Cambridge Wireless – UX SIG Event – No Free Lunch: The Consumer as Product in a Data-Driven Economy

'Data and The Internet of Things'

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The Internet of Things

What do we mean by 'the Internet of Things'?

- Physical objects connected to the Internet
- Wired and wireless networks
- Giving static objects intelligence to sense things and communicate
- Allowing devices to collect, use, send or receive data

The Internet of Things

Why have 'the Internet of Things'?

- 'If we had computers that knew everything there was to know about things – using data they gathered without any help from us – we would be able to track and count everything, and greatly reduce waste, loss and cost. We would know when things needed replacing, repairing or recalling, and whether they were fresh or past their best. The Interent of Things has the potential to change the world, just as the Internet did. May be even more so.'

Kevin Ashton, July 2009

The Internet of Things

Benefits

- "Connected home" & smart metering
- Telemetrics & transportation
- Medical devices, treatment & social care
- Supply chain management
- Service delivery + added value
- Better understand clients
- Better client offering
- Big Data

The Internet of Things

Ownership

- Increasingly valuable market
- Service delivery & revenue stream
- Exclusive exploitation rights?
- Business information asset
- Leverage funding and investment
- Asset value

# The Internet of Things

So what is the catch?

- Data or personal data
- Control
  - of data
    - collection
    - communication
    - use
  - key concern of end users
- Risks from smart objects
- Need for autonomy and invisibility

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The Internet of Things

Regulatory impact?

- Privacy and human rights
- Data protection
  - Limitations and conditions
  - Marketing
  - New EU Regulation
    - Choice and consent
    - Privacy by design
    - Privacy by default
    - Enforcement risks

Any questions?
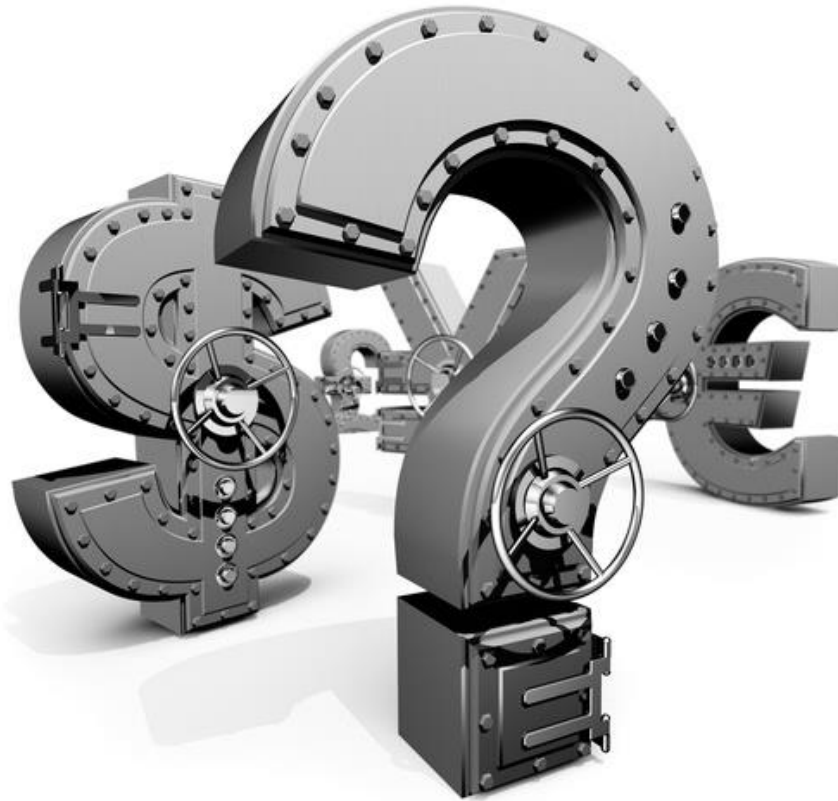
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Thank you

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