

## Issues on Personal Data Assets Management

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### Abstract:

*Personal data is a valuable assets resource in the mobile communication era, and how to collect, organize, store, analyze , service for utilization of the resource has become an important issue, therefore, we need to take systematic research for scientifically establishing resource management systems such as gathering information policy, information organization model, data storage security, data mining and analysis technology and services regulation and information ecosystem ,also the data literacy and ethics as well.*

**Keywords:** Personal Data Data Assets Management Data Assets Policy

### 1. Personal data assets

We create the data by clicking, linking, checking-in and buying things all the time. Some people or company may collectively know more about you and your personal digital vapor trail .Internet users have been consensus: photos, events, entertainment, records, career information, e-mail, etc. are all digital assets that can be valued in a kind of digital economy terms.

Personal Data Assets (PDA) : Virtual property of the personal user data associated with or generated by digital information processing and interaction which contain economic and monetization value.

### 2. Where are the data come from?

Personal data assets may be generated through normal use of personal data generation devices such as mobile phones, navigation systems, personal computers, payment transponders, etc. and through interacting with buildings, vehicles and other elements of a user's environment. These devices store an enormous amount of information.

Personal data assets may include: physical locations visited , virtual locations (Web sites) visited; Smart phone captures calls, messages, and use the software habits, also various types of sensors on the phone in the collection of all kinds of information, such as GPS collected our location; the camera retains the visual memory; social networking save people's personal files; the digital game account and equipment's; banks have our consumer records; hospital health information retained; .....

### **3. Personal Data as the Assets**

Data is like crude deposits buried deep under the surface of the earth, with the control and manipulation of it, to be the new oil as Patrick Moorhead said.

The growing sea of personal data represents a lot of blue sea opportunities for massive financial and commercial models. It also represents a new way for individuals to look at their value in the digital world – with data being an asset just like his works which has intellectual property .

According to MSI statistics, the United States, Britain, Japan and other 10 countries, per capita consumers of digital assets owned by the average value of approximately \$ 37,438. These numbers are stored as the property, including consumer PCs, tablet PCs, smart phones and other hardware devices in the personal information, documents, photos, files and other entertainment.

#### **3.1 Personal data service**

In the United States, the newly established Prevently.com is an online social platform for digital health, so-called "health sector Facebook". The website for a growing variety of information, and provide users with a service: health information, health products, telemedicine, personal online health records, as well as social networks. Others like Reputation.com and Personal.com etc.

#### **3.2 Precision Marketing**

Information on the Internet will be highly polymerized, the user is also depth breakdown and aggregation, advertisers can accurately lock their target audience. They can understand each track network behaviour, summarize the different sub-groups, implanted through a network to transmit information precision marketing, database marketing is also based on audience will become a trend.

Facebook is always willing to make all effort to allow users to provide their own information. In September this year, Facebook released a new product that allows users to run, cooking, music, reading and other daily activities are socializing, personal history information is also socializing. Facebook users can not only to help keep memories, leaving users more data, also understanding of users, the ads will be more accurate.

In April this year, Wal-Mart spent \$ 300 million buy Kosmix Corporation, acquired partly in order to obtain "social genome" technology, which can carry on semantic analysis of social data. Wal-Mart has set up a "Wal-Mart laboratory" to implement RSM (Retail + Social + Mobile) strategy. September, Wal-Mart has bought OneRiot, which has developed some new techniques to analyse large sites like Twitter and Facebook social information, and then send the ad to the target audience.

According to Taobao statistics, more than 80% from businesses demand data on consumer purchase behaviour analysis, such as traffic, cross-shop clicks, orders even the chat rooms or transfer the amount of information collection and analysis, have become businessmen data of interest.

#### **3.3 Analysis of human behaviour**

Massachusetts Institute of Technology Media Lab (MIT Media Lab) professor Sandy Pentland founded and led the "human dynamics" laboratories. Through their study of how to collect and analyses massive amounts of data to reveal humanity, and even predict people's behaviour.

#### **3.4 Digital Heritage**

Digital heritage has begun to be written to the laws of some states in the US, including Wisconsin, Connecticut, Rhode Island, Oklahoma, and so on. In those states that after the death of the owner of these remain valuable virtual property should be properly disposed of. If the deceased died in his lifetime did not make a clear virtual property disposal instructions, the court will decide according to its legal successor.

