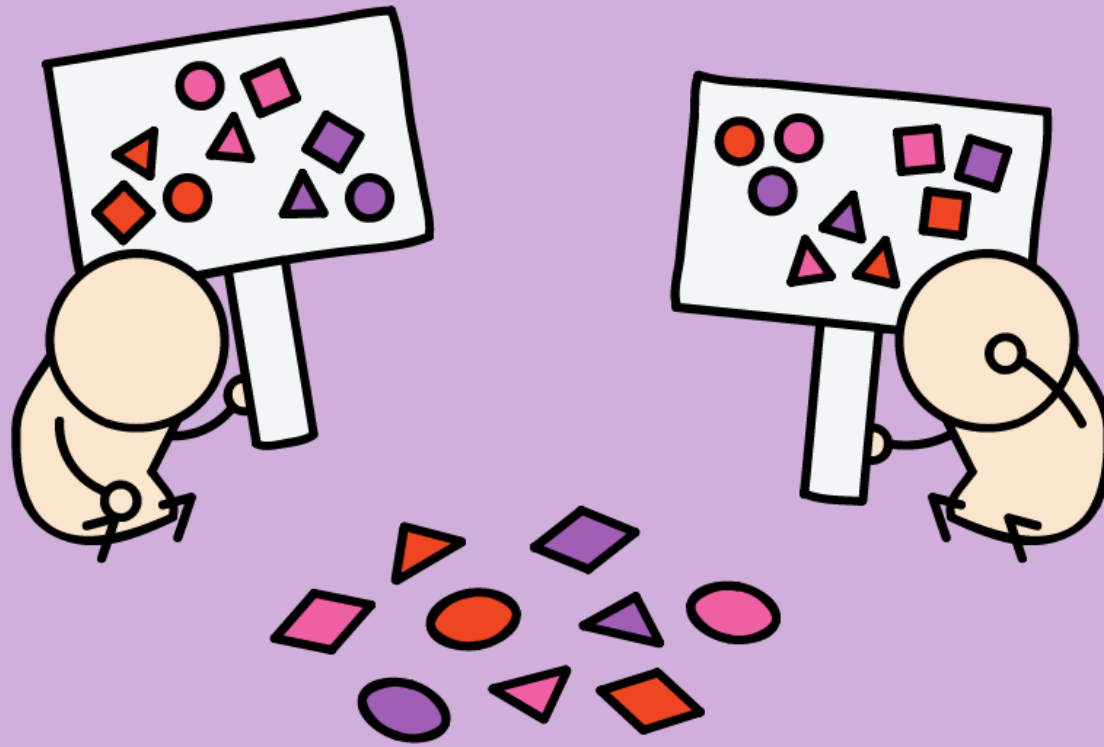
ORGANISE EVERYTHING BETTER?

An illustration on a teal background featuring a large blue shield with a keyhole in the center. Behind the shield is a white padlock. To the left is a laptop with a screen showing three yellow person icons and a list. To the right is a white cloud and several colorful envelopes (yellow, red, blue, purple, green). At the bottom left is a large dark grey key. Faint circuit lines are scattered in the background.

KEEP YOUR DATA SAFER



CREATE YOUR DIGITAL LEGACY



TAG AND GROUP THINGS

A close-up photograph of a person's hand reaching into a display case filled with vintage photographic media. The hand is positioned over a stack of film strips and photo slides. The background is blurred, showing other people and what appears to be a market or museum setting. The lighting is warm and focused on the hand and the items being browsed.

