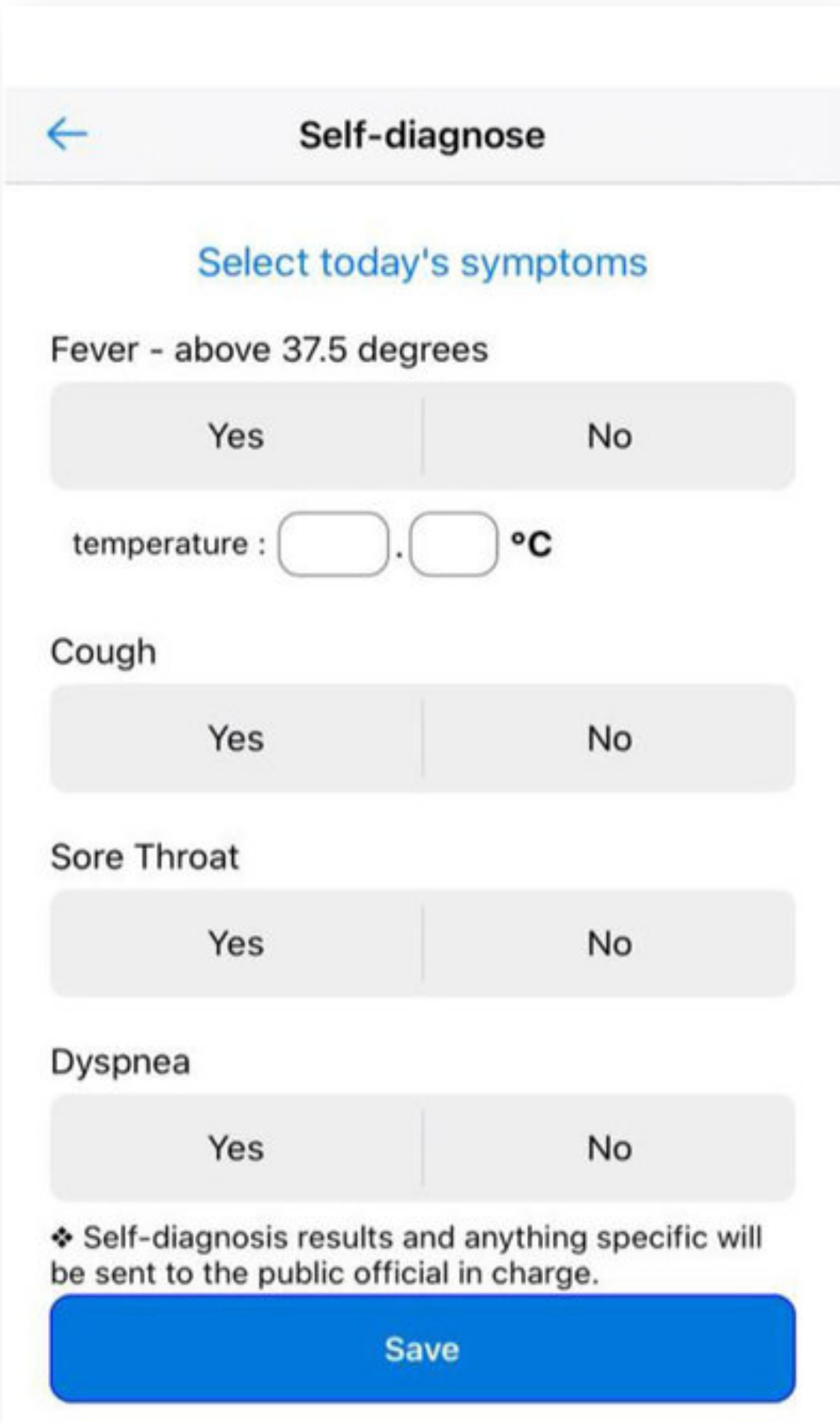