



YOUR PERSONAL DATA SLIP
The data you leave behind

DESCRIPTION

DATA SLIP or RECEIPT

Data collected by the products
and services you interact with
Including examples (ex.)

EXPLAINING COMMON TERMS

TOTAL

How much is data worth to you?
Do you mind seeing it here?
Fill empty TOTALS with a pen!

PROFILE

General information about you*
ex. Name and Birth Date

DEVICE

General device information*
ex. Computer or Phone

*See below for a full list

PUBLIC TRANSPORT CARD

For every journey

DATA	TOTAL
1x PROFILE	
1x Origin Station	---
ex. Delft	
1x Destination Station	---
ex. Den Haag HS	
1x Start and End Time	---
ex. 8:29 and 8:36	
1x Mode	---
ex. Train 2 nd Class	
1x Price	---
ex. 2.50 euro	

SUPERMARKET LOYALTY CARD

For every purchase

DATA	TOTAL
1x PROFILE	
1x Date and Time	---
ex. May 5 2022 18:05	
1x Store	---
ex. Store, Address	
1x City	---
ex. Delft	
1x Items	---
ex. Tomatoes, Cheese	

Our Personal Data Trail

What is it and what can we do with it?

Alejandra Gómez Ortega

About me



What is personal data?

Types of personal data

Photo: Karolina Grabowska.



Sensor Data

Photo: iStockPhoto



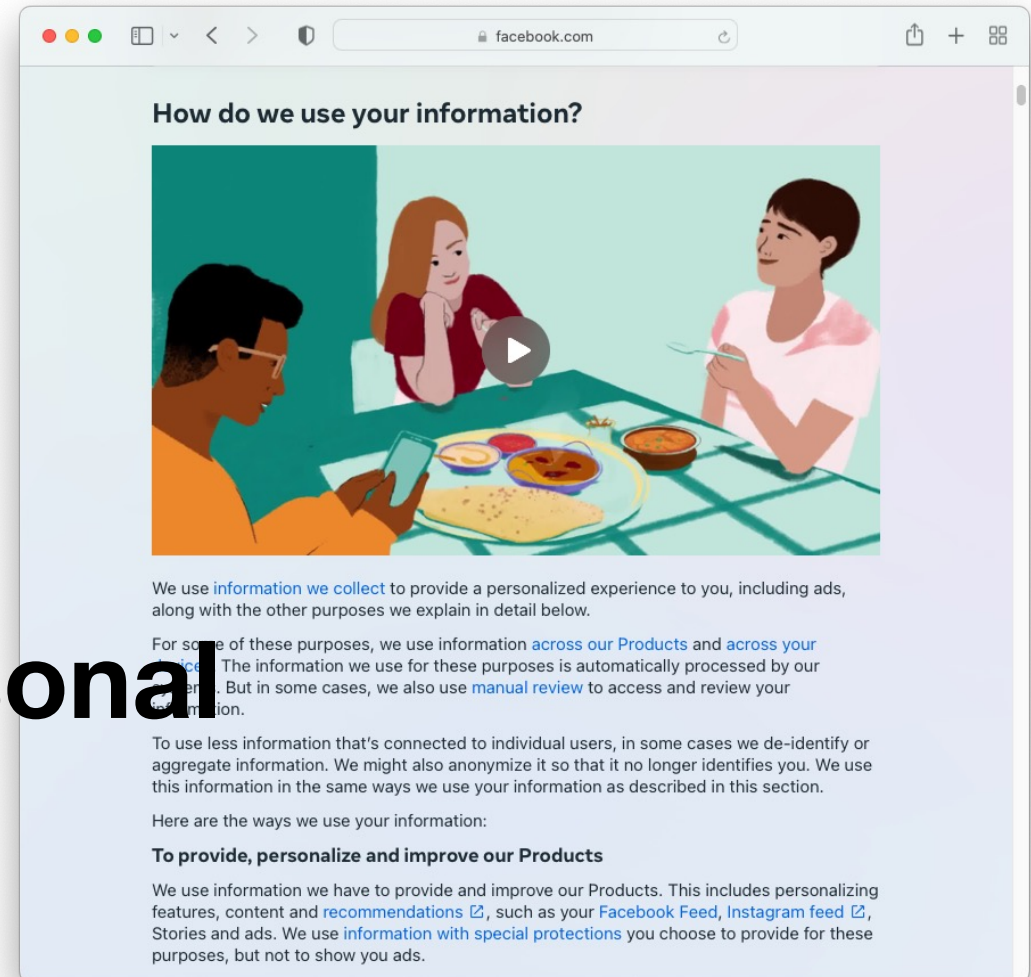
Self-Report Data

Photo: Karolina Grabowska.



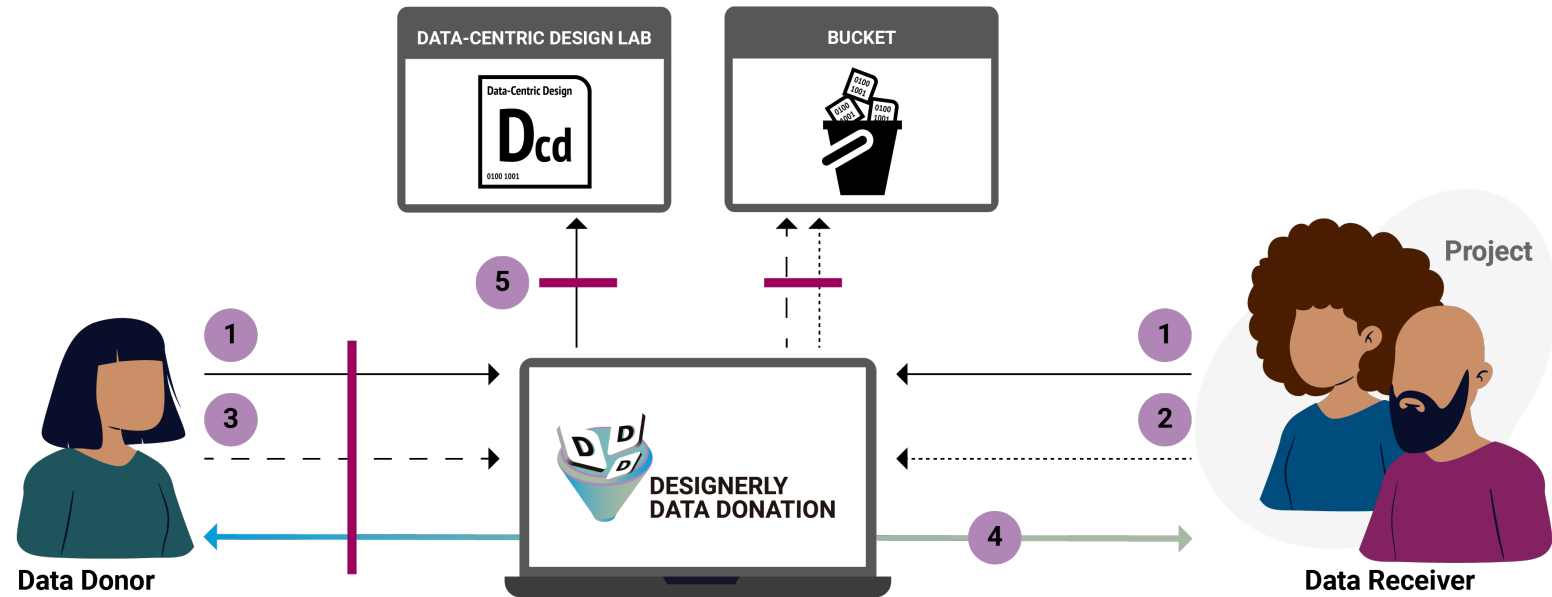
Digital Log Data

Who benefits from personal data collection?

