The World Economic Forum [www.weforum.org] says - Personal data is becoming a new economic “asset class”, a valuable resource for the 21st century that will touch all aspects of society. This report finds that, to unlock the full potential of personal data, a balanced ecosystem with increased trust between individuals, government and the private sector is necessary.

Mydex [mydex.org]’s mission is to help individuals realise the value of their personal data.

We do this by providing individuals with Personal Data Stores and related services.

Personal Data Stores help individuals gather, store, manage, use and share the information they need to manage their lives better. They provide individuals with tools to control what information they share with which people and organisations, when.

In the seminar, Alex will outline the growing opportunities for personal data, user managed access and individuals co-production and service design techniques to enable the individual to manage their web experience.