The core idea of MyData is that individuals should be in control of their own data.

The MyData approach aims at strengthening digital human rights while opening new opportunities for businesses to develop innovative new services based on personal data and mutual trust.
mydata.org/declaration
For a just, sustainable, and prosperous digital society

1. **FORMAL ➔ ACTIONABLE RIGHTS**
2. **DATA PROTECTION ➔ EMPOWERMENT**
3. **CLOSED ➔ OPEN ECOSYSTEMS**
BUSINESS
LEGAL
TECH
SOCIETY
MyData Local Hubs

mydata.org/hubs