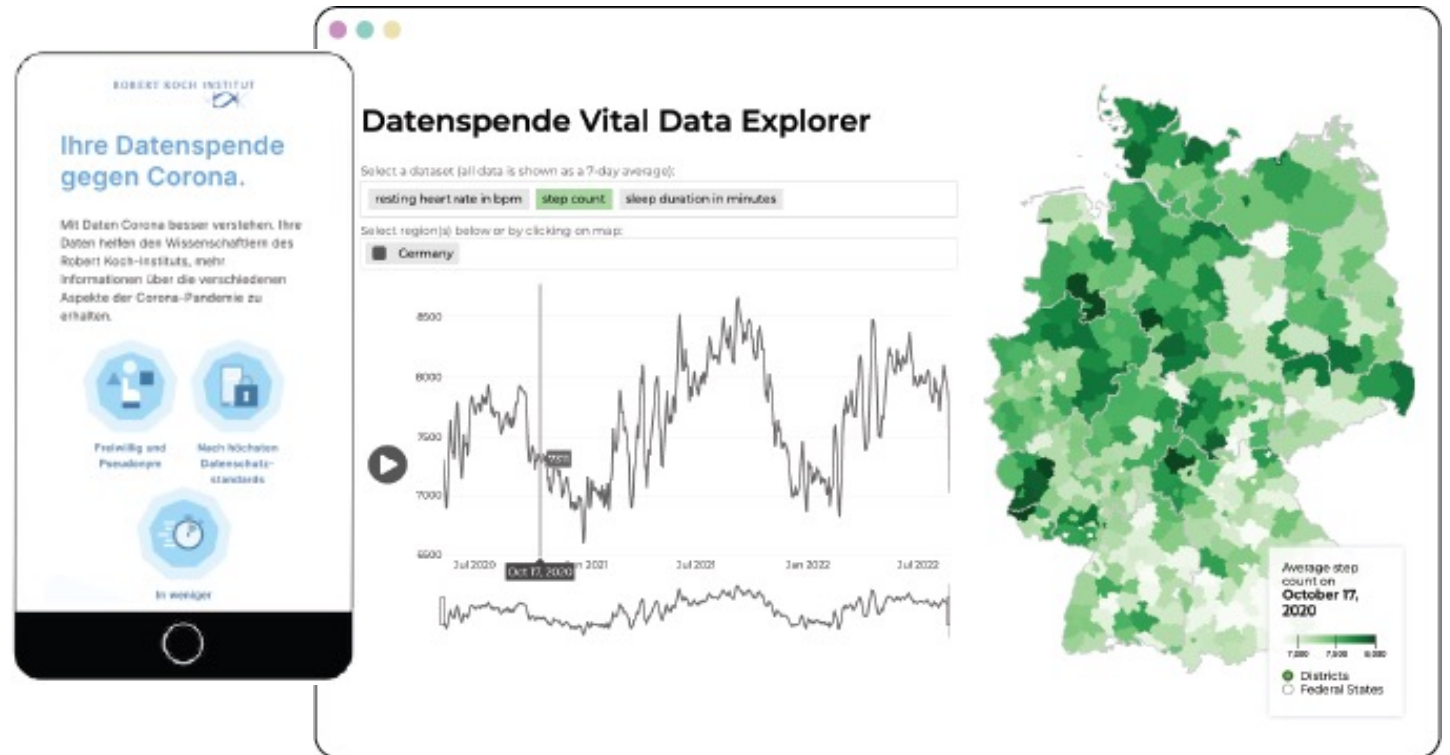


Who *can* benefit from personal data collection?

Data donation



Examples of data donation



Source: Corona-Datenspende (2022), Robert Koch-Institut.

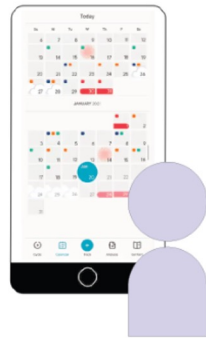
Our data donation approach: two examples

Data donation of menstrual logs

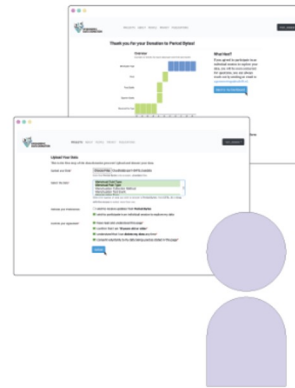
Our approach



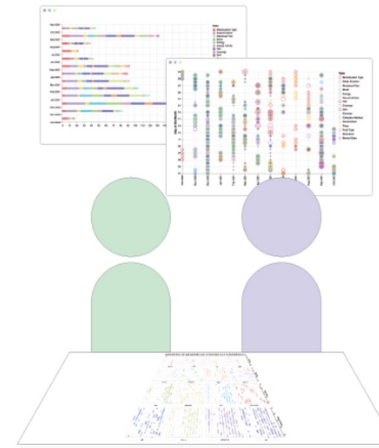
Invitation to Donate
8.000 Views



Download Copy of Data
35 Donors



Donate Data
35 Donors



Reconstruct Context of Data
13 Donors

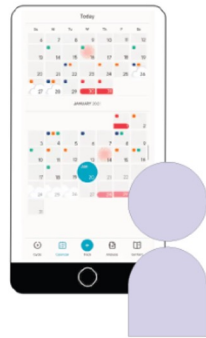


Value Gain Event
8 Donors

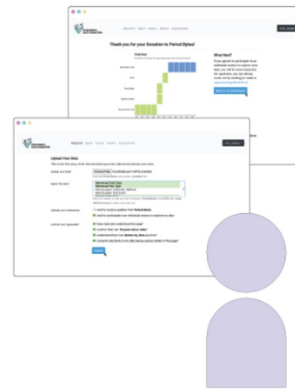
Our approach



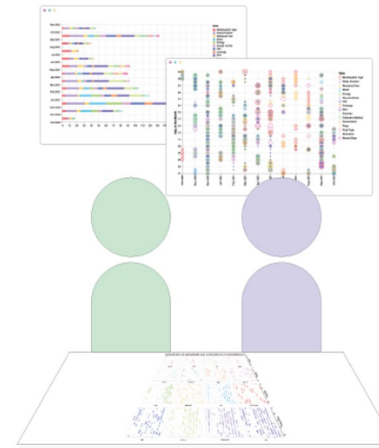
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Data donation platform