BROWSE THROUGH MEMORIES



CONTROL WHO CAN SEE WHAT



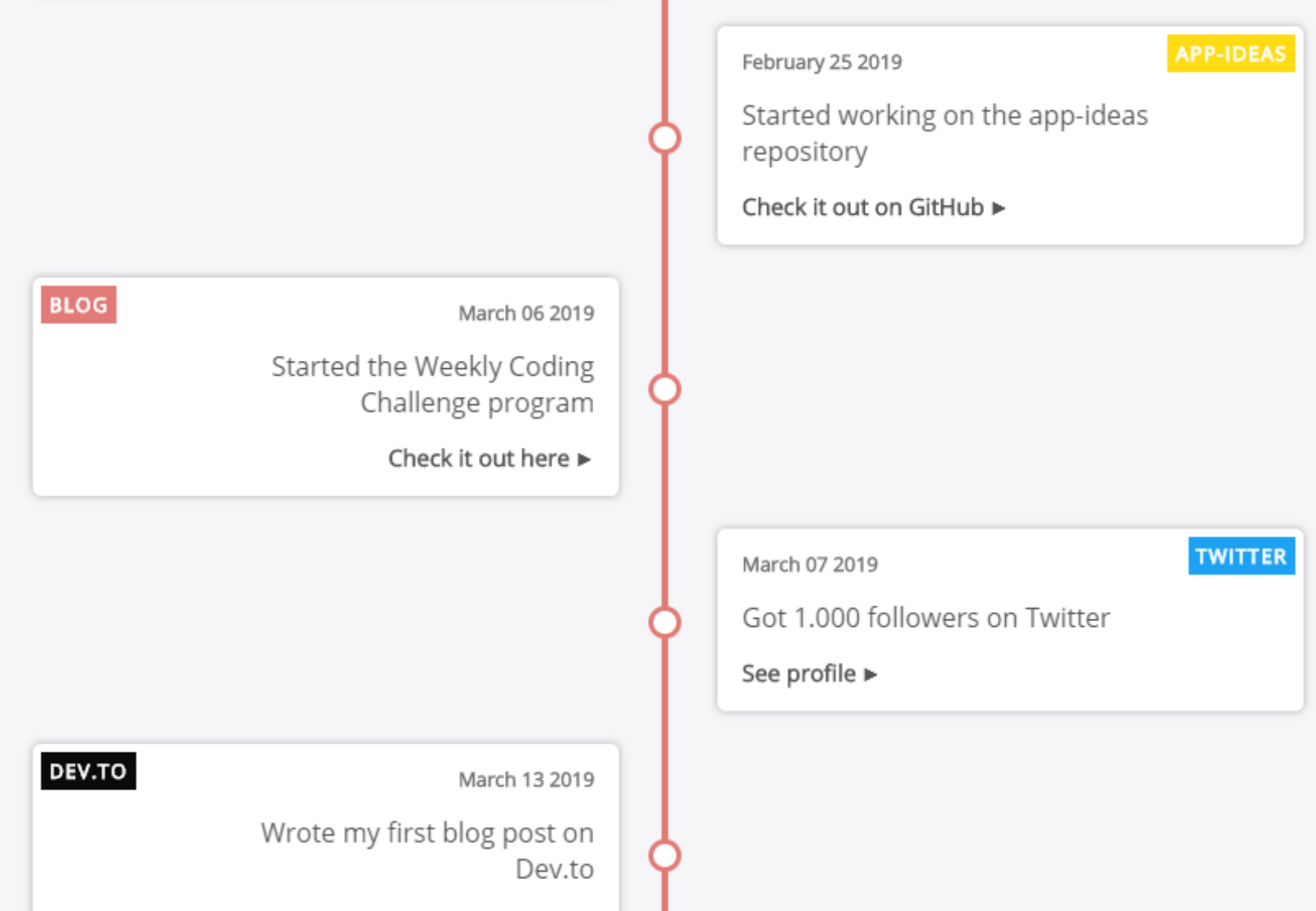
HACK / BUILD CODE WITH IT



BUILD UP EVIDENCE



CREATE / MASHUP / REMIX



KEEP BETTER DIGITAL RECORDS

In the context of
personal data,
me having power means
that I _____.

THE RIGHTS GIVEN TO YOU BY THE GDPR

DATA PORTABILITY (ARTICLE 20)

- After a data portability request, a copy must be provided of:
 - All data you have provided to the organisation
 - All data indirectly observed about you
 - In a commonly-used, structured, machine-readable format (CSV, JSON not PDF)
 - With an intelligible description of all variables

... WITHIN 30 DAYS

RIGHT TO ACCESS (ARTICLE 15) “SUBJECT ACCESS REQUEST”

- For all personal data not falling within data portability, you have a right to access:
 - Data derived about you, such as opinions, inferences, settings and preferences
 - Provided in machine-readable format where available
 - In accordance with the principles of fairness and provision of data protection by design.

... WITHIN 30 DAYS

INFORMATION ON CONTROLLERS, PROCESSORS, SOURCE AND TRANSFERS

You have a right to know:

- The identity of all joint controllers of your personal data, as well as the nature of the organization's contracts with them (Article 26)
- The precise identities of all third parties to whom data has been disclosed, with contact details (Article 15)
- The source of any indirectly inferred information, including contact details (Article 14/15)
- Whether it has exited the EU at any stage (with legal justification for same)

... WITHIN 30 DAYS

INFORMATION ON PURPOSES AND LEGAL BASIS

You have a right to know (Article 29):

- How your data is processed
- The lawful basis for that processing by category of personal data.
- The specified legitimate interest where a legitimate interest is relied upon (Article 14).

... WITHIN 30 DAYS

INFORMATION ON AUTOMATED DECISION MAKING

You have a right to know:

- Whether or not the organization makes any automated decisions based upon our data (Article 22)
- meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for you. (Article 15)

... WITHIN 30 DAYS

INFORMATION ON STORAGE

You have a right to know:

- Where your personal data is physically stored (including backups)
- How long each category of personal data is stored, or the criteria used (Article 15).
- Where there has been any human intervention in this process (Article 22)