

# POSDATA: Personal and Social Data Analysis



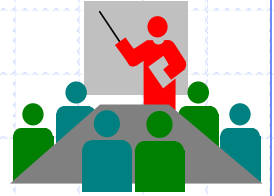
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# Center for Open Middleware

- ◆ The **Center for Open Middleware (COM)** is a joint technology center created in 2011 by UPM, Grupo Santander, ISBAN, PRODUBAN
- ◆ We devise an open, self-sustained, innovation-fostering, software ecosystem around banking services and middleware.
  - Open Source Software Community
  - Research projects
  - Start up incubator
  - Innovation ecosystem



# POSDATA project

- ◆ Personal data is the digital data created by and about one person, including volunteered, observed and inferred data
- ◆ We have entered an era where personal data are mined, traded and monetized in the process of creating added value, often in terms of free services including efficient search, support for social networking and personalized communications.
- ◆ Economic value of personal data can be realized without compromising privacy, fairness and contextual integrity.

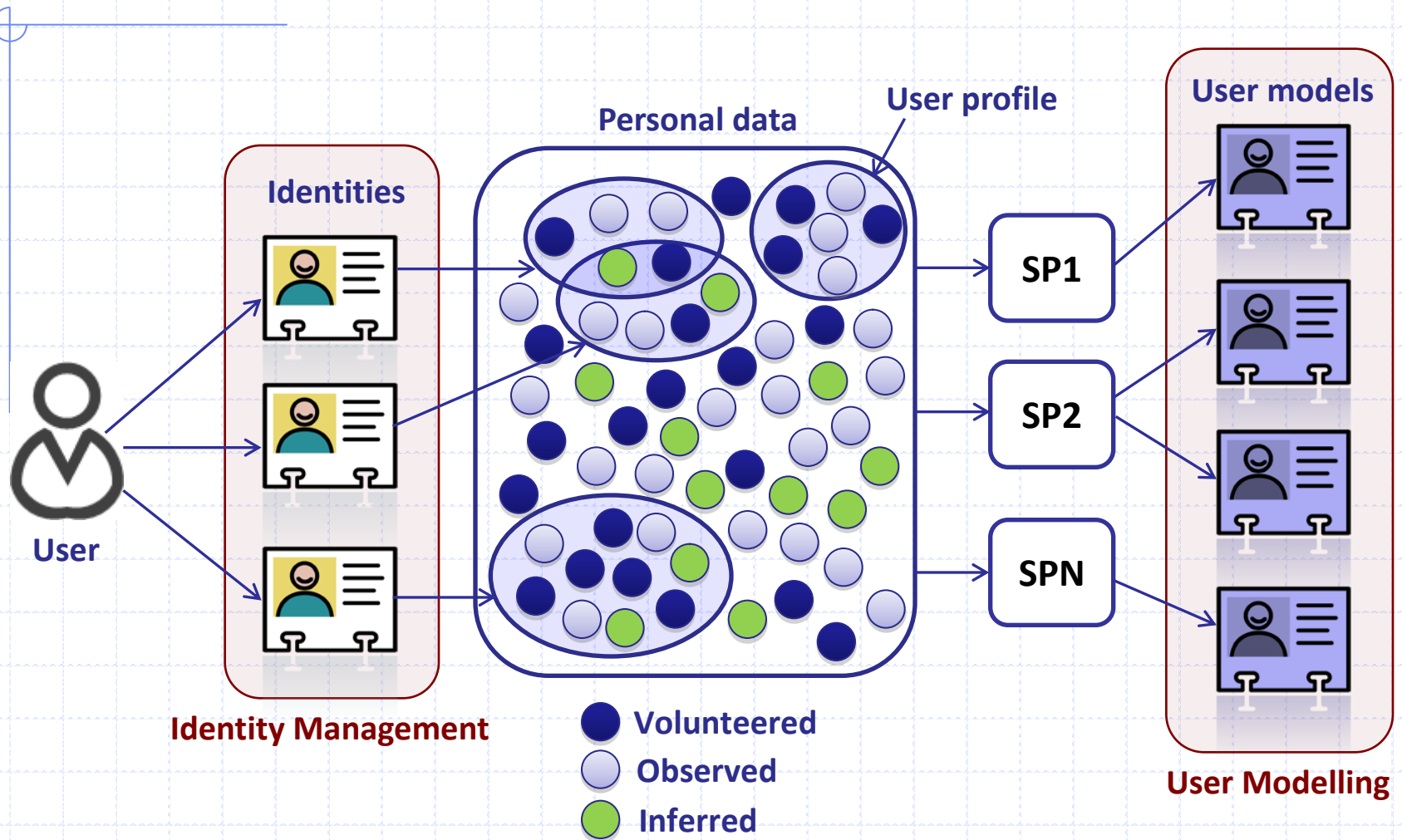
# Project goals

- ◆ Provide a conceptual framework and technology support to allow the experimental analysis of personal and social data of TUI holders
- ◆ Build a TUI user model intended to monitor and improve TUI-based services by personalising services and extending the service catalogue for the University Community
- ◆ Elaborate a life cycle model and ecosystem for personal and social data exchange providing user control, transparency and privacy protection
- ◆ Validate the approach using TUI-based personal and social data