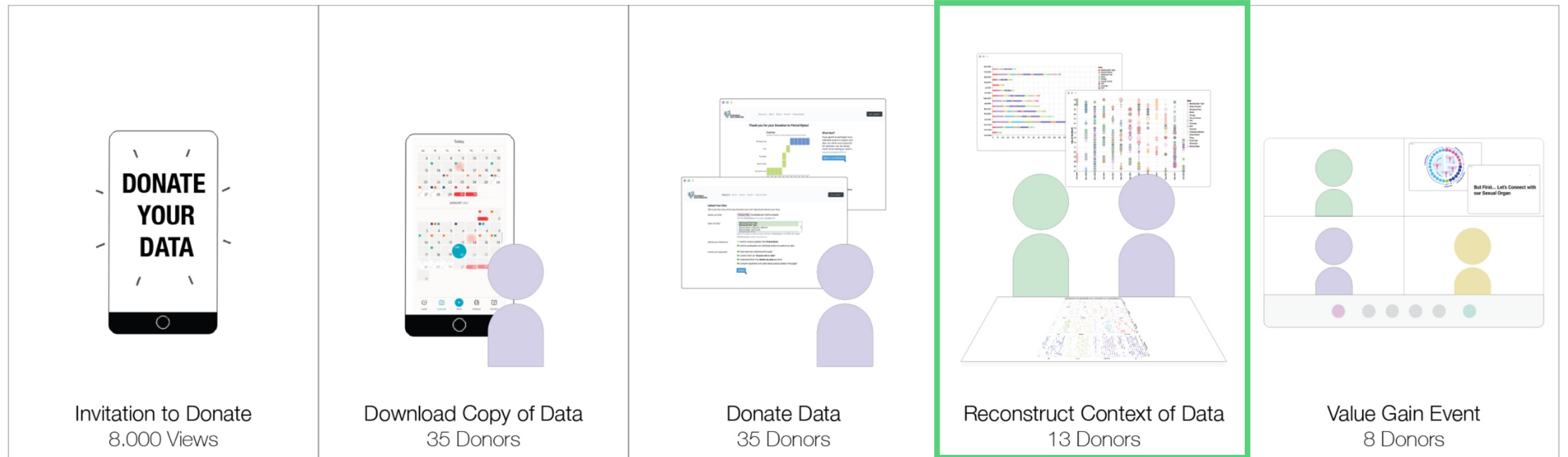
The screenshot shows a web browser window with the title 'Personal Data Donation'. The page has a navigation bar with links: PROJECTS, ABOUT, PEOPLE, PRIVACY, and PUBLICATIONS. A 'FREE DONOR' button is in the top right corner. The main heading is 'Upload your Data', followed by the subtext 'This is the first step of the data donation process! Upload and donate your data.'.

The form is divided into several sections:

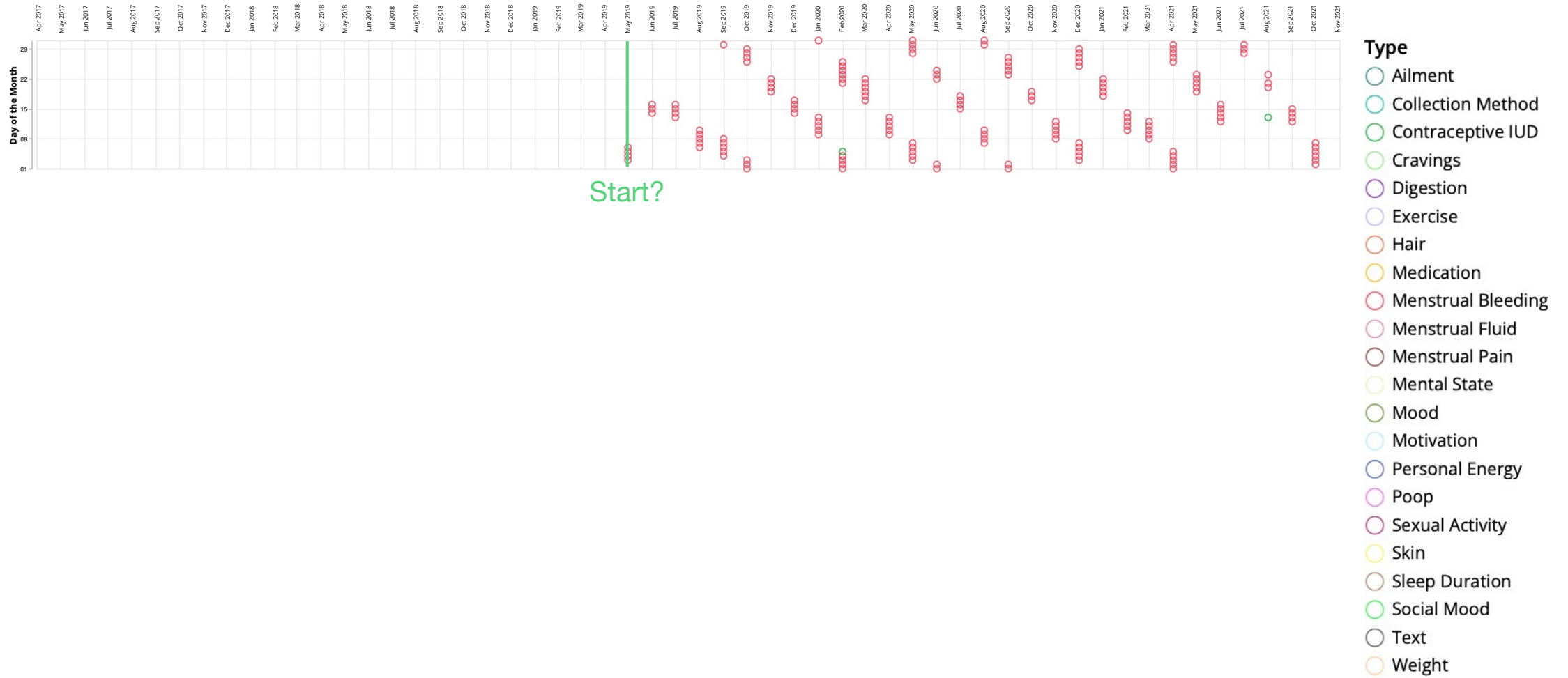
- Upload your data:** Includes a 'Choose Files' button and a text input field containing 'OvaDataExport-D4TE.clu.data'. A note below states: 'Note that Period Bytes only accepts clu.data files.'
- Select the Data:** A dropdown menu is open, showing a list of data types: 'Menstrual Fluid Type', 'Menstrual Pain Type', 'Menstruation Collection Method', 'Menstruation Test Count', and 'Menstruation Time'. The 'Menstruation Time' option is highlighted.
- Define the period of data you wish to donate to Period Bytes:** A text input field with a date range selector.
- Indicate your preferences:** Two checkboxes: 'I wish to receive updates from Period Bytes' (unchecked) and 'I wish to participate in an individual session to explore my data' (checked).
- Confirm your Agreement:** Four checkboxes, all of which are checked:
 - 'I have read and understood this page'
 - 'I confirm that I am 18 years old or older'
 - 'I understand that I can delete my data any time'
 - 'I consent voluntarily to my data being used as stated in this page'

An 'Upload' button is located at the bottom of the form.

