COVID-19: Remobilising the Nation with trusted Personal Data Mobility

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CtrlShift

Personal data is a powerful asset in the UK Government's 'digital arsenal' in the fight against COVID-19

Creating the infrastructure to enable the consented and trusted, use of personal data will accelerate the creation and deployment of digital services - services that empower people with the knowledge and confidence to actively participate in the UK's social and economic remobilisation.

Remobilisation strategies must tread a path between maintaining control over the spread of COVID-19 and enabling business to restart the economy, while sustaining citizen support.

Until a vaccine is available, digital technologies offer some of the most powerful weaponry in our fight against COVID-19 and the delivery of social and economic interventions. Like the successes in Taiwan[1] with 23 million people and only 6 recorded COVID related deaths, digital services will require the pervasive use of personal data, generated and shared by the individual, for use by government, businesses and individuals themselves.

The NHS digital tracing app is the cornerstone of the UK's 'digital arsenal'. However, the implications of COVID-19 are not limited to health, they will impact many facets of life in the UK for years to come. As the focus shifts to remobilisation, government, businesses and individuals will urgently require vital and well-informed support to make key decisions across a wide range of their activities, including financial, social, mental wellbeing, as well as health.

Critical sustainable digital services will be needed, services that are easy to navigate, empower citizens to make better informed decisions about how and when they remobilise, while protecting the health and safety of themselves, their families and their communities. Shared data from these services will provide government and businesses critical intelligence on complex and fast-changing situations, supporting well informed decision making.

However, engagement with any COVID-19-focused digital service will be constrained unless it is trusted and demonstrates value for the individual. It has been extensively proven that widespread and sustainable adoption of data-enabled services hinges on demonstrating to the individual direct value and ease of use, in tandem with transparency and control over how data is used. Personal Data Mobility, as recommended in the 2019 Treasury report[2], is specifically designed to enable this.

GDPR created a legal basis for the use of personal data through data portability. However, as the UK goes beyond GDPR to unlock Personal Data Mobility it will enable the UK to realise maximum value from personal data and ensure personal, societal and economic benefits are distributed fairly and support the UKs new position on the global stage.

Working with Government, Regulators and Industry, Ctrl-Shift has led the development of Personal Data Mobility, which is now widely recognised within Government (BEIS, DCMS[3], HMT[2], CMA) and by many industry leaders as a key part of our countries data strategy. And is a key objective in the EU's Data Strategy[4].

Personal Data Mobility empowers individuals to access their data from multiple organisations (Data Partners). The individual can safely create value through the consented use of their data, via a Personal Data Management Service in multiple data-enabled services.
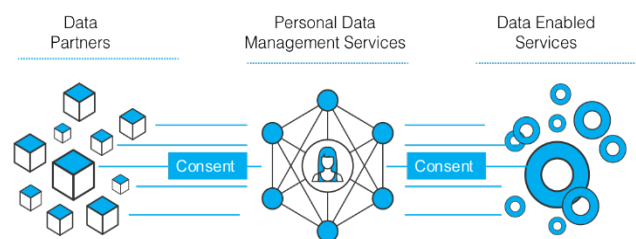

Figure 1 - Personal Data Mobility

By enabling personal data to flow safely, efficiently, and sustainably this trusted Personal Data Mobility infrastructure will support the rapid deployment and adoption of trusted data-enabled services and support confident remobilisation across the nation of individuals and small business leaders.

Example Opportunities for Personal Data-Enabled Services

There are many opportunities for personal data to accelerate the UK's health, social, and economic recovery. With a Personal Data Mobility Infrastructure, the data to enable these services can be made available within weeks, supported by the individual's consent and permission.

Her Majesty's Treasury

Policy aim: Removing barriers to being economically active.

My responsible furlough transition:
Combining my personal data such as test results and health records to enable me, if immune, to end my furlough period, while continuing if I have underlying health issues or am susceptible to infection.

SME support and re-introduction of VAT/SME Tax:
Using personal data, such as personal bank account data, to enable an SME owner to rapidly identify and communicate financial distress and access timely tax extensions with the goal of avoiding a wave of bankruptcies in 2021.

Department for Transport

Policy aim: Get the UK moving by safely operating transport infrastructure and participating in international travel.

My confidence to return to work:
Using my data and transmission information to help me determine how and when I can safely return to work based on my changing circumstances.

Preventing my infection on flights:
Proving certified immunity test results (if/when available) that can be supplemented with temperature test and assessed at my point of travel.

Department for Work & Pensions

Policy aim: Maintaining quality while scaling service delivery to meet increased demand.

