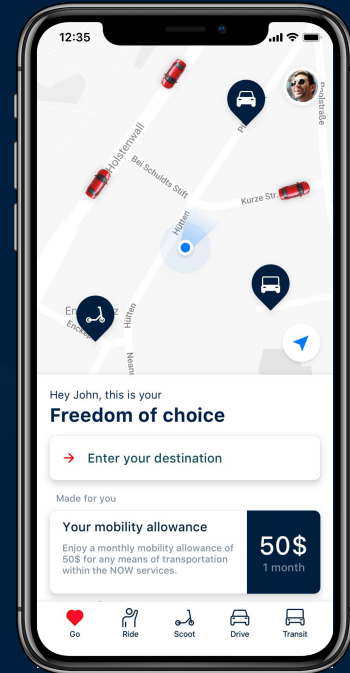


Data Sharing

in an on-demand urban mobility environment

Dr. Tim Wiegels, Vice President DATA



DR. TIM Wiegels



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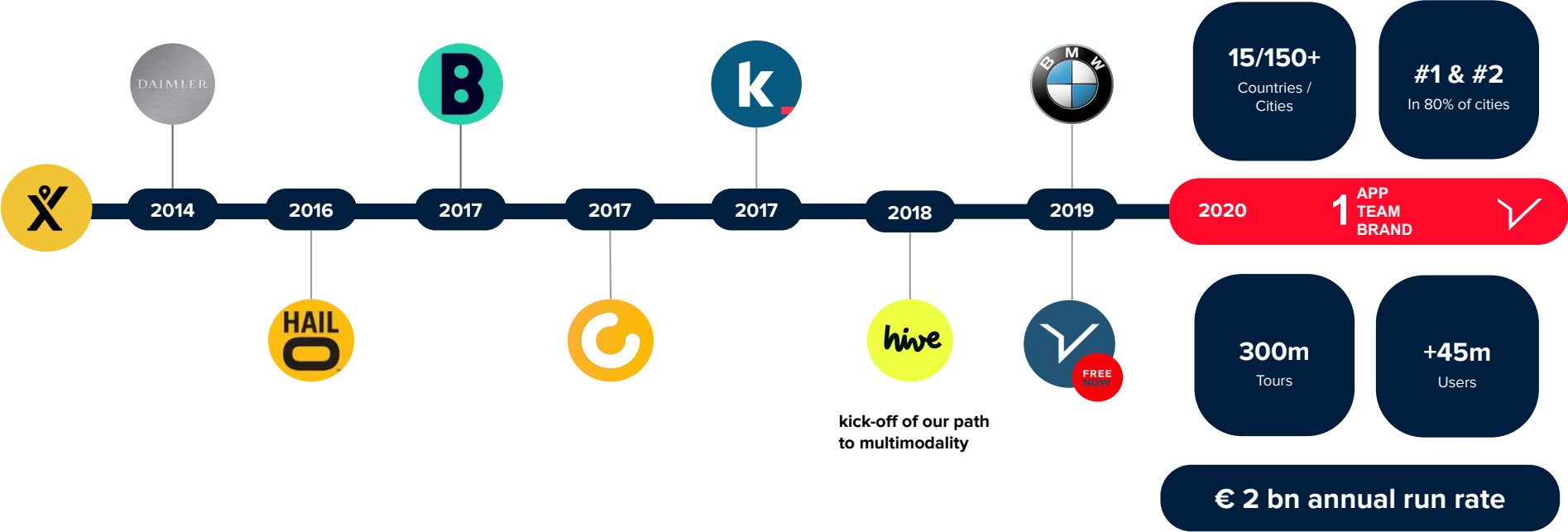
- **Vice President Data**
FREE NOW
- **Director Data, Head of Data**
FREE NOW, mytaxi
- **Director Data & Marketing / Head of Data**
HitFox Group / Heartbeat Labs
- **Team Lead Business Analytics**
XING E-Recruiting
- **Team Lead BI Controlling / PO / Data Scientist**
Goodgame Studios
- **Data Scientist (PostDoc / PhD Candidate)**
European Molecular Biology Laboratory



