

# Empowering Users ~New Personal Data Ecosystem~

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**DISCLAIMER:** Opinion expressed in this panel does not represent that of speaker's affiliation.

# Situation in Japan

- People are seemingly not threatened by their own government's surveillance.
- They are more worried about foreign organization surveillance, and they are annoyed by that of private companies.
  - Ex) Baidu IME (Input Method Editor)
  - Ex) targeting advertisements, selling of record of transportation smart cards, uncomprehensive privacy policies
- What is needed: Empowerment of Users!
- Users are so powerless:
  - Less computation power
  - Less information
  - More obligation

# How could we change?



Respect  
Network

Let each user have their own *Personal Cloud*

- Connect Personal Cloud and business cloud

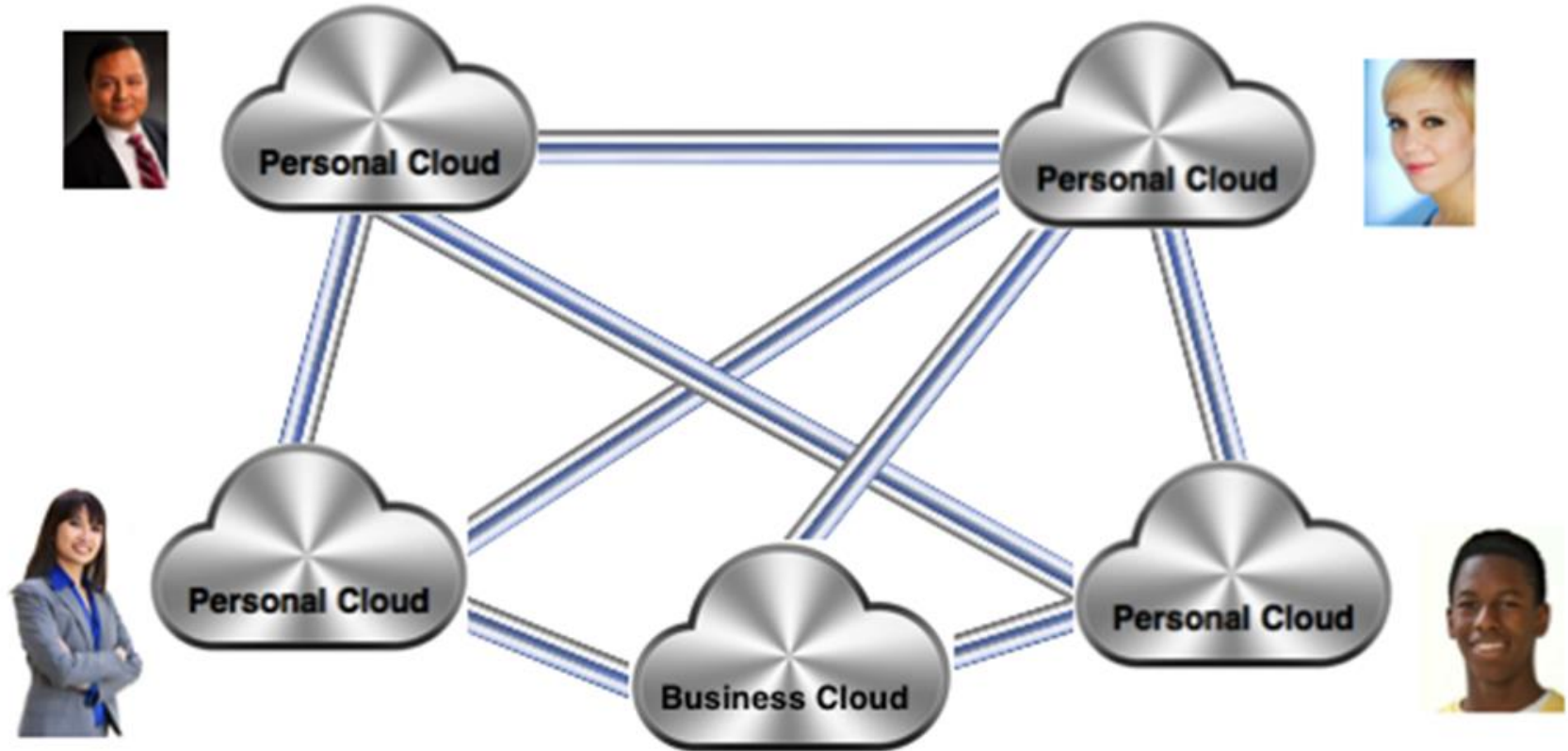
If we have a personal cloud and its network

- We can have more computing power
- We can store all our information
- We can sell our data
- We can set our own policy how to use this data
- We don't have to memorize each password (Secure authentication means replaces passwords)
- Rich cryptographic protocols can be performed on clouds.