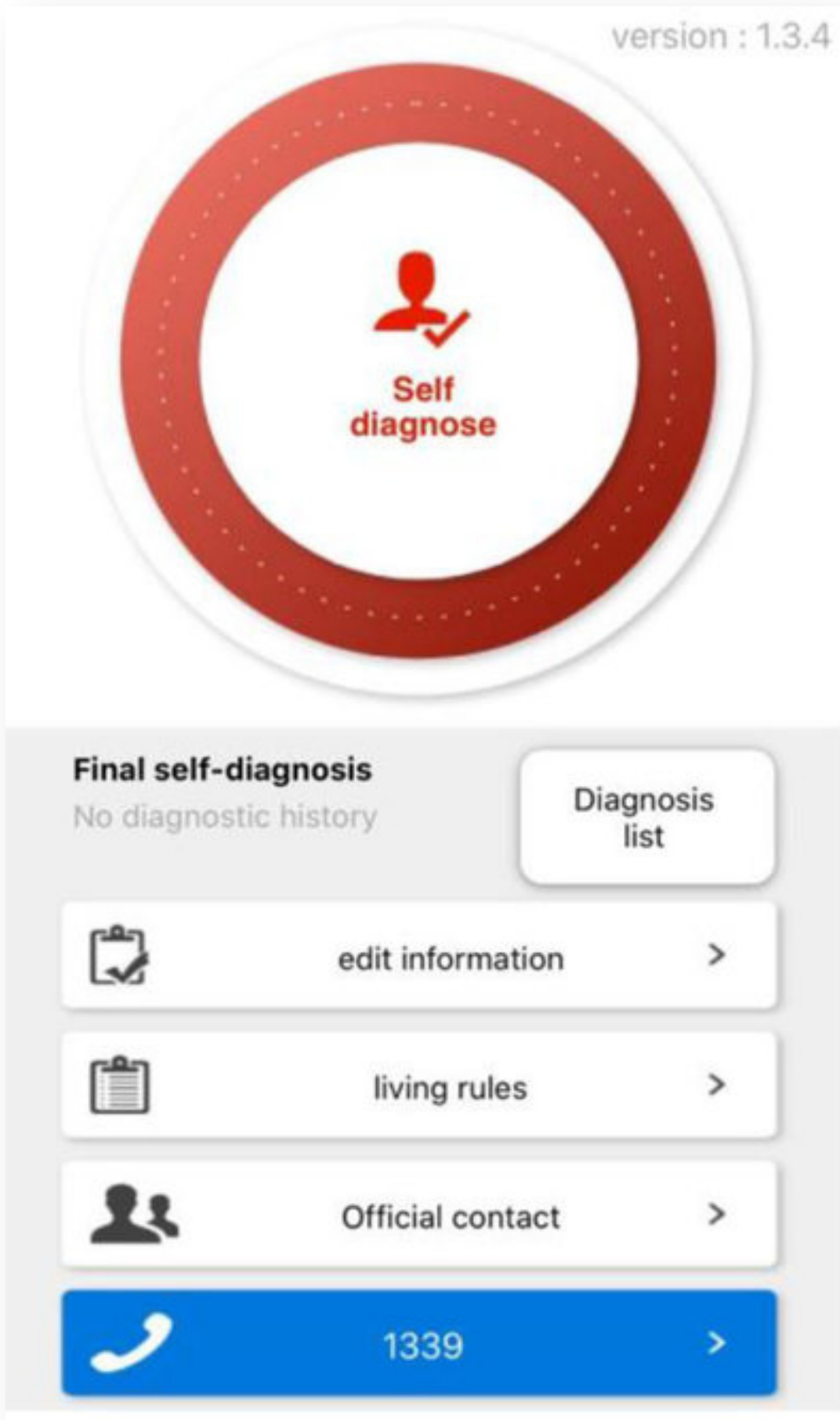10 Bytes

