Willing Buyer, Willing Seller: Personal Data Trade as a Service
A Design Fiction

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Pitch

Q: What if you had a say and control about what data can be collected about you?

Q: What if you could own your data and make a living selling it at a fair market rate?

Q: What if I told you that we can help you make that happen?
Data Ownership and Control

- Inspired by music, photo and video licensing services.
- Licence agreements guide the details of data packaging and re-use by the Willing Buyer.
- Willing Seller has a source of revenue in perpetuity.

EULA
End User License Agreement
Use-Case: Long-Distance Hikers

- Rural; Unique Data
- Stress-testing technology
- Sponsorship Model available
- Superstar athletes have endorsement deals, why not democratize it?

INTRODUCTION

WILLING SELLER

WILLING BUYER

WBWS

IMPLICATIONS
Willing Seller Benefits in Four Easy Steps

● Step 1: Give a brief pitch about your (data/potential) situation to attract Willing Buyers

● Step 2: Bundle your existing data and set a price for it

● Step 3: Set your availability and willingness to supply real time data

● Step 4: Do your thing and profit!
## Data Subscription Service: Pricing and Packaging

<table>
<thead>
<tr>
<th>Tier 1: Basic Package</th>
<th>Tier 2: Enhanced Package</th>
<th>Tier 3: Ultimate Package</th>
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<td>5% Fee</td>
<td>10% Fee</td>
<td>15% Fee</td>
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<td>Environment Data</td>
<td>Situational Data</td>
<td>Biological Data</td>
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<tr>
<td><strong>ACCESS TO ENVIRONMENTAL SENSOR DATA</strong></td>
<td><strong>ACCESS TO TIER 1 + SITUATIONAL DATA</strong></td>
<td><strong>ACCESS TO TIER 1, TIER 2 AND BIOLOGICAL DATA</strong></td>
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<td><strong>ONCE-DAILY ACTIVITY NOTIFICATION</strong></td>
<td><strong>CUSTOM EVENT DAILY NOTIFICATION</strong></td>
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<td>One-Time Custom Data Request to Seller</td>
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<td>Bid for Future Hikes Listed</td>
<td>Auto-Bid for Future Hikes</td>
<td>Initiate Bid for Custom Hikes</td>
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**SUBSCRIBE NOW**
Willing Buyer Benefits in Four Easy Steps

1. Decide the granularity of the data that interests you
2. Subscribe to the data tier that best suits your needs
3. Pitch data requests and rates that you are interested in
4. You get the benefit of using the data
Willing Buyer, Willing Seller in Four Easy Steps

1. Data sensors for a nominal rate
2. Escrow service for data deals
3. Real-time notifications for anomalous or interesting events
4. Data storage, processing, and analysis

*551"The fair market value is the price at which the property would change hands between a willing buyer and a willing seller, neither being under any compulsion to buy or to sell and both having reasonable knowledge of relevant facts." Treas. Reg. § 20.2031-1 (b).
**INTRODUCTION**

**WILLING SELLER**

**WILLING BUYER**

**WBWS**

**IMPLICATIONS**

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**WBWS DASHBOARD**

**SHERRY OSMOND HIKES THE APPALACHIAN TRAIL**

Pitch: I am hiking the Appalachian Trail from Springer Mountain in Georgia, to Katahdin in Maine. I intend to complete the hike in 150 days. Sensor data is open for sale at standard prices: I collect environmental data, biological data and give regular updates as I complete the trail. Thank you for your support.

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**Health Data**

- Medication: Symbicort (Asthma)
- Other Health Anomalies: N/A
- Blood Type: A Positive
- Children: 0 Living, 1 Stillborn

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**Daily Progress**

Distance and elevation

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**Data Rate**

**Bonus:**

- $1200 for 1000 mile milestone.
  Sponsored by C Company (upcoming)
- $500 Data request: By anonymous
  Count bathroom breaks for 60 days
  Fulfilled 2 days ago.
- $200 Data request: By anonymous
  Take a selfie with highland horses
  Fulfilled 12 days ago

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**Add-ons**

- $2 - Per soil sample collected
- $5 - Per water consumption recorded
- $10 - Blood glucose daily report
- $12 - Blood pressure daily report
- $5000 - Access to live view
Everybody wins... right?
What could go wrong?
Willing Buyer, Willing Seller Implications

- Informed consent’s effect on willingness
- Ethics of transactional data
- Monetary and invisible price of privacy
- Exercising the right to be forgotten
- Permission and ownership
  - Children data and influencer culture
THANK YOU

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