Our approach



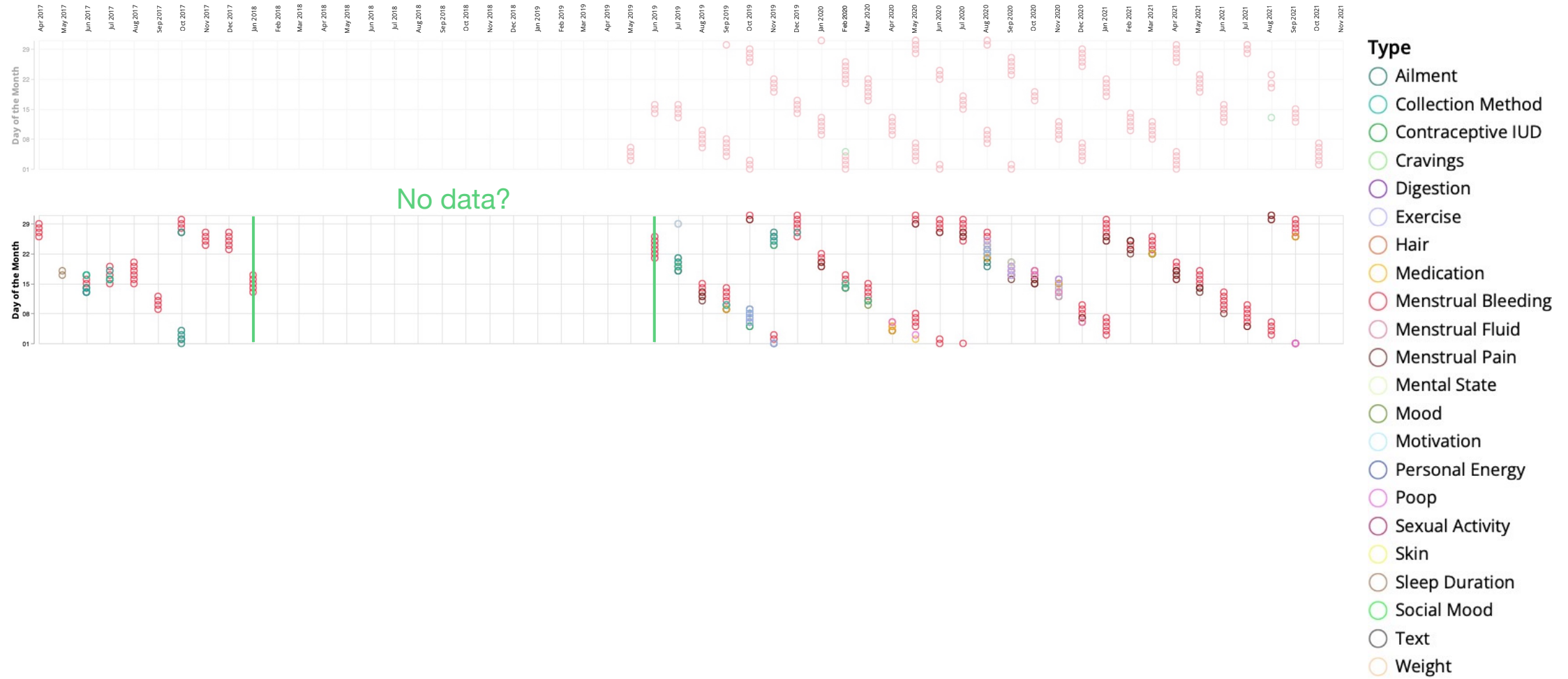
Reconstructing the context of data



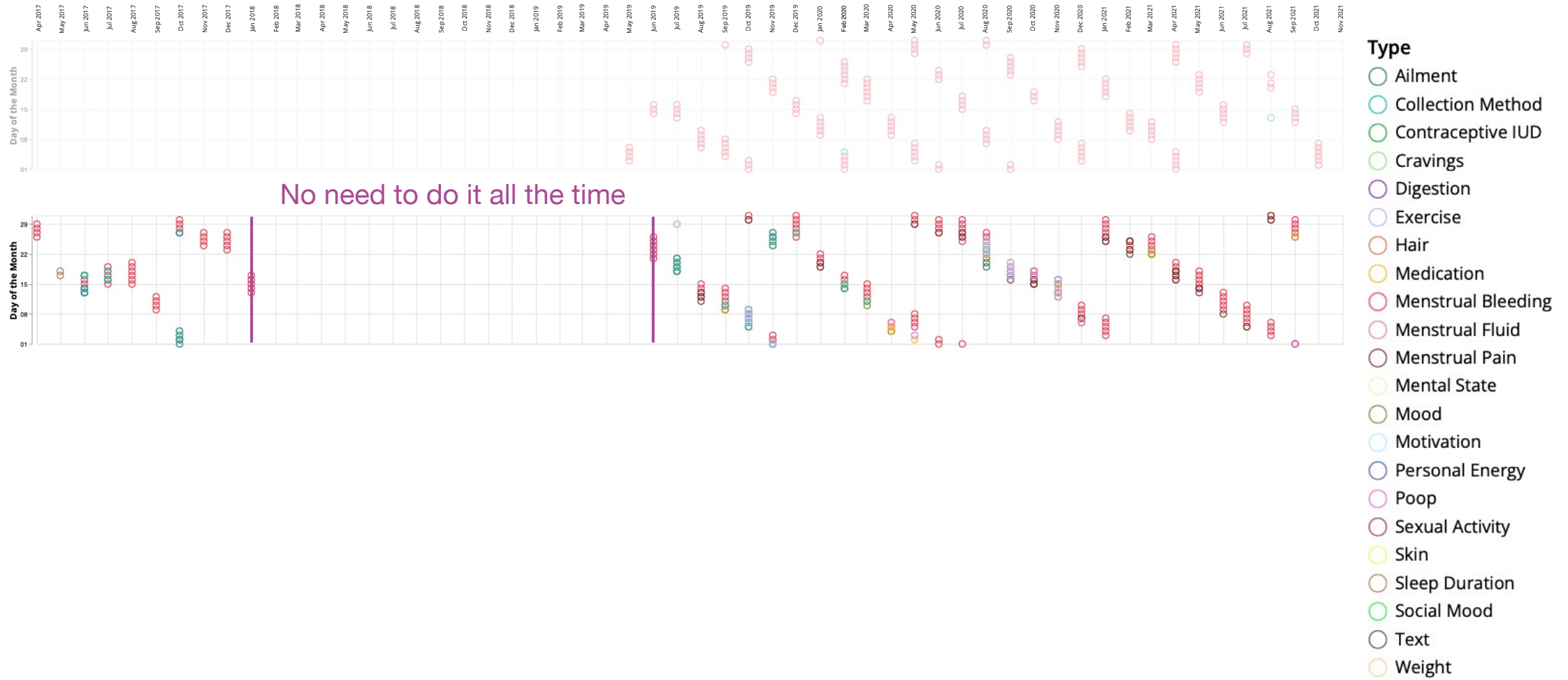
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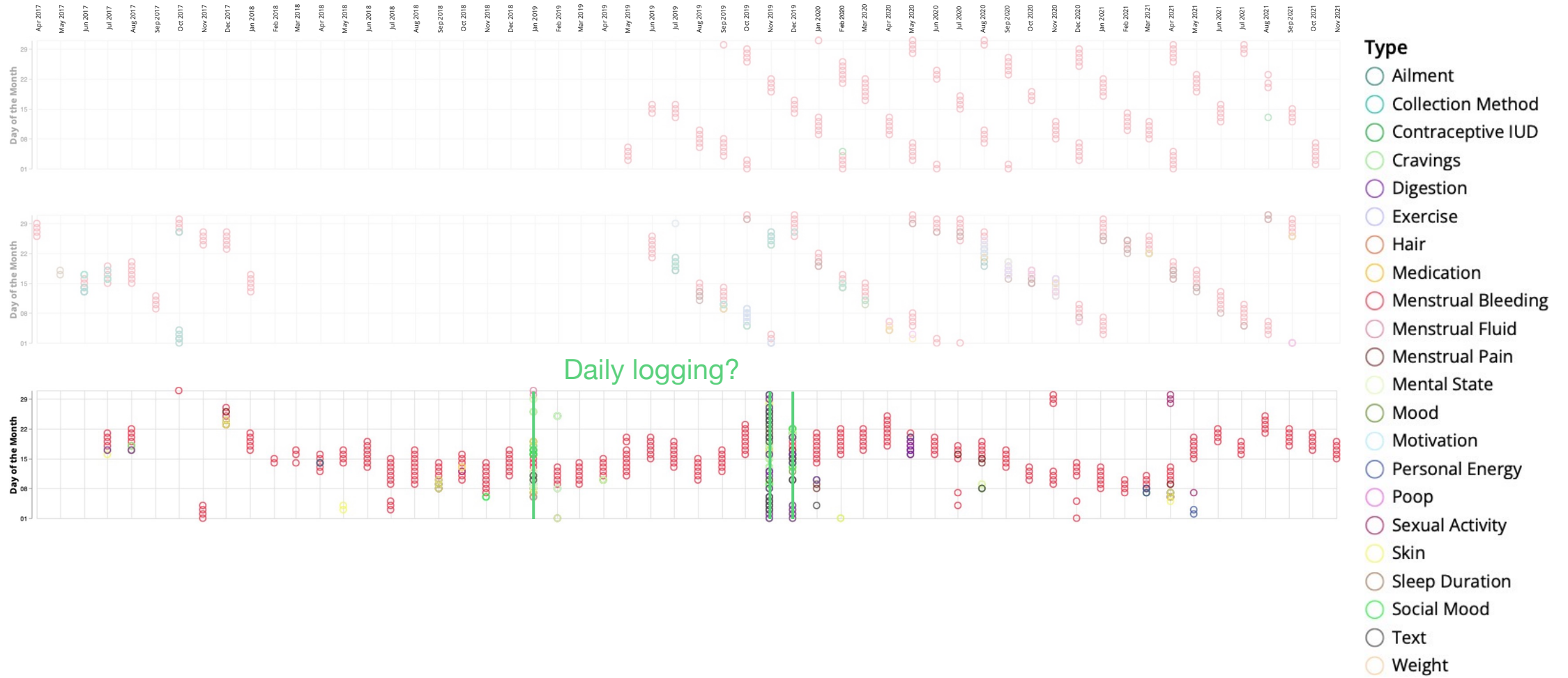
Reconstructing the context of data



