The Value Network Map below shows the value flows (in a simplified form) in the current ecosystem around targeted advertising and data aggregation*. The Individual is at the center and a next ring of parties has direct engagement with the individual (Publisher, Attribute Verifier, Data Collector, Network Address Provider, Payment Processors) while a wider ring does not (Marketers, Data Analytics Providers, Data Set Brokers).

A Value Network Map defines the roles in a business ecosystem and maps the value flows, both implicit and explicit, between them. The Personal Data Ecosystem Consortium developed this map in meetings with industry innovators during 2011.

The individual puts their attention towards a publisher's website by clicking to view content; in doing so, data about the view and information about the ad inventory available in that viewing act is available to a marketer who places a message (ad) on the page which is viewed by the individual. Persuaded by the ad, the individual goes to a retail store advertised; in doing so they become subject to the use rights put forward by the site, doing so they become subject to the terms of use. The retailer uses this information to adapt the offer it makes to the individual. They request this from the provider without the individual's consent or awareness.

The retailer also requires a valid network end-point: a phone number or e-mail address by which to contact the individual. They request this from the provider without the individual's consent or awareness.

Alternatively the user might choose to ask the Attribute Verifier to tell the retailer directly about their status and in a non-user centric version of this the retailer could ask for attribute(s) from the provider without the individual's consent or awareness.

The retailer wants an analysis of their data and goes to a company that can provide that specific service. The data analytics company uses data from the data broker to help in its analysis.

The data trails from the transaction continue: the retailer has a data set of transactions which it sells to a data broker. The payment processor also has data, and it too sells it to the data broker. Note that the Data Broker has no direct relationship to the Individual who's specific data is contained within the data set and shared with the broker.

Read the narrative and see the matching colored section of the map. There is a numbered value flow for each color that goes with the narrative.

- A: View
- B: Payment Processors
- C: Aggregated Data Set Broker
- D: Publisher
- E: Consumer
- F: Marketer
- G: Individual
- H: Attribution
- I: Data Collector
- J: Data Analytics
- K: Payment Processor
- L: Personal Data Ecosystem Consortium

* This builds on a submission to the FTC: http://www.ftc.gov/bcp/workshops/privacyroundtables/personaDataEcosystem.pdf and the graphic representation of the display and advertising industry by LUMAPartners : http://www.lumapartners.com/resource-center/lumascapes-2/

---

**Personal Data Ecosystem Consortium**  www.pde.cc

We connect companies that empower people to collect, curate and derive value from their personal data.

Publishers of the monthly Personal Data Journal.