MAY 31 – JUNE 1, 2023   •   HELSINKI, FINLAND

Human-centric data in practice

2023.mydata.org
#MyData2023

Table of content

02  VENUE
03  DAY 1 PROGRAMME
04  DAY 2 PROGRAMME
05  SOCIAL PROGRAMME
06  PARTNERS
07  THE GLASS ROOM
08  SPECIALS
09  BECOME A MEMBER
10  PRACTICAL INFORMATION
11  CONFERENCE CREW
1. Sitra
2. Vastuu Group
3. MyData
4. Virtual Finland
5. Headai
6. OKP4
7. Athumi
8. Datafund
9. Solideo Systems
10. NTT DATA
11. Fujitsu, WheeLog
12. SFS – Finnish Standards Association
13. EuHubs4Data
14. Kela
15. VTT
16. TEK
17. Innovaflow
18. The Glass Room

First time in Helsinki?

Or you just wanna know where to go? Click the image for an interactive map with all important locations in one place.

Thank you © OpenStreetMap contributors!

2023.mydata.org
#MyData2023
03
DAY 1 PROGRAMME

To see who is speaking at your favourite session go to: 2023.mydata.org/session

Sign up for the workshops to let the hosts know you will join!
mydata-global.org/2023-workshops-registration

2023.mydata.org
#MyData2023
Day 2 Programme

09:00 - 09:45
Getting the balance between data rights and data safety

09:45 - 10:15
Beyond the code: Exploring the ethical implications of AI for a responsible future

10:15 - 10:45
Legal perspectives for personal data as we age

10:45 - 11:15
Surprising economics of personal data

11:15 - 11:45
Health data

11:45 - 12:15
Overview of eIDAS 2.0 and the Large Scale Pilots

12:15 - 12:45
Who Has My Data? How your information is used to allow violence online, and how you can stop it

12:45 - 13:15
Business value of skills data

13:15 - 13:45
Who Has My Data? How your information is used to allow violence online, and how you can stop it

13:45 - 14:15
Global leaders in transforming public services

14:15 - 14:45
Standard personal data model

14:45 - 15:15
Collective data governance

15:15 - 15:45
(Not) seeing into the future: Pitfalls and possibilities of data futures

15:45 - 16:15
Expanding service-to-service portability

16:15 - 16:45
Closing: Charting a course for empowered personal data

Sign up for the workshops to let the hosts know you will join!
mydata-global.org/2023-workshops-registration
### Day 0 – May 30

**Opening Reception hosted by MyData Global and the Omidyar Network**

**When:** May 30 from 17.00 to 21.00  
**Where:** Teatteri Restaurant, Pohjoisesplanadi 2, Helsinki

Refreshments will be served and staff will be on hand to help with registration and answer questions. No registration required.

Photo credit: N2 Albino Matti Pyykkö/Helsinki Partners

### Day 1 – May 31

#### Networking dinners

**When:** May 31 from 18.00 to 20.00  
**Where:** A selection of local restaurants

Gather with colleagues to continue the conversation over dinner. A wide range of restaurants to suit all tastes and budget ranges have been reserved. Sign up during the day, either with a group you wish to continue the discussion with or because you are interested in the menu on offer. You pay for your own dinner and drinks.

Photo credit: Kim Öhman/Helsinki Partners

### Day 1 – May 31

#### 1001 Lakes & adesso Sauna Evening

**When:** May 31 from 20:00 to 0.00  
**Where:** Porkkalankatu 5, 1001 Lakes & adesso Nordics office

Enjoy the most Finnish of traditions and join us at the legendary MyData sauna night hosted by 1001 Lakes & adesso Nordics at their gorgeous offices.

Welcome for the whole duration. Women's turn in sauna from 20.00 to 22.00 and Men's turn in sauna from 22.00 to 0.00

Photo credit: Maija Astikainen/Helsinki Partners

### Day 2 – June 1

#### After party

**When:** June 1 from 18.00 to 0.00  
**Where:** Baarikärpänen Terrace, Keskuskatu 8, Helsinki

Stay to decompress with colleagues after the formal programme closes. Enjoy a relaxing evening in the beautiful surroundings of Helsinki. Continue the conversation or put on your dancing shoes and throw some shapes, the choice is yours. Beverages are provided.

2023.mydata.org  
#MyData2023
THE GLASS ROOM
MISINFORMATION EDITION

Presented by Tactical Tech

Tactical Tech’s newest edition of The Glass Room Community Edition explores misinformation in all its forms.

What happens when we increasingly rely on social media and the web for nearly all our information? What information do we see, and what do we miss? How do we know if a picture or a tweet is genuine or truthful? The Glass Room Misinformation Edition explores what misinformation is, why it’s shared and how it spreads. Find out how we, the individual users, take part through our many clicks, likes and shares.

In this digital exhibition we present Tactical Tech’s newest edition of The Glass Room Community Edition, which explores misinformation in all its forms. In this exhibition you can explore how social media and the web have changed the way we read information and react to it. Find out about the new types of influencers, the new and old tactics they use, and the role we the users and consumers play in the way information flows.