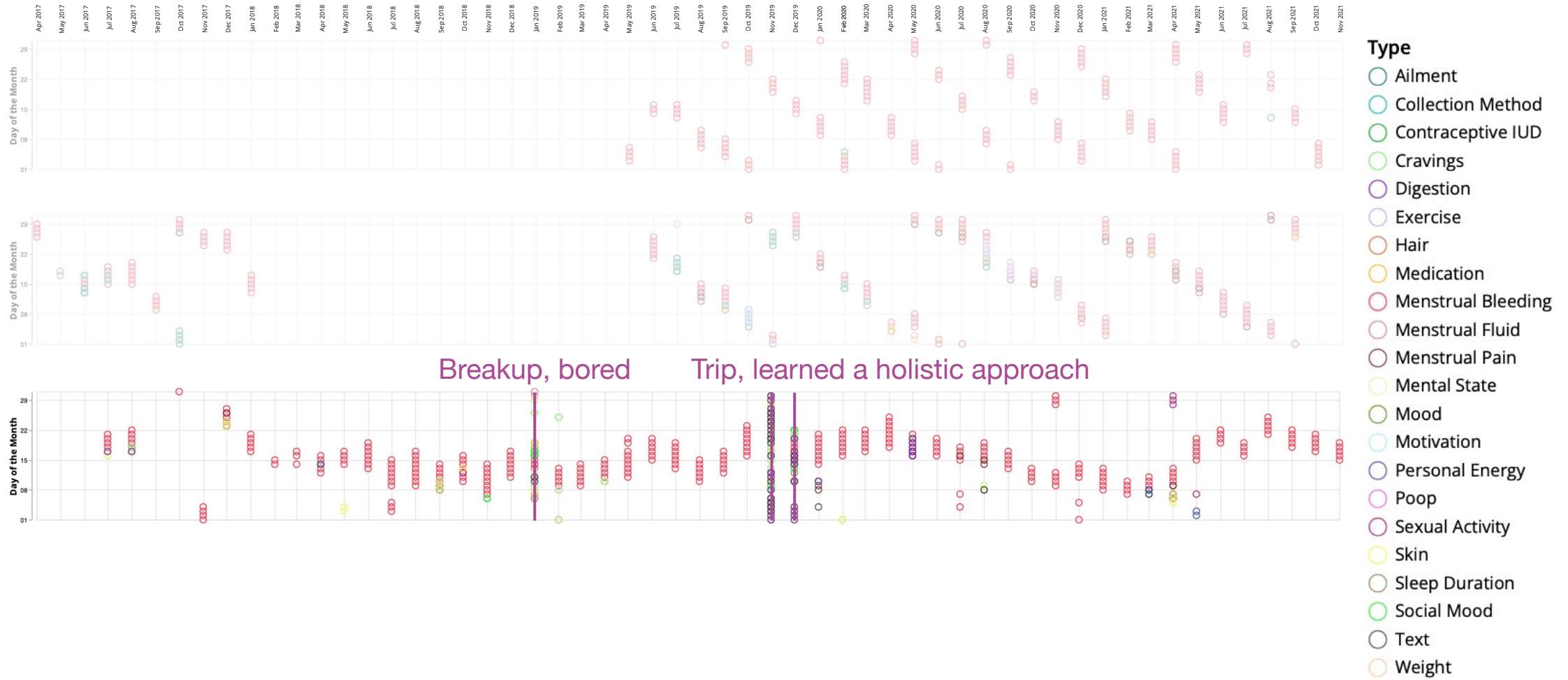
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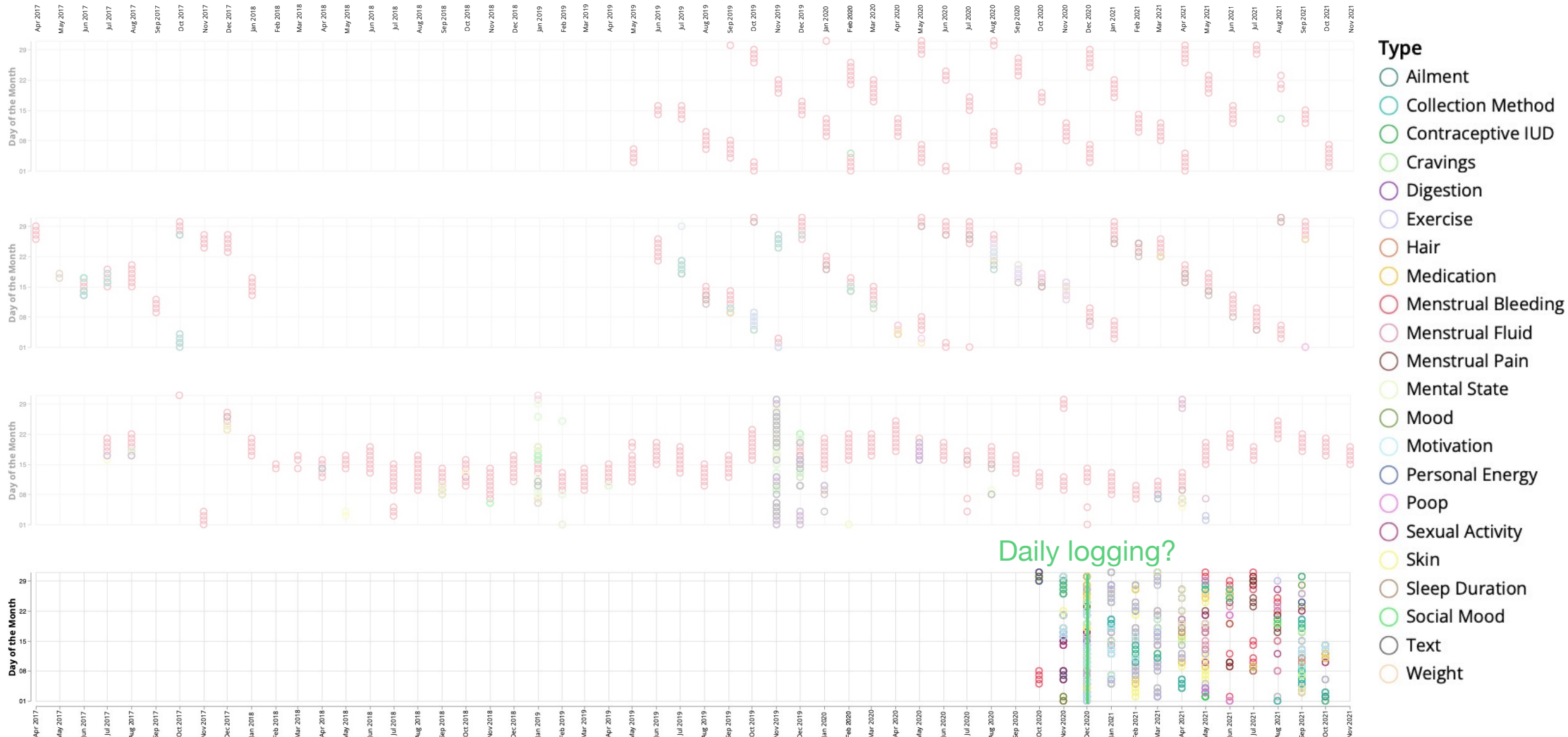
Reconstructing the context of data



