

# What is Valuing Personal Data?

The elements and their increasing degree of richness and complexity



## Digital Identity

An individual's most basic identifying traits, such as name & IP address

## Digital Personae

The content and social behaviour shared with personal networks (e.g., status updates, "reactions")

## Digital Footprints

The imprints passively left behind from online or connected activities (e.g., cookies, browsing history)

## Derived Data

The results of combining and analyzing end user data (e.g., consumer profiles)



## Online Presence

The connected or online activity, actions, behaviours, information, and data that are generated, accumulated, stored, and claimed in cyberspace. For an individual, an online presence is the complete set of data generated from one's interaction with online or connected services and devices. This may be commonly referred as "Digital Footprints" by others



## Derived Data

The information derived by other parties from an individual's online presence, including any analysis, summarization, or aggregation of data and any resulting inferences such as characterization, segmentation, profiling, or rating of the individual



## Valuing Personal Data

Both the process and result of assigning value to an individual's online presence plus any derived data. Valuing Personal Data has emotional and economic value to individuals and monetary value to businesses