EMBL



Our History



**WE ARE FREE NOW
AND WE'RE ON A MISSION**

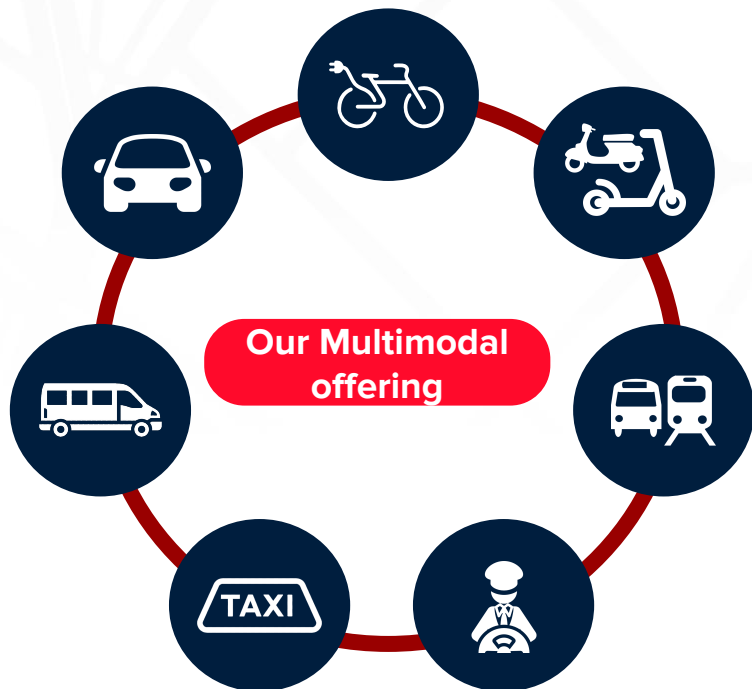
TO EMPOWER
**SMARTER
MOBILITY
DECISIONS**

HELPING PEOPLE TO
MOVE FREELY
AND CITIES TO
THRIVE

Mobility as a Service



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All Mobility services



locally tailored options for your need



Mock-up: Product Vision



“...we need to engage with governments, regulators, city authorities, think tanks and others who want to use our data to help shape better decision making and planning.”

“...governments are now starting to see data sharing as a potential competitive advantage that can help in decision making etc.”

Data sharing should not be mandatory

Data sharing strategy must be flexible and interactive and collaborative

Data sharing must have a clear goal / use case

Data sharing must balance the benefits of sharing with privacy of customers

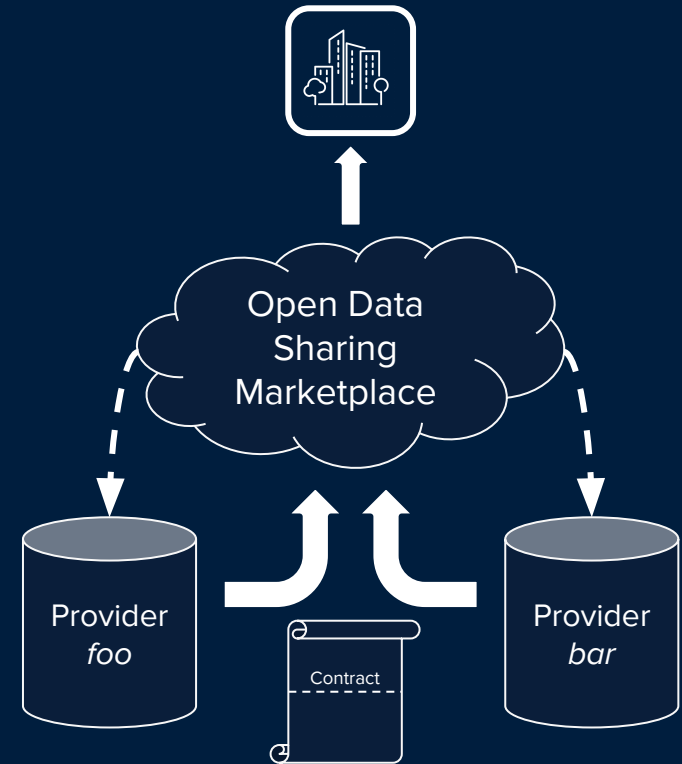
Principles Of Data Sharing

How to share?

- **Data sharing should not be mandatory:** Mandatory data sharing creates significant issues in terms of balancing privacy and data management and places significant burdens on small and innovative businesses
- **Ensure competitiveness:** In many cases, data sharing could lead to the exchange of highly confidential company information. This data, on its own or when enriched with other data, could provide clear insights into a company's business model or approach and thus undermines its competitiveness.
- **Escrow services:** similar to DMPs / Data Marketplaces known from digital marketing, i.e. if there is data exchange of usage, this needs to be consented by both parties and audited by a 3rd party.