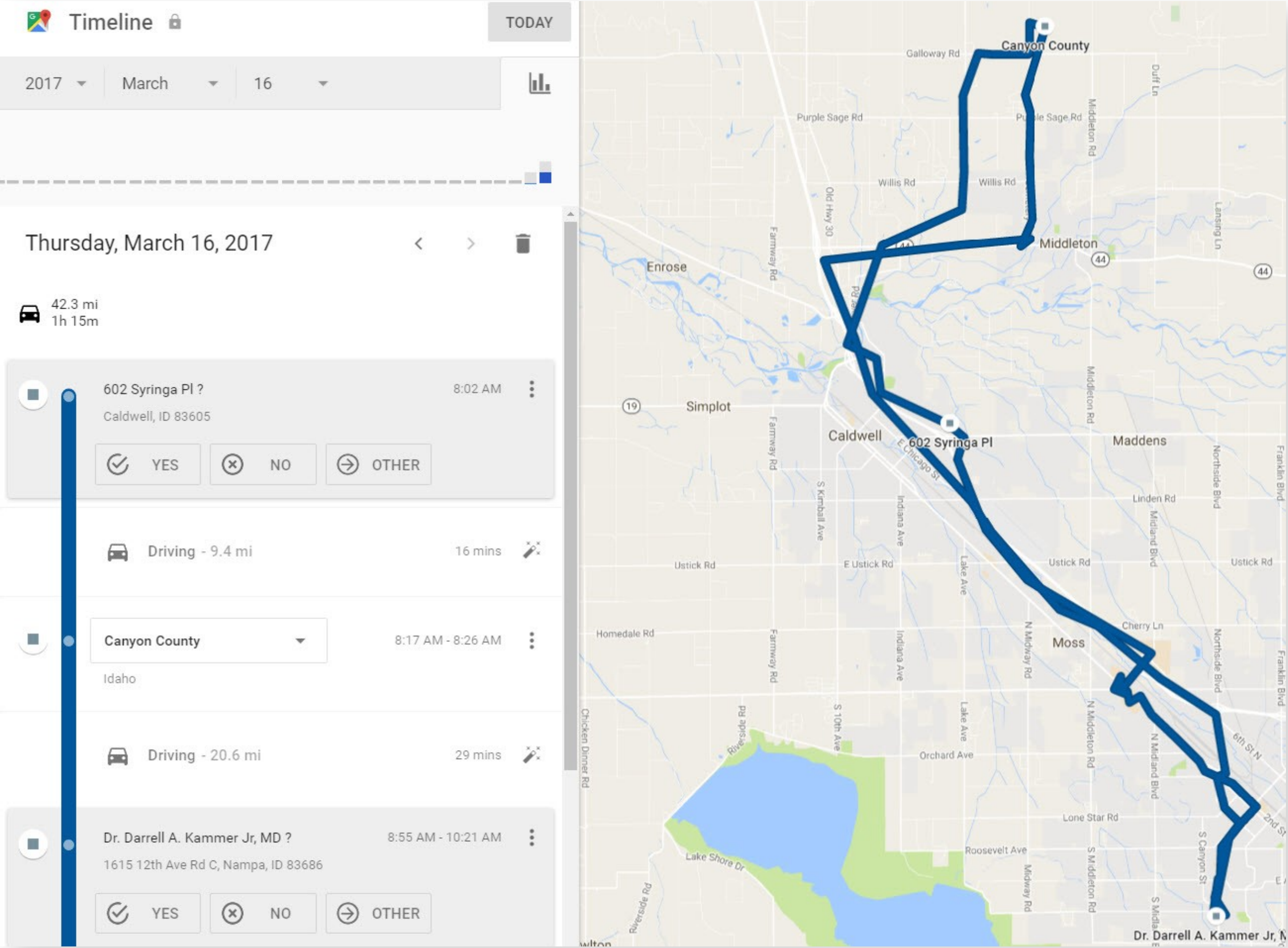# Have you ever thought about how your digital data is being used?