Supporting the vulnerable:
Using digital services to match the right Government support to my particular circumstances and rapidly identify and proving my eligibility.

Revalidation of entitlements:
Reducing workload for me and staff by revalidating entitlements, by using my certified personal data to automate processes.

Department of Health and Social Care

Policy aim: Ensure people retain access to quality care, while giving the NHS and Local Authorities the support required to meet increased demand and protect workers.

My differential shielding:
Using my medical records and recent mobility patterns to enable me to decide to isolate or take other actions to reduce my risk.

Proactively manage my mental health:
Identifying my health and behavioural signals indicating the onset of a mental health episodes, enabling me to self-manage and seek any individualised support required.

Reduce my chance of infection:
Enabling me to identify transmission hotspots and understand the transmission trends to be able to proactively take action to avoid infection.

Ctrl-Shift's Proposed Personal Data Mobility Solution

The UK's COVID-19 response is at a critical moment when Personal Data Mobility can be leveraged strategically to both accelerate and de-risk digital services that enable remobilisation. Action on Personal Data Mobility will also build critical data infrastructure to power the future digital economy, while strengthening our ethical and social structures, and provides a perfect opportunity to lay a digital foundation for our future digital economy.

Ctrl-Shift has facilitated extensive multi-disciplinary collaboration over the past three years with government agencies (including BEIS, DCMS, HMT, CMA, CDEI, ICO), industry partners in telecommunications, technology, financial services, and energy/utilities, and infrastructure technology providers. We are uniquely positioned to rapidly deploy a Personal Data Mobility Infrastructure.

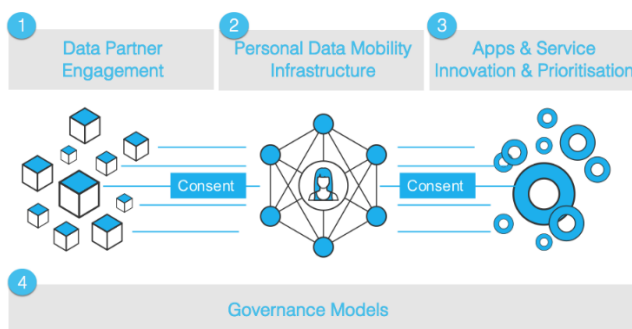## Overview of the Personal Data Mobility Eco-System

Figure 2 - Personal Data Mobility Eco-System

1. Data Partner Engagement

Data partners with existing access to personal data.

2. Personal Data Mobility Infrastructure

Technology that enables a citizen to access their personal data held by participating data partners and consented control of which services or apps subsequently use it

3. App & Service Innovation

Creation of new digital products and services which add value to citizens with consented use of their data.

4. Governance Models

"Trust anchor" that ensures all parties using the Personal Data Mobility Infrastructure can trust that it will be governed in the best interests of the citizen. This sets the API definitions, data model ontology, commercial model, dispute resolution process, and code of ethics.

Ctrl-Shift Proposed Approach

Ctrl-Shift can rapidly implement a minimal viable Personal Data Mobility Infrastructure; comprising of:

- Deploying a commercially available personal data management technology solution

- Expiditing data access from critical data partners

- Creating a digital service innovation programme, accelerating targeted development and deployment of COVID-19-focused digital services. Innovation can be prioritised and accelerated through a directed process that uses tested data mobility sandboxes, data analytics tools, UX expertise and focus groups. This will deliver rapid, impactful innovation, which accelerate the remobilisation of the UK and its future growth.

To achieve this, Ctrl-Shift will combine existing Personal Data Mobility technologies and frameworks (developed in consultation with the UK Government and businesses) while developing a roadmap of future service and infrastructure innovations.

Additionally, we propose the creation of a comprehensive governance model enabling adaptive digital innovation over a sustainable period.

Time is not on anyone's side currently. The UK Government has been impressive in its response to the COVID-19 crisis. Challenging situations are being faced daily and tackled proactively and decisively. Now is the time to build the infrastructures and services that will support our society, economy and position on the world stage in the years to come.

Principal amongst these will be the digital services that citizens will increasingly use to feel safe and secure again and to re-engage as valuable members of society. We can help you rapidly navigate and build the infrastructure to achieve this.

The first step will be a light touch review of our proposed approach with you and other relevant parties. I will therefore be in touch to suggest we meet over Teams or Zoom in the next few days.

Liz Brandt
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[1] *foreignaffairs.com - how-civic-technology-can-help-stop-pandemic*
[2] *Treasury : Unlocking Digital Competition - Furman Review*
[3] *DCMS: Data Mobility: The personal data portability growth opportunity for the UK*
[4] *EU Commission: A European Strategy for Data*