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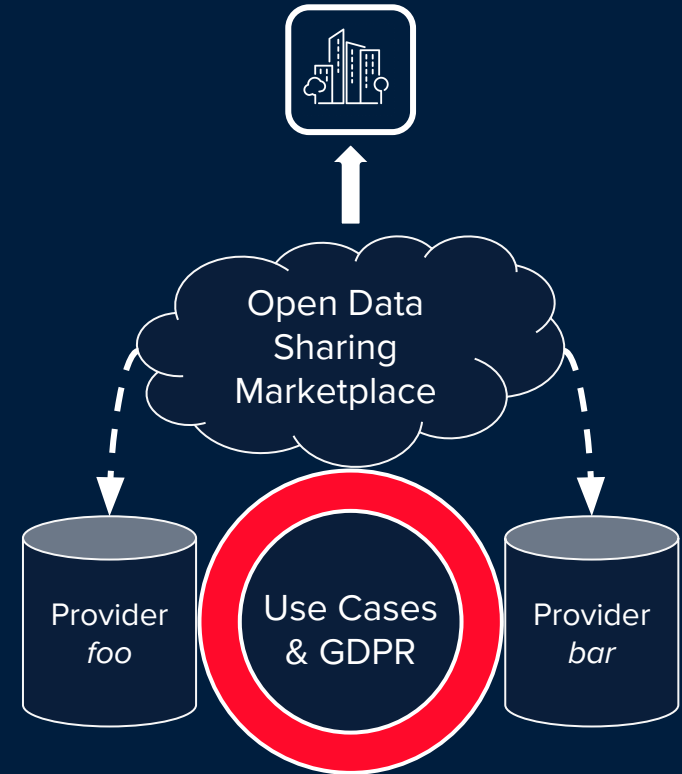
Principles Of Data Sharing

When and What to share?



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- **High level aggregations available for everyone:** Weekly user behavior, important hotspots per city, etc. - BUT not in real-time and highly anonymized and compliant! (*Primary usage is for cities / authorities*)
- **Real-time data?** Very unfeasible, very large data sets which cannot be used by cities / authorities ⇒ for MaaS platforms, **high-responsive APIs** are required
- **Use cases are mandatory:** No sharing for the sake of it! Very close interaction with authorities and external stakeholders to explain existing data / relationships to make them understandable. This is the only way to gather concrete and meaningful insights.
- **Balancing benefit and user privacy:** the scope and extent of GDPR must be fully understood by both cities and businesses. It is essential that when sharing data, we take all necessary measures to protect consumer data and privacy.



Principles Of Data Sharing

Why do we need Standards?

Uniform interfaces and standards are essential:

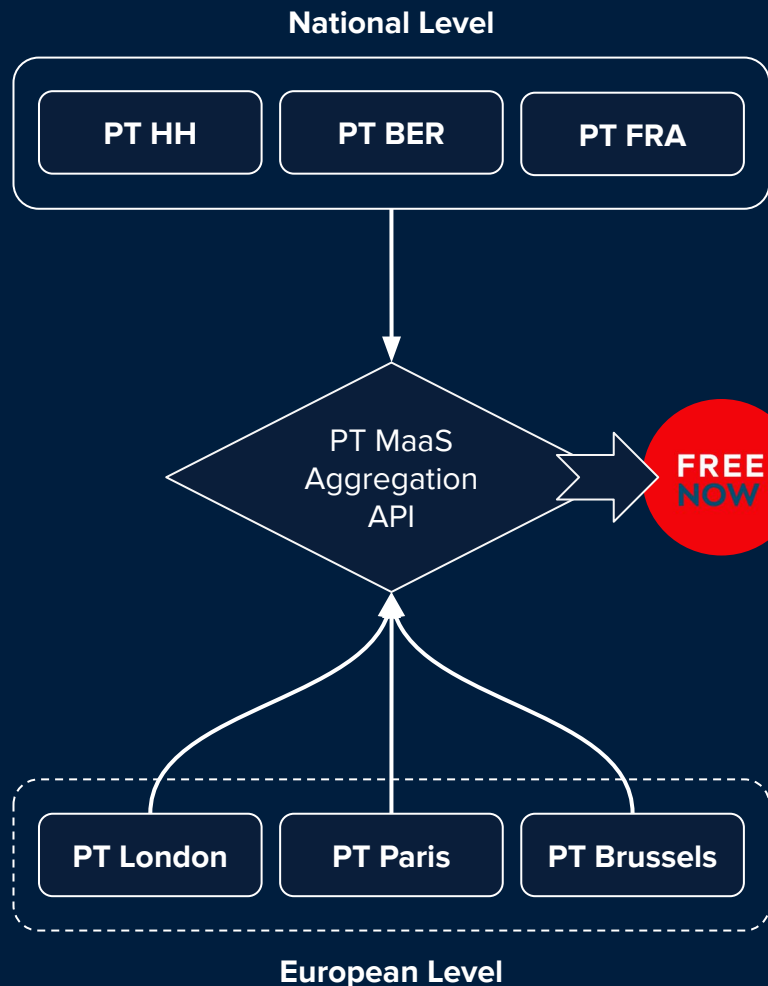
- Where standards are not available, existing best practices should form a basis from which standards must be developed during the process.
- The setting up of interfaces and data standards should be agreed upon by mutual agreement in order to keep the effort for all parties involved to a minimum. Low entry-barriers will ensure equal opportunities
- The adoption of suitable models from other countries or cities should be a priority.