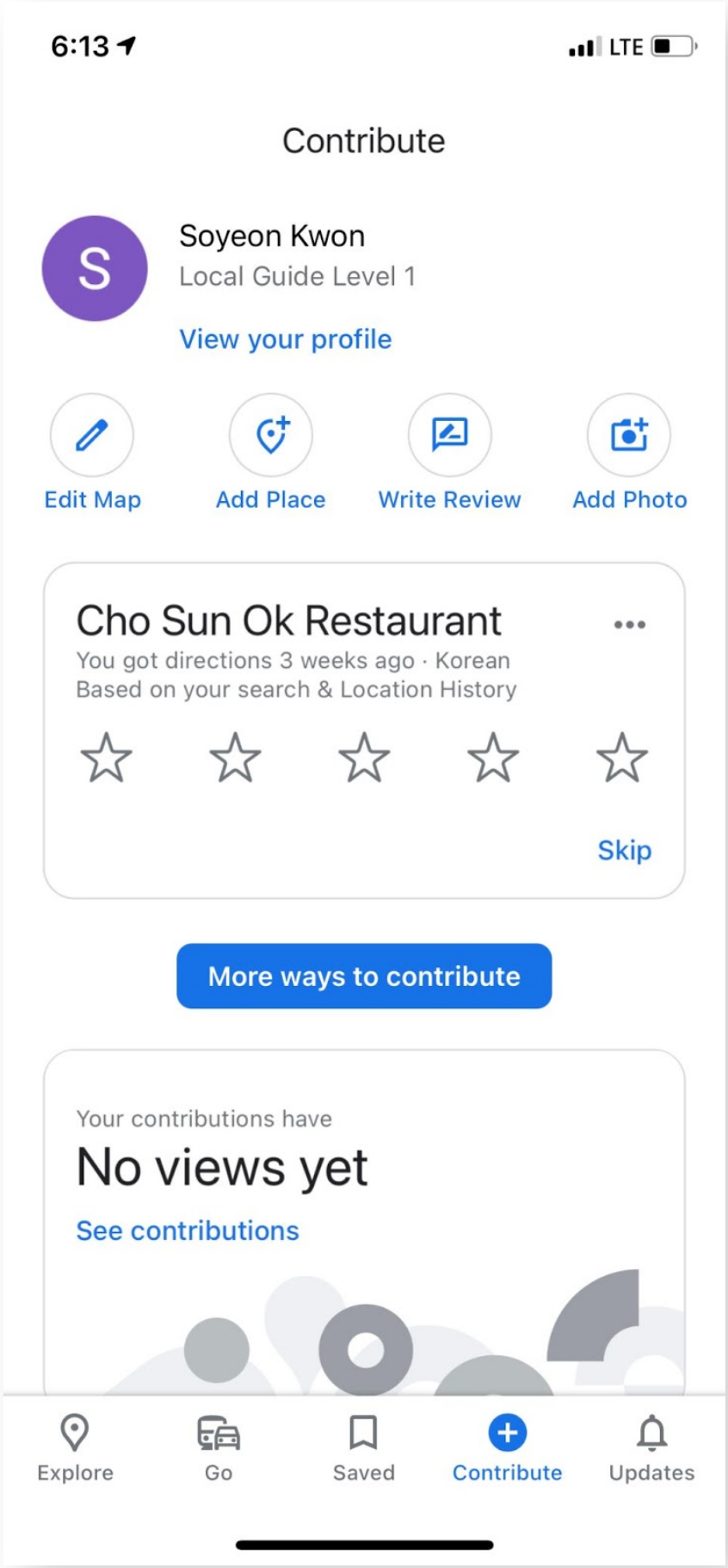
Self-quarantine Safety Protection App