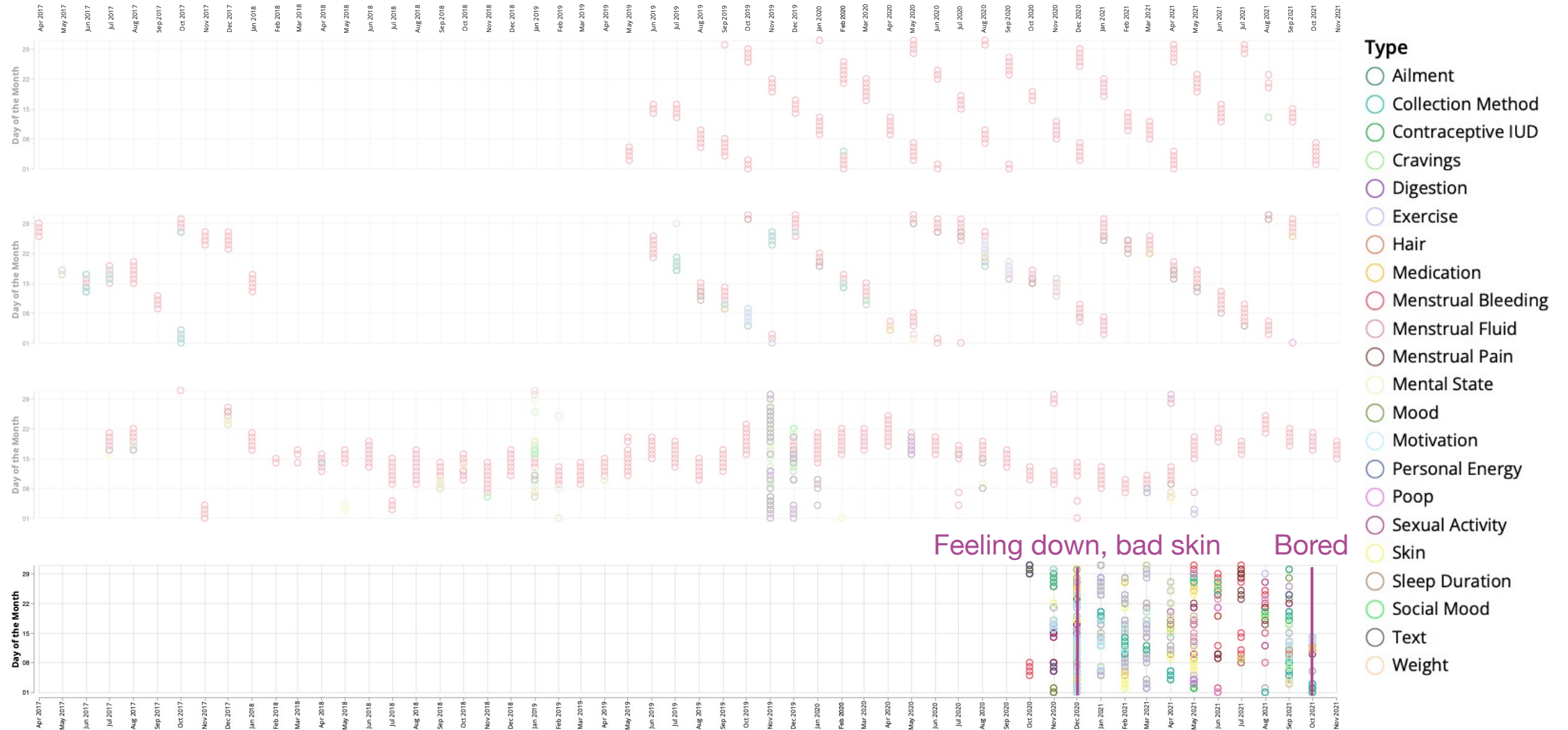
Reconstructing the context of data



Reconstructing the context of data



Reconstructing the context of data



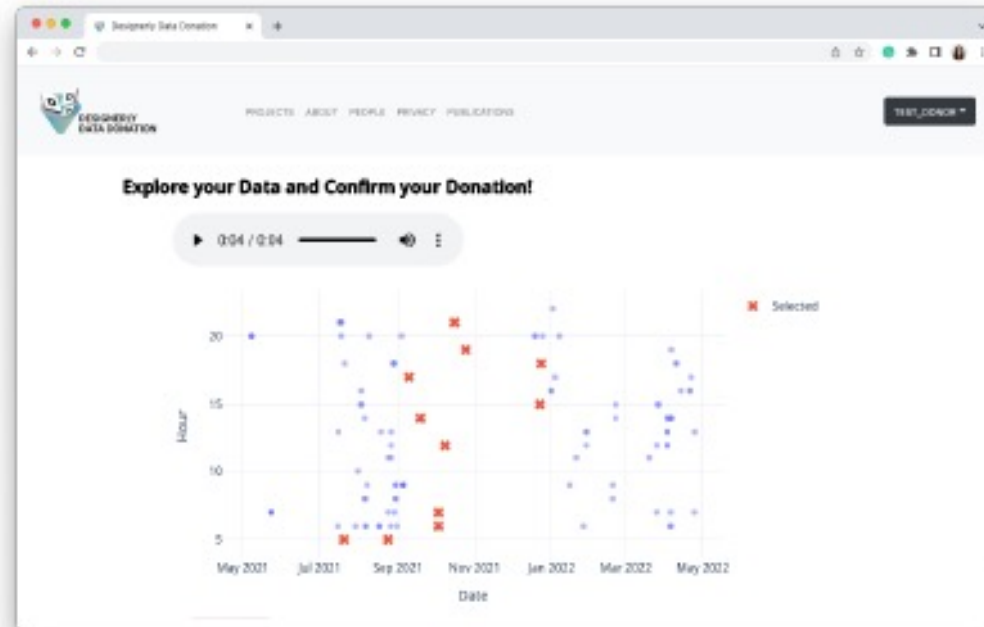
Data donation of google assistant speech records