The exhibit is presented through a series of animations, visualisations and posters that can be experienced at the conference on desktop and mobile. We invite you to take a deep dive beyond your screen, and into the world of deepfakes, misinformation, design strategies and profiling.

The Glass Room Misinformation Edition can be found in the hallway towards the lounge. Number 18 on the venue map

For more information about the Glass Room go to: www.theglassroom.org

2023.mydata.org
#MyData2023
## Sitra Digipower Lounge Programme

Everything’s open to everyone except the Gaia-X sessions are invite-only (bolded here).

### Day 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 - 09:00</td>
<td>Welcome to Enjoy your Breakfast at the Lounge!</td>
</tr>
<tr>
<td>10:00 - 10:30</td>
<td>Digipower and Entrepreneurship – Small Businesses in the Shadow of Platform Economy</td>
</tr>
<tr>
<td>10:30 - 11:30</td>
<td>Epistemic Rights in the Age of Generative AI</td>
</tr>
<tr>
<td>11:30 - 12:30</td>
<td>The Risks and Opportunities of Conversational and AI-Powered Voting Advice Applications</td>
</tr>
<tr>
<td>13:00 - 14:00</td>
<td>Welcome to Enjoy your Lunch at the Lounge!</td>
</tr>
<tr>
<td>14:00 - 16:30</td>
<td>Program by Roadmap for a Fair Data Economy Project</td>
</tr>
</tbody>
</table>

### Day 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 - 09:00</td>
<td>Welcome to Enjoy your Breakfast at the Lounge!</td>
</tr>
<tr>
<td>10:00 - 11:00</td>
<td>Gaia-X – Finnish Skills Data Space round table (invite-only)</td>
</tr>
<tr>
<td>11:00 - 12:00</td>
<td>Data Collectives – Case Uber Drivers in Geneva Continued</td>
</tr>
<tr>
<td>13:00 - 14:00</td>
<td>Welcome to Enjoy your Lunch at the Lounge!</td>
</tr>
<tr>
<td>14:00 - 15:00</td>
<td>Digital Civic Skills Round Table</td>
</tr>
<tr>
<td>15:00 - 15:30</td>
<td>Digital Power and Democracy – come and say hi to our team (We even might have Ice Cream served)!</td>
</tr>
<tr>
<td>15:00 - 15:30</td>
<td>Gaia-X – Finnish Public Sector Data Space round table (invite only)</td>
</tr>
</tbody>
</table>

### NTT DATA – MyData Operator Survey

NTT Data survey on personal data use by companies and MyData operators: let’s co-learn!

[mydata-global.org/ntt-data-survey](http://mydata-global.org/ntt-data-survey)

### Human-centric data spaces

Your step-by-step guide to serving people better with their data by operating a human-centric data space!


---

2023.mydata.org
#MyData2023
BECOME A MEMBER

Join us in creating a fair, sustainable, and prosperous digital society for all.

In a fair, sustainable, and prosperous digital society, people gain value from their data and set the agenda on how their data is used. For organisations, the ethical use of personal data is always the best course of action.

Go to mydata.org and become a member!

And join our Slack! mydata.org/slack
PRACTICAL INFORMATION

* In case of an emergency.
The Finnish emergency services can be reached by dialing **112**

* Did you lose something at the venue? 
Please contact them directly at **+358 (0) 5 047 7 3388**

* Do you need a taxi to get to the airport or back to your hotel? 
We recommend the following taxi services:

  **TAKSI HELSINKI: 0100 0700**
  **FIXU TAXI: 0100 6060**

Venue address: 
Pikku Satamakatu 3-5
00160 Helsinki

A taxi from the airport to the conference venue would take about 40 minutes and costs around 50€.

PUBLIC TRANSPORT

The airport is connected to the Helsinki main railway station by local trains I and P. The journey takes around 35 minutes, and trains leave every 10 minutes in the daytime. The single ticket fare from the airport (zones ABC) is 4,10 € and should be bought from a machine at the airport (train platform level). You can also buy it via the application of Helsinki Region Transport authority (HSL).

You can get to the venue by public transportation from the central station: 
Tram 4 (Kaupiaankatu or Vyökatu) 
Tram 5 (Kaupiaankatu or Mastokatu)
CONFERENCE CREW

Teemu Ropponen
CEO
Sales & Partnerships
teemu@mydata.org
+358 4 052 5 5153

Julia H. Liao
Events Manager
Production lead
julia@mydata.org
+358 4 512 8 0166

Esko “Duckwhisperer” Reinikainen
Social Programme
Volunteer Coordination
esko@satorilab.org

Karolina Mackiewicz
Marketing and Communications
Press & Media
karolina.mackiewicz@mydata.org

Weronika Krupa
Marketing and Communications
Intern
weronika@mydata.org

Cornel Uguaranu
Sales & Partnerships
Intern
cornel@mydata.org

Thuy Linh Nguyen
Marketing and Communications
Intern
linh@mydata.org

Sjoerd Postema
Programme Development
Tech support
sjoerd@mydata.org
+358 4 522 2 2350

2023.mydata.org
#MyData2023