(L) Main page, (R) Self diagnosis by Seunghoon Lee
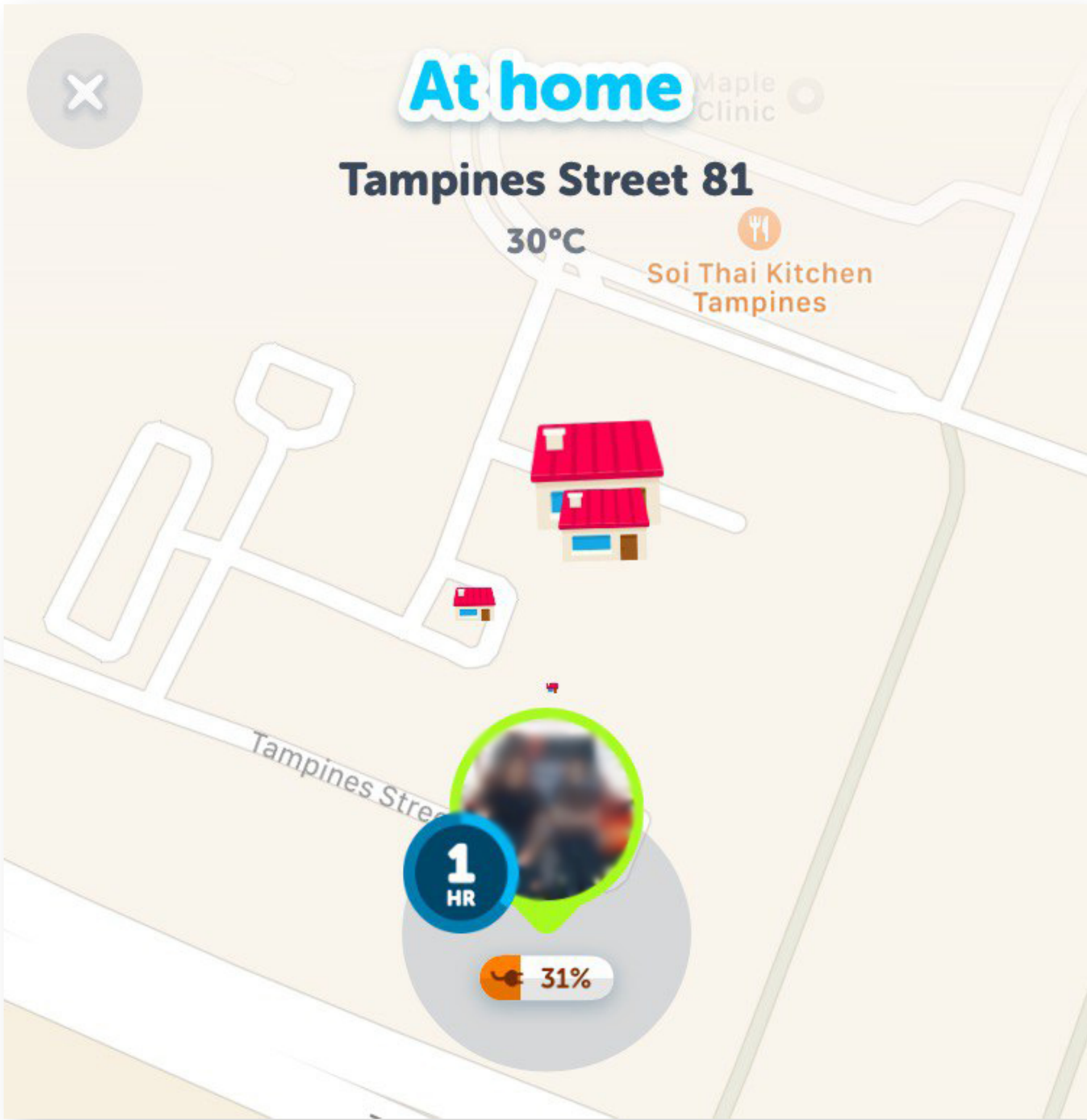
Passive Data