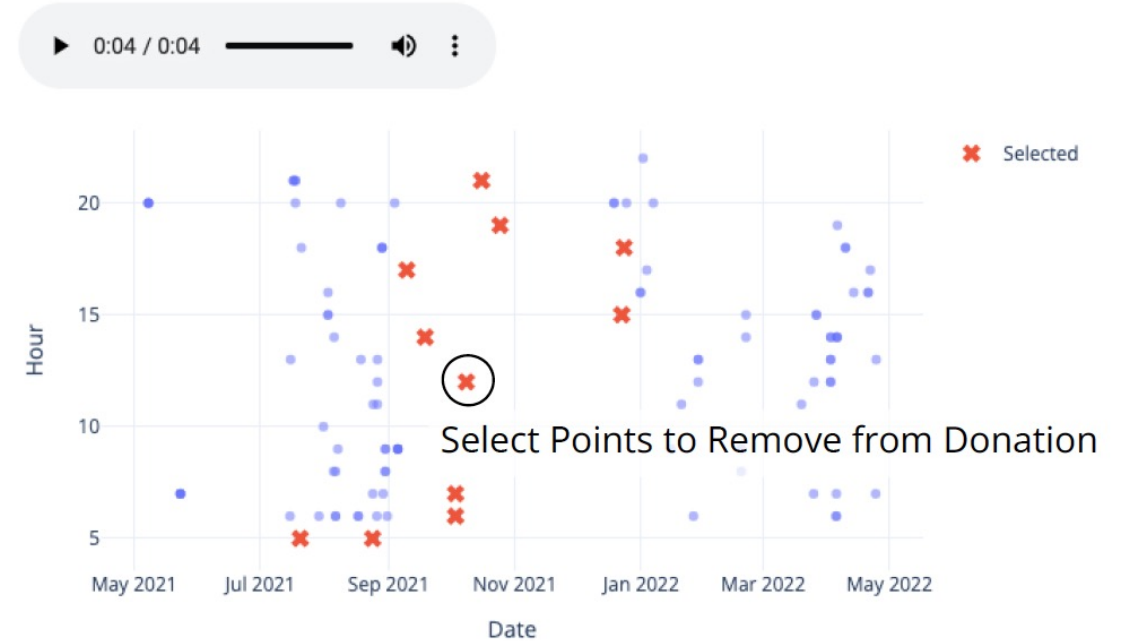
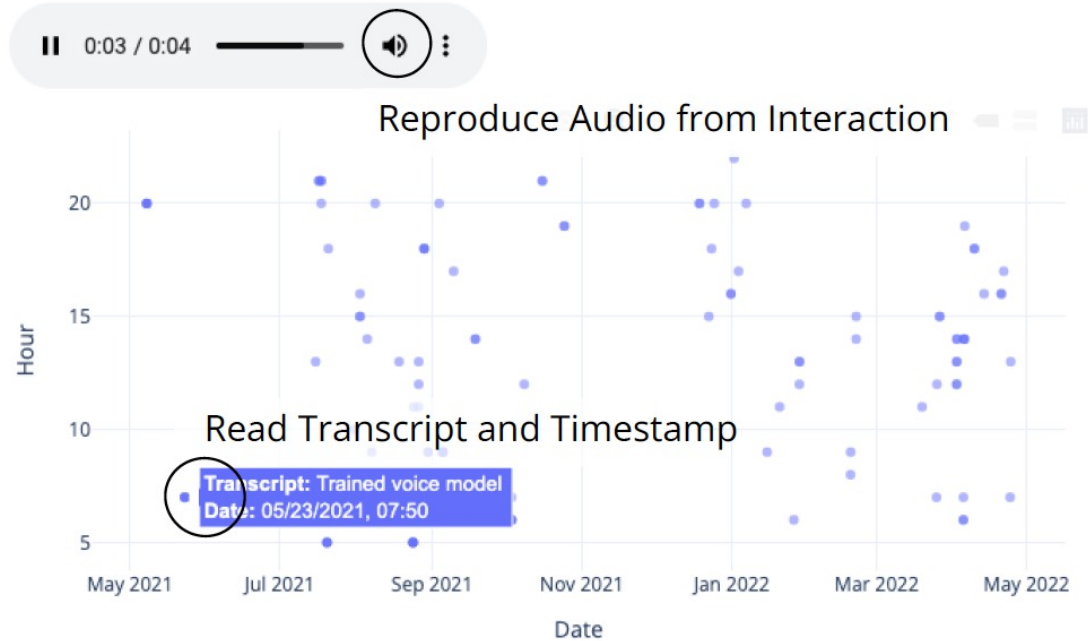
Data donation approach



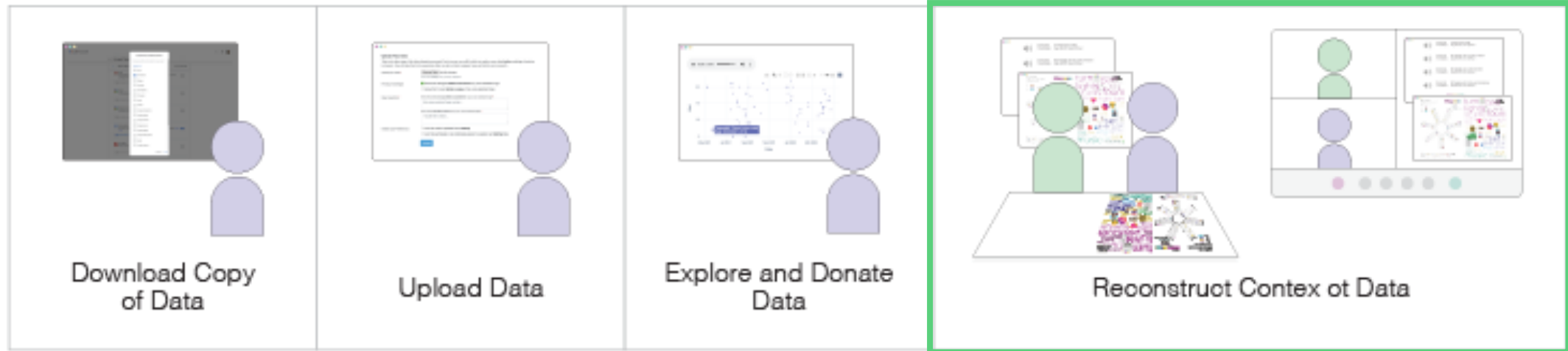
Data donation platform



Data donation platform



Data donation approach



Reconstructing the context of data



Transcript: Trained voice model
Timestamp: Day, Month, Year @ Hour
(Intended: training)



Transcript: Hey Google, tell me a joke in Dutch
Timestamp: Day, Month, Year @ Hour
(Intended: playful)

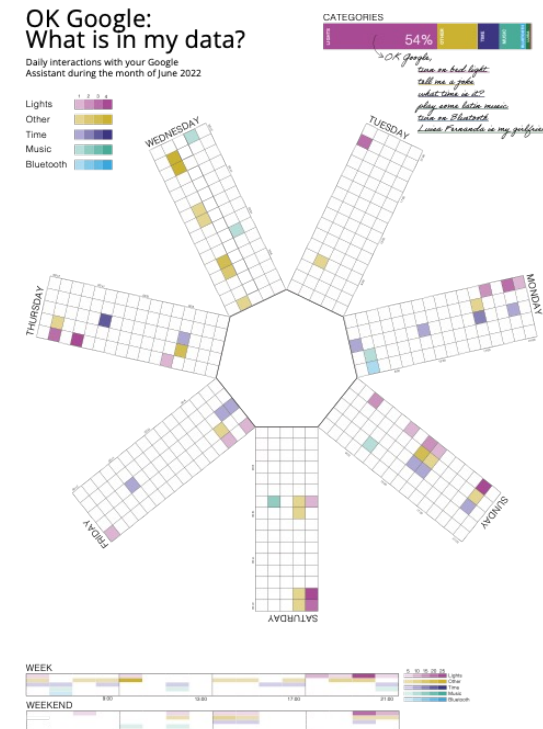
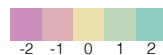


Transcript: Hey Google, put on the sex lights
Timestamp: Day, Month, Year @ Hour
(Intended: common request)