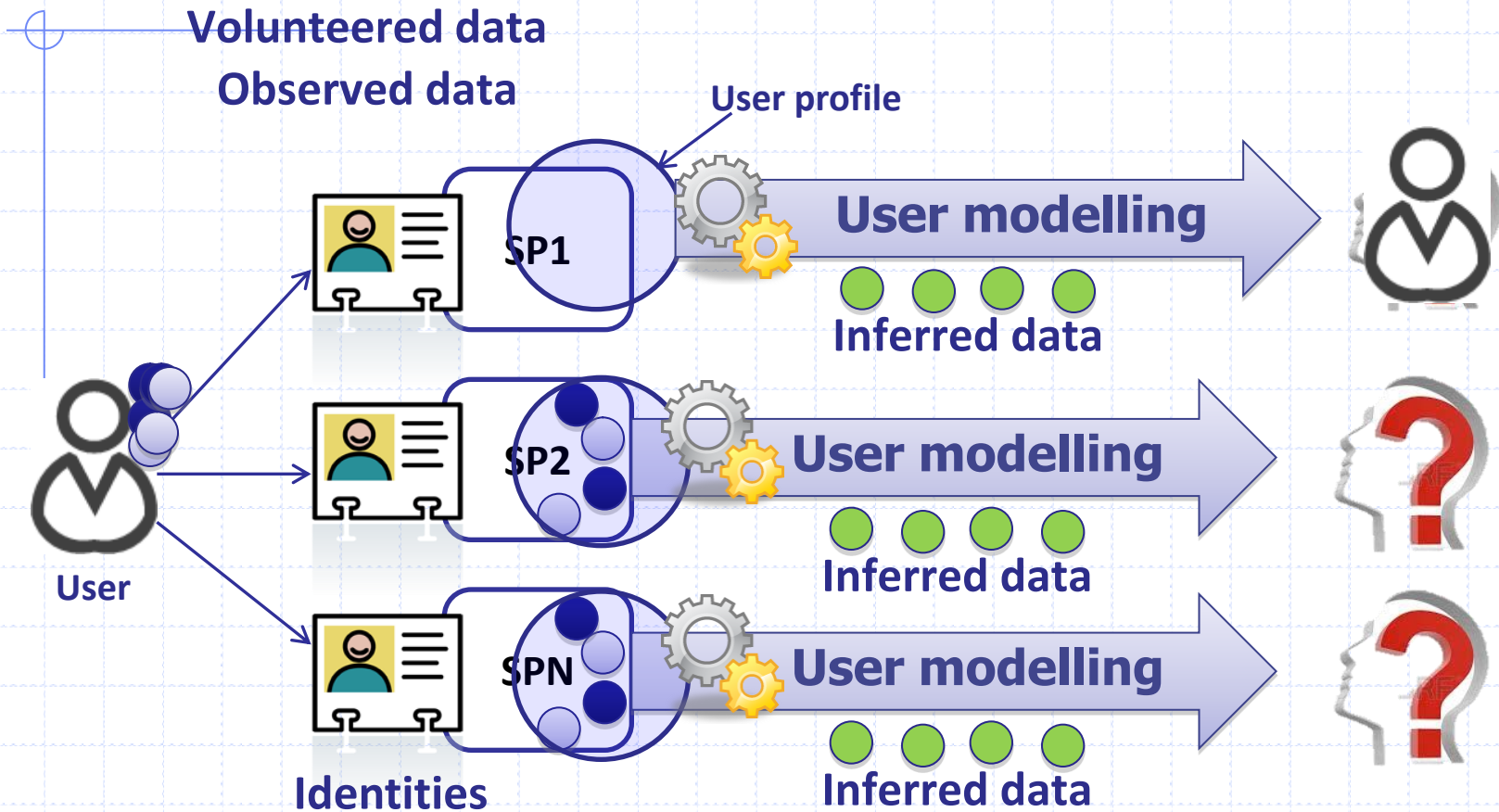
# International colaboration

- ◆ International partnership to collaborate and exchange ideas, data and project results regarding TUI-based social networks and personal data usage and management.
  - UFF – Universidade Federal Fluminense. Rio de Janeiro, Brazil.
  - Unisinos – Universidade do Vale do Rio dos Sinos, Porto Alegre, Brazil.
  - PRIPARE: Preparing Industry to Privacy-by-design by supporting its Application in Research. FP7-ICT Support Action.