Google Timeline Image by Legacy News
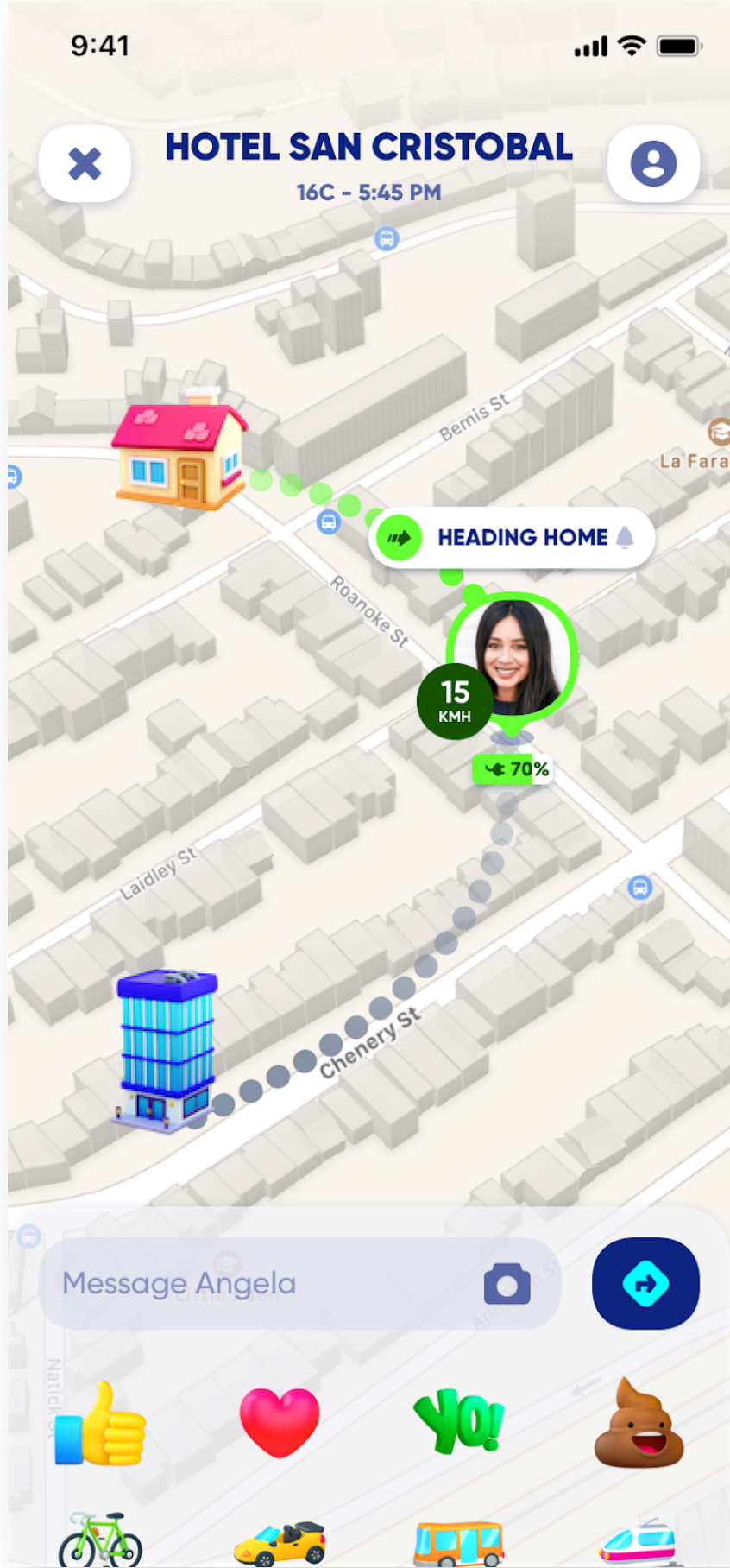
Google Map Contribute