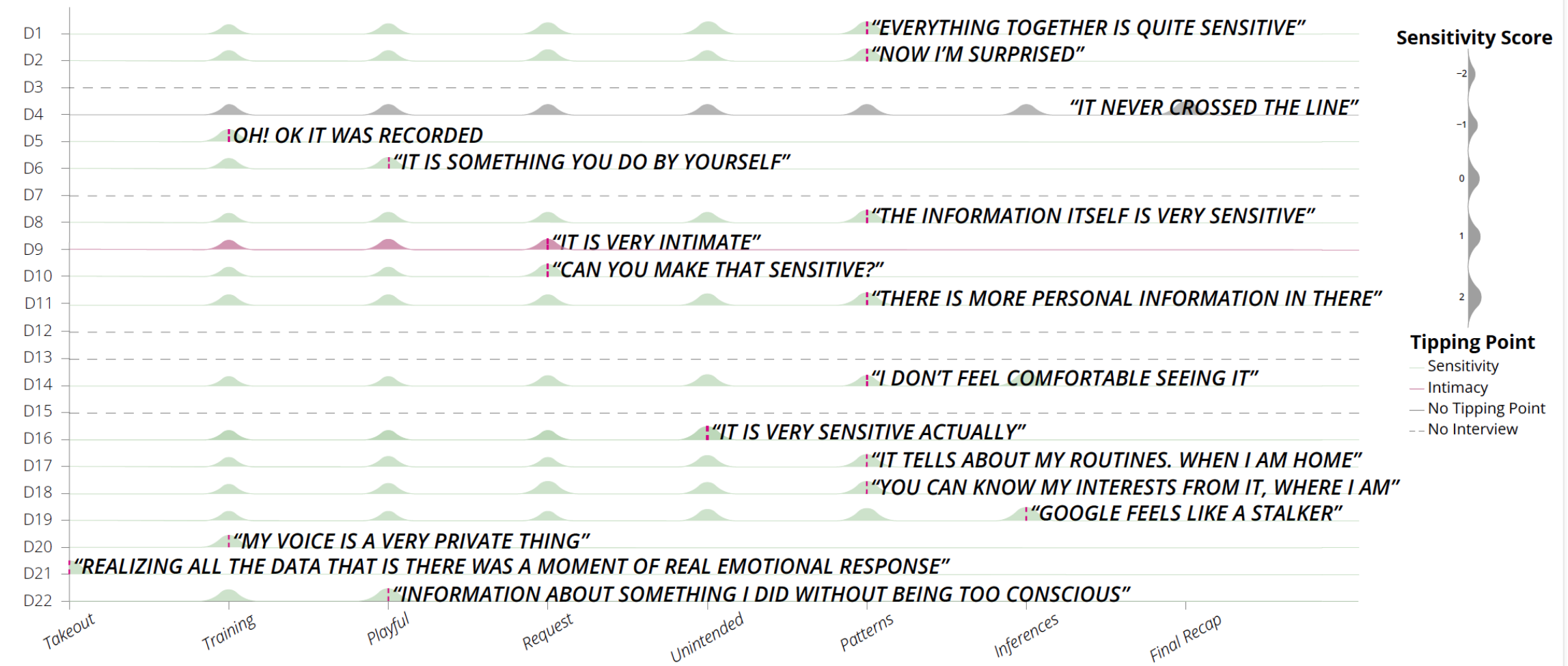


Transcript: OK Google, what is the yard clendening
Timestamp: Day, Month, Year @ Hour
(unintended: background conversation)

Acceptability and Sensitivity Score



Finding the unexpected

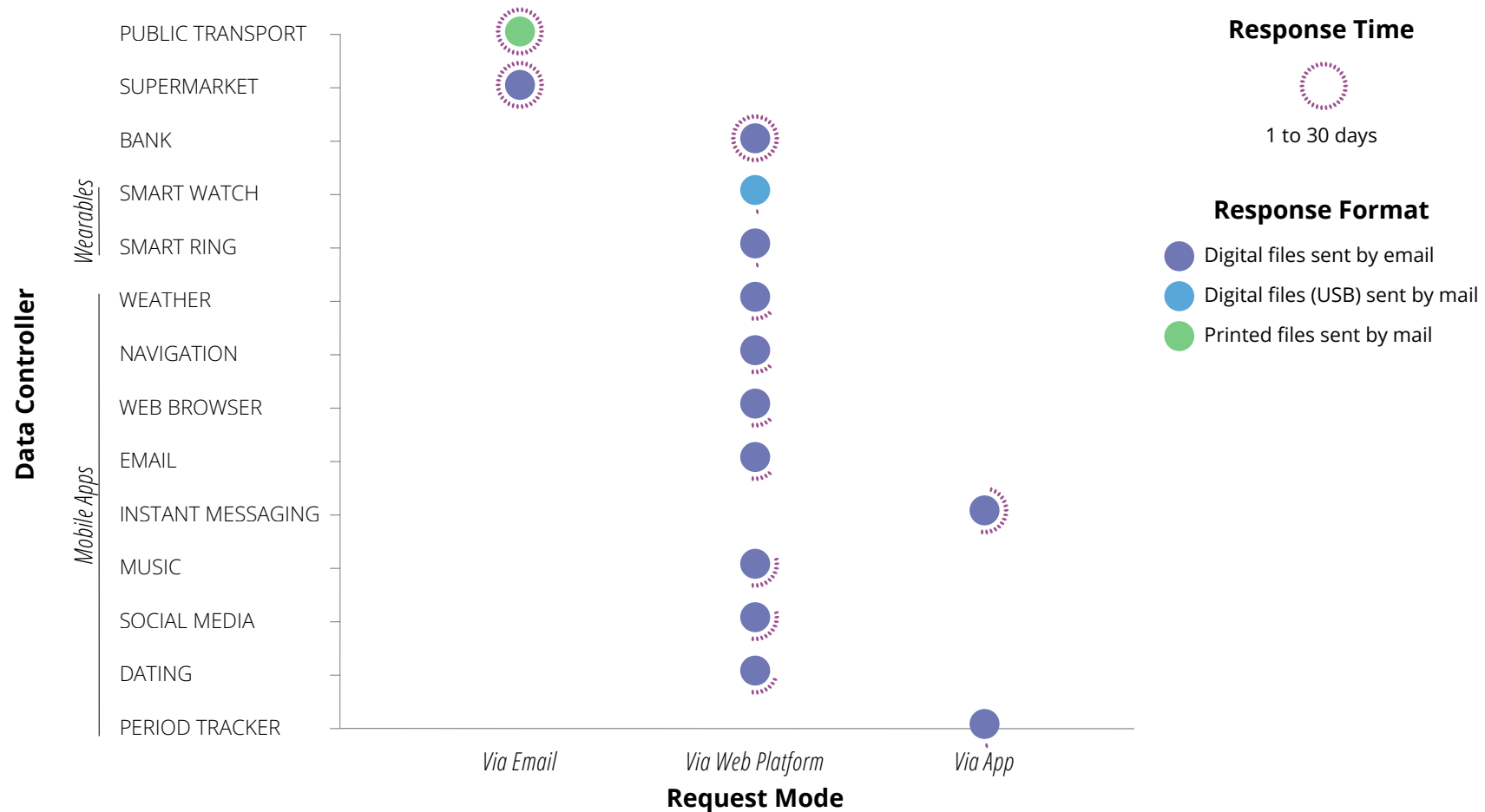


Awareness

Awareness: Dataslip



The Slip



Reactions to dataslip



**Get your Personal
Dataslip**



edu.nl/67xhw



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ex. Store, Address	
1x City	---
ex. Delft	
1x Items	---
ex. Tomatoes, Cheese	

Thank You!

Alejandra Gómez Ortega

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