IHAN®

Enabling Human-Driven Data Economy
Our project aims to create an international protocol that gives *people* control over how and what their data is being used for.

Think of it as a kind of IBAN (International Bank Account Number) for personal data.
Why IHAN®?
The momentum for Human-Driven Data Economy is right now…

#GDPR
General Data Protection Regulation

#PSD2
Payment Services Directive

#EIDAS
EU regulation on electronic identification and trust services for electronic transactions
...and Finland is the place to be to take full advantage of it!

- We’ve got the technology for it (X-Road, for example) and a strong tradition of collaboration.

- The Nordic Countries have created international standards (like GSM) before – together!

- The Finns tend to take rules & regulations seriously – that’s why we also know how to implement them!
Mikä on kansallinen palveluarkkitehtuuri

Perustietovarannot
Julkisen hallinnon kohdealue- ja toimialakohtaiset palvelut
Valtion yhteiset palvelut
Kuntien yhteiset palvelut
Yrityssektorin palvelut

Palveluväylä

Palvelunäkymät
Kansalaisen näkymät
Yrityksen näkymät
Virkamiehen näkymät

Tunnistuspalvelut
Kv-tunnistus (EU Stork)
Rooli/valtuushallinta

Palveluväylän hallinta
Tietoturva, raportointi, lokinpalvelu

VALTIOVARAINMINISTERIÖ

SITRA
...not to mention that the Finnish national Health Sector Growth Strategy for Research and Innovation strongly relies on

1) developing new kinds of ecosystems

2) platform economy
…all of which makes Finland the testbed for human-driven data economy:

**ATTITUDE & TRUST**
- Positive attitude towards the use data

**PROGRESSIVE LEGISLATION**
- Act on Secondary Use of Social and Health Care Data (GDPR-proof) Biobank Act & Genome Act

**COMMITMENT, COLLABORATION & DATA REGISTERS**
- Strong cooperation between different stakeholders & extensive data registers
“We want to make a paradigm shift in data economy. With GDPR, PSD2 and MyData movement, the momentum is here. Consumers want to control usage of their data.

Be prepared - and be in Finland!”

-Jaana Sinipuro, Project Director, Sitra
How do we do this?
Good news: We’ve already got the technology...
...now we're simply building a new framework for using it:

**Access to my data**
Data about me: what I know and what I don't know
Drivers like GDPR, PSD2 and EIDAS

**Managing my data**
Service directories
Authorization for my data usage
Many identities – combined identity "wallet"

**My data transfer for services**
For example my data for AI services & my data for new transportation services
Transfer mechanisms like X-Road, IoT&cloud, point2point, various existing mechanisms

**Log**
Distributed
Trusted
Blockchain

**IHAN = International Human Account Network**

- Access to my data
- Managing my data
- My data transfer for services
- Log
And it all comes down to our goal:
Making people’s life easier, smarter and happier!
The individual knows the content and location of their data and can give the service provider the right to access their data in whole or in part for the purpose of providing the service.
5 key facts about Sitra

1. A gift from Parliament to the 50-year-old Finland.

2. An independent foresight agency: futurologist, researcher, visionary, developer, experimentalist, partner, trainer, networker.

3. Funded by returns on endowment capital and capital investments.

4. Envisages Finland as a successful pioneer in sustainable well-being.

5. Its vision is supported by three themes, six focus areas and dozens of projects.

Building our future together