#### **4.PDA Management Issues**

For digital assets management, the storage and utilization of PDA is a range of value-added services. The abundance of personal data represents untapped opportunities for economic growth and social benefit. However, the barriers restricting personal data's movement and protection need to be resolved. How to collect, organize, store, analyses , service for utilization of the resource has become an important issue .

##### **4.1 Who Managements the Personal Data Issues?**

The orgs have been divided into four areas by Mary Hodder: technical, market, policy and individual advocates. While all the orgs have an interest and are doing some thinking in all the areas, these divisions show the foundational mission of themself.

In an attempt to prevent PDA issues, and to try better control and manage personal data, a new kind of data entrepreneurs are switching the game on banks, telecoms and advertisers and publishers by designing a kind of "personal data bank" service that helps consumers find, manage and capitalize on the data trails they create. It's like an agent for yourself digital celebrity, and it pays cash.

Personal data vaults would radically change this model. Users would subscribe to a service that would act as an intermediary between them and the digital world -- actively collecting, organizing and managing data relationships. Users would decide what data to share, with whom, and in exchange for what. Perhaps very soon you will get the financial aid as your income by brokering and selling your data assets to the very people you currently give them to for free.

##### **4.2 PAPA Ethical Principles**

R. O. Mason's PAPA ethical principle also applied the personal data assets ethical policy. These are Property, Access, Privacy and Accuracy.

###### **Property**

In 2011, Tencent Co. with the largest number of social media users in China had a number of property related disputes at the court. Ms.Wang 's contacted Tencent after her husband die , want to get her husband 's lifetime QQ account and password, which retain their personal information, but refused by the company in order to "protect user privacy". In court, Ms. Wang eventually be given a password. But the user account only has the right to use, do not have ownership still has no reasonable legal action with an aspect of digital assets .

Tencent 's customer service policy is that users cannot take the QQ account as a personal disposition of property, which does not belong to the scope of the law of inheritance.

Account in the Tencent registration site, there will be a check "Agree" platform provided by a service agreement options, while in the service agreement, in general, have a "platform has a proprietary account, the user is only right to use" terms.

###### **Access**

Access at least arouse some digital inheritance disputes. As China's important mail service providers - Yahoo Mail, growing accompanied by a large number of Chinese Internet users has announced that the Chinese Yahoo Mail will be the "life-mail" several years ago. But it was closed suddenly this year , then the user's account and related data information will be deleted unusable.

2004, U.S. Marines Justin Isleworth mission in Iraq was killed .His parents made a request to get his son's Yahoo Mail password to get his son left text. Yahoo refused the requirements and responded that Yahoo Mail content is private secret, when the mailbox has not been registered within 120 days, the system will automatically clear the entire contents.

They angrily sued to Yahoo court. Final compromise is that Yahoo will burn Isleworth mailbox letters, etc on the disc to his parents, but do not give the password.

###### **Privacy**

Using data for purposes in addition to those originally identified can raise privacy concerns if those uses are inconsistent with the interests of the data subject. DCCI Internet Data Canter reported that among a set of data showed, 66.9% of smartphone mobile application (APP) had the capture of user privacy data, call records, SMS records, contacts which are three high-risk areas with the private information leaked.

The 29-year-old young man called Edward Snowden detonated a " PRISM " incident. He told the British and U.S. media news that the U.S. National Security Agency gave requirements to the telecom giant Verizon company order them hand over a day call records of millions of users. In addition, the U.S. NSA and the FBI also passed into the Microsoft, Google, Apple, Yahoo and other nine Internet giants servers, monitoring Americans email, chats, video and photos confidential information, the secret operation, code named " PRISM."

#### **Accurate**

Digital personal-health devices such as Fitbit and Nike+Fuelband measure daily physical activities. They provide a new way of capturing a rich data set about an individual. It helps them set wellness targets, measure progress and more effectively engage in achieving healthier lifestyles. Some scholars have much worries about this. Is the device reliable and accurate? Can the data be authenticated and linked to only one person?

#### **4.3 PDA policy**

Law enforcement should be made such as personal information property right and Data privacy act. Also, the Professional DPA code of ethics and Data literacy education policy need to be made ,user and PDA CIO should know how to recover, analyses, and securely protect sensitive data.

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