Your Digital Footprint Never Sleeps

Zenly by MOSG

Sharing location by Zenly
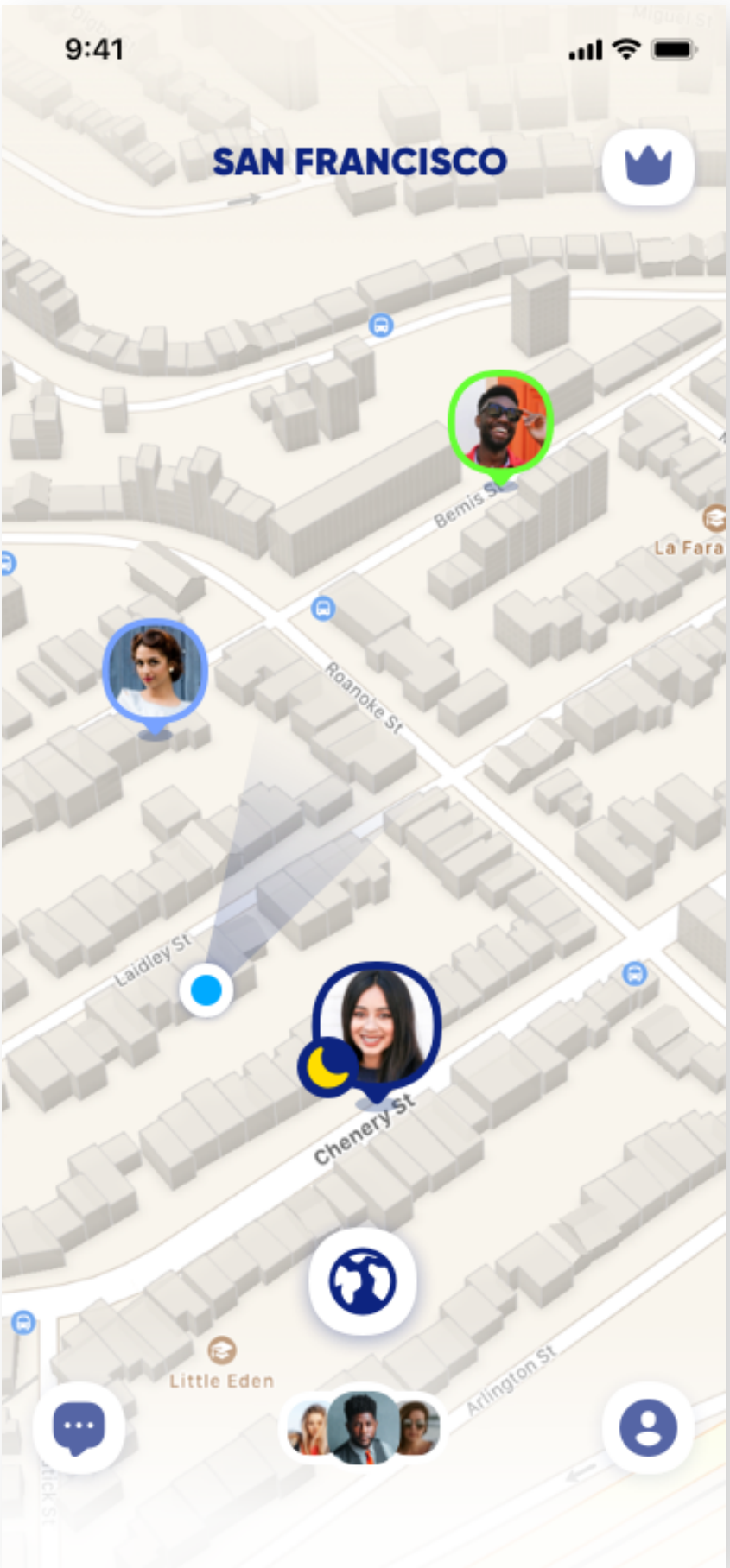
Your Device Is Always Listening to You

Alex Hern's Article on The Guardian

Tom Skinner's Article on NME

Data as a Human Right

why data rights sh...
just fundamental r...

Open Future

Open Future

...n our data as a human right
...ensated for it

...a will be vital aspects of living in the future, says
... entrepreneur

We need your consent to set cookies on your device.
To agree, click "Accept below.