⇒ Interfaces should be standardized **at least at European level**

⇒ For any possible interaction, a **balance and mutual benefit has to be found between the public sector and private companies** (cf. German Data Space)



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Principles Of Data Sharing

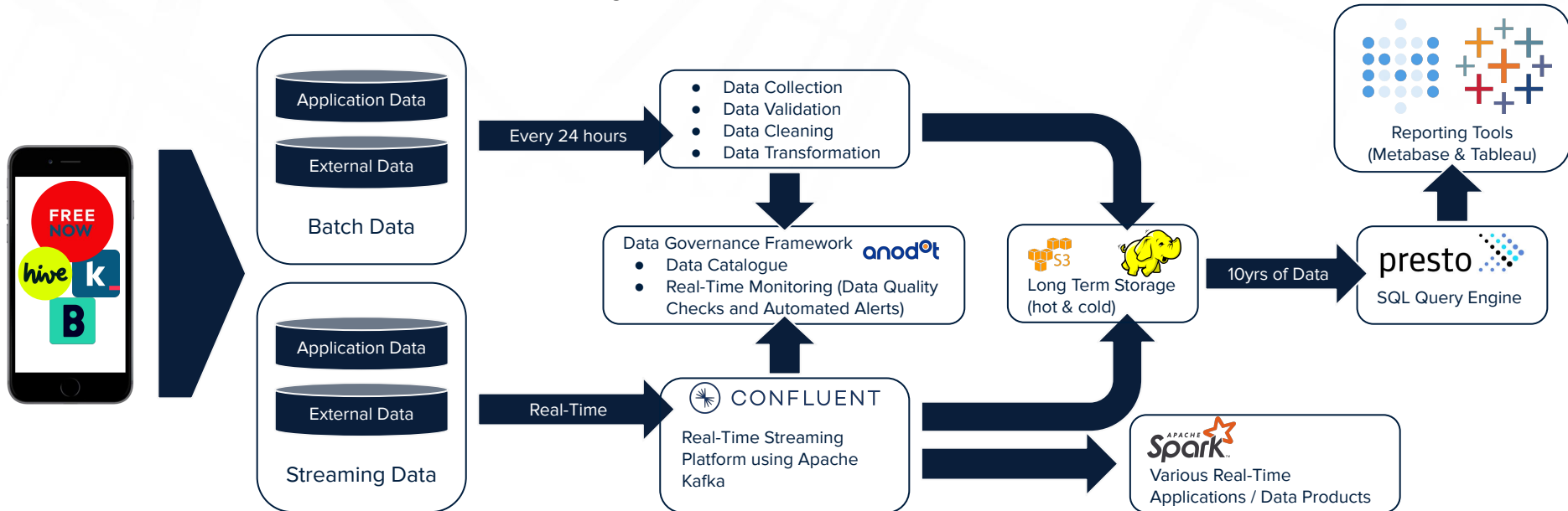
Nothing is trivial or free



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Matching expectation and reality: For many cities the hype of data science and analytics has never quite matched the reality. There remains huge gaps in understanding the type and quality of data, the practical tools to manage or use it. Furthermore, many cities fail to understand the scope and ability of businesses to share data.

Data Skills: Currently, big data and analytics are top of the list of critical skills shortages. In 2017, there were more than half a million unfilled positions in the area of big data.





Thank you.