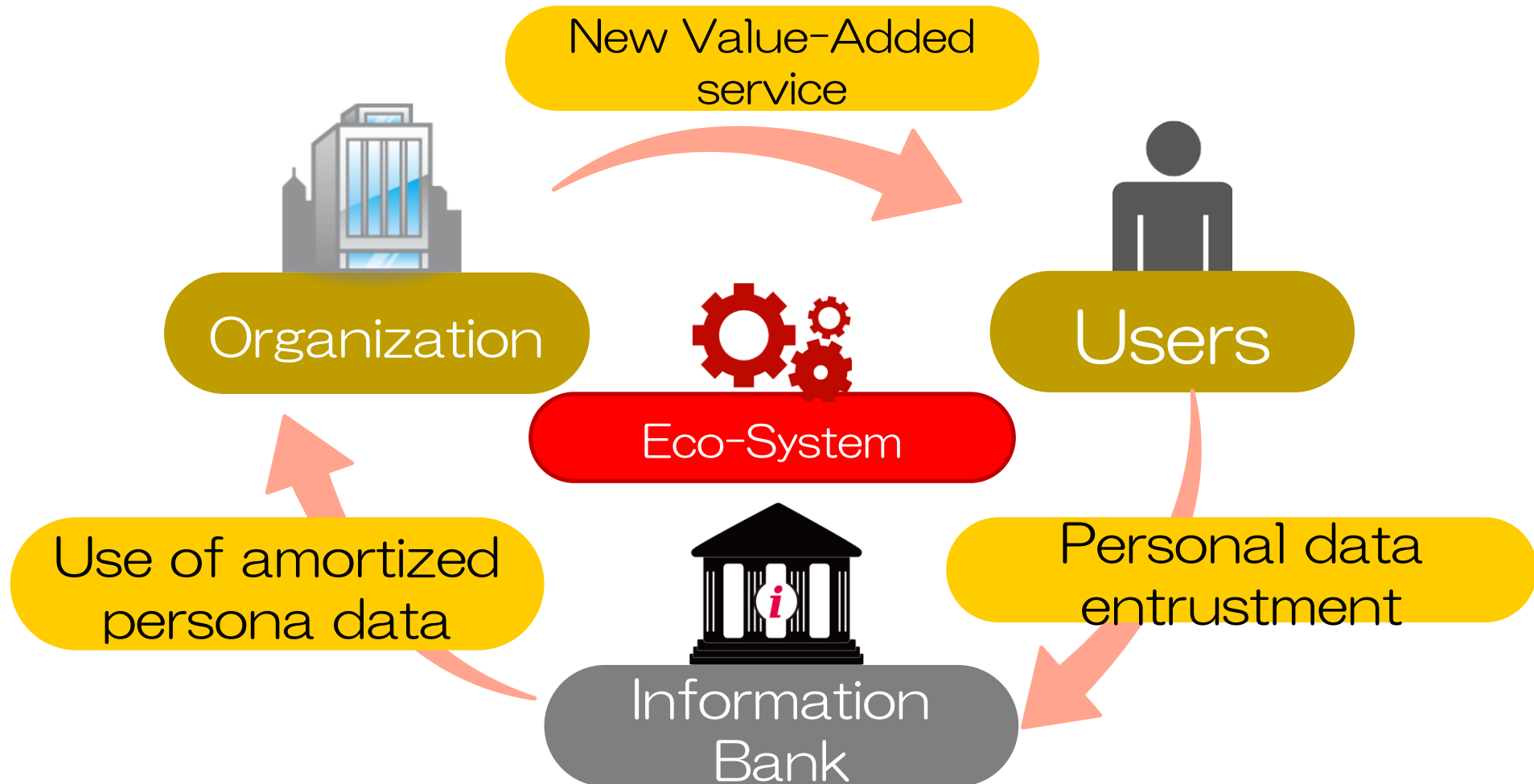
This idea is implemented by Respect Network

<http://respectnetwork.com>

# Respect Network: personal cloud network



# Information Bank Consortium in Japan



Contributing to society through data protection and value creation

Empowered by Innovation

**NEC**