Accept

Reject   More information

Image by Cookie Script

Ben Shmulevitch/Camera Press/Ian Harrison
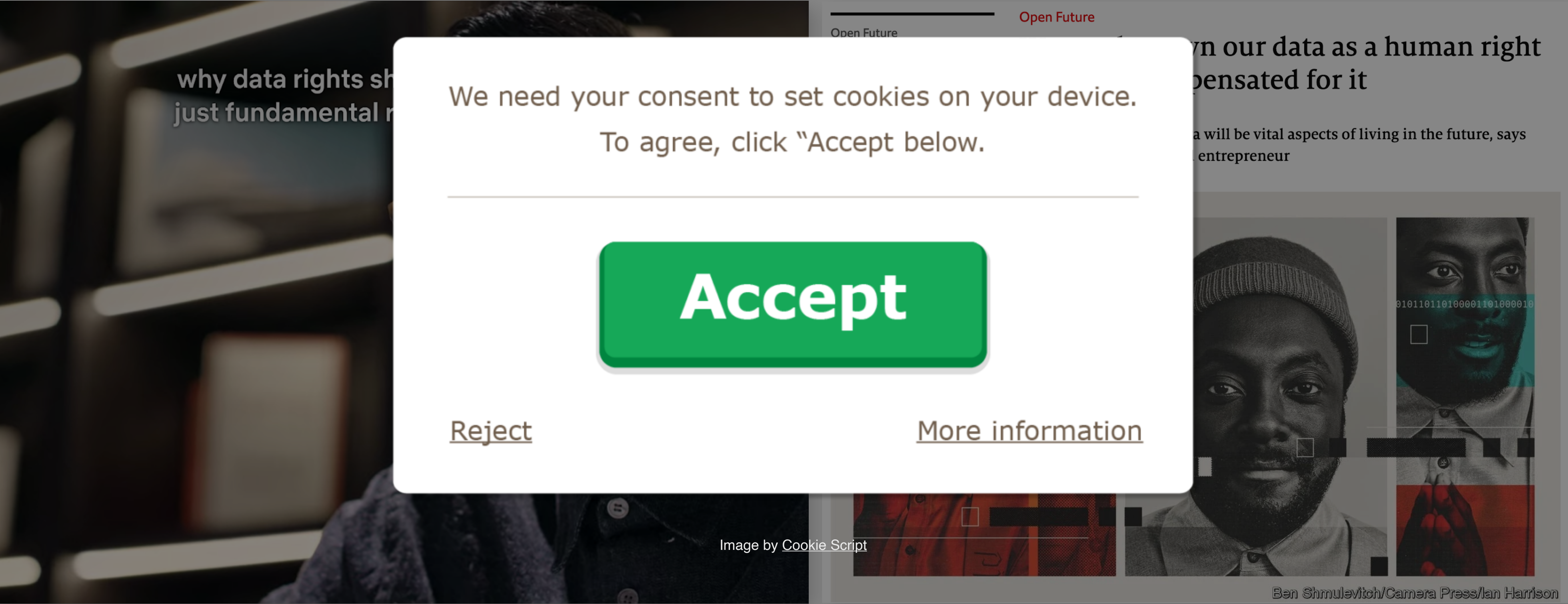
Image by The Great Hack on Netflix   Article by Will.i.am on The Economist

Data as a Human Right

Image by The Great Hack on Netflix

Article by Will.i.am on The Economist

Let's see how 10 Bytes works!

Data Flow

Data Compensation

Tracks how data is used
& Permission to the data

Timeline   Usage

Timeline: Today's Value

Timeline

October > +$5.88

07   08   09   10   11   12   13   14   15

| Google Maps | $0.6 |
| Location, Web & App Activity, Ads personalization | 12:23 |

| Uber | $0.4 |
| Location, Web & App Activity, Ads personalization | 10:41 |

| Chrome | $0.06 |
| Seach History, Cookies, Scrolling, ID/PW, Credit Card Info. | 09:07 |

| iCloud | $0.23 |
| Location, Web & App Activity | 06:03 |

| Photos | $1.6 |
| Photos, Location, Face recognition | 04:08 |

| Facebook | $0.27 |
| Location, Web & App Activity, Ads personalization | 03:45 |

| Instagram | $0.27 |
| Friends, Hashtage, Search, Comments, Click | 06:23 |

Summary   Timeline   Usage   Earn More   Setting

< Timeline   **Google Maps**

October. 11. 2019

Your Location	$0.06
Language	$0.4
IP address	$2.06
Photo	$1.6
Microphone	$1.6
Connect Name	$1.6
Total Value	$7.86

Summary   Timeline   Usage   Earn More   Setting

10 Bytes is a case study and existing businesses are indicated for demonstration purposes only.

Usage: Manage Your Data

10 Bytes is a case study and existing businesses are indicated for demonstration purposes only.

Data Flow

Tracks how data is used
& Permission to the data

Timeline   Usage

Data Compensation

Get paid for sharing data
& Data advertisement

Earn More

Earn More: Get More Compensations by Giving More Information

9:41

Earn More
Get more money by giving more information.