# User modelling

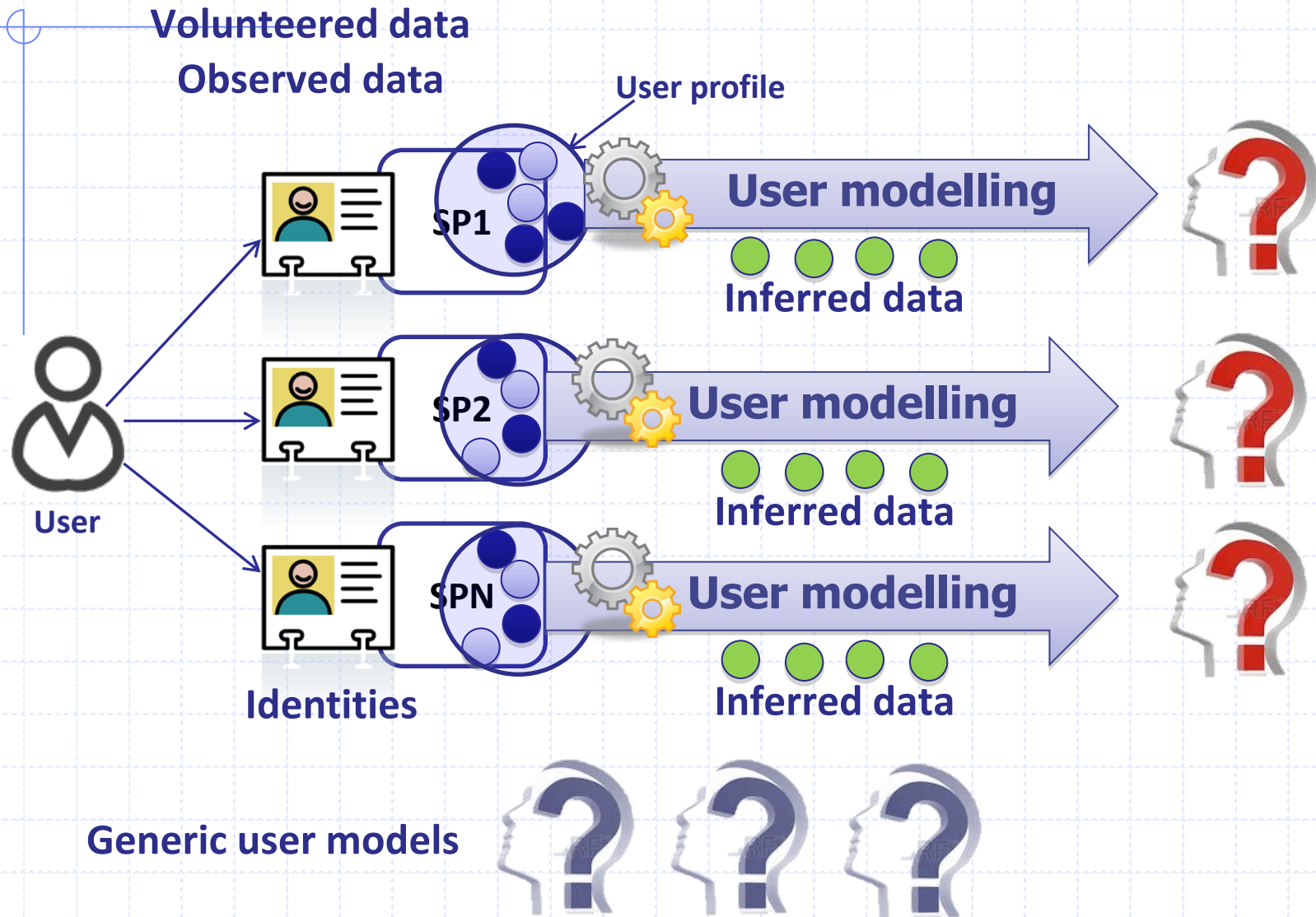


# User modelling

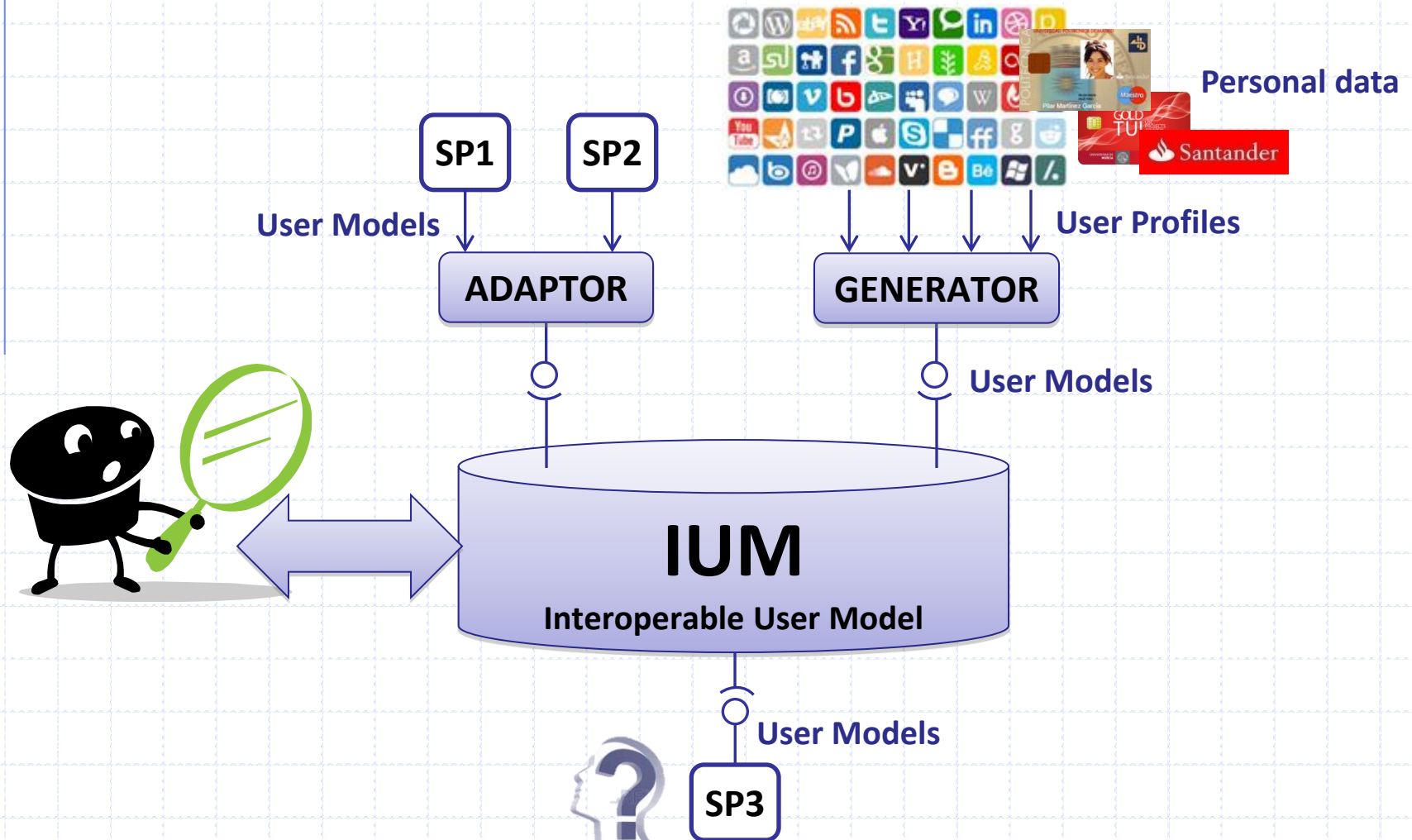




# User modelling



# Personal Data Framework



# Some early results

- ◆ Initial architecture for a personal data framework: creation, storage, discovery, access, use and management of interoperable, semantic user models
- ◆ Social payment application: instant p2p payment within a TUI-based social network
- ◆ Publications
  - San Miguel, B., del Alamo, J.M., Yelmo, J.C., Personal Data Usage and Management. In Doctoral Consortium, ICEIS 2014: 16th International Conference on Enterprise Information Systems. Lisbon, Portugal, 27-30 April 2014
  - Martín, Y.S., Del Álamo, J.M. Yelmo, J.C, Secondary Disclosure in Social Network Sites. What information Twitter users reveal about others. Internet Research, ISSN 1066-2243. Under evaluation.

# @posdata: social p2p payments

- ◆ Service to carry out p2p payments through simple text messages:
  - Making payments
  - Demanding money
- ◆ Implementations: **Facebook**, Twitter, Telegram, Google+, etc.
- ◆ Linked with TUI
- ◆ Reveals the user economic personal social network

# @posdata: social p2p payments

## POSDATA

Send, request and receive money just texting your buddies.

Select your favorite services



Facebook



Twitter



Google



Telegram

**SIGN IN**

**SIGN UP**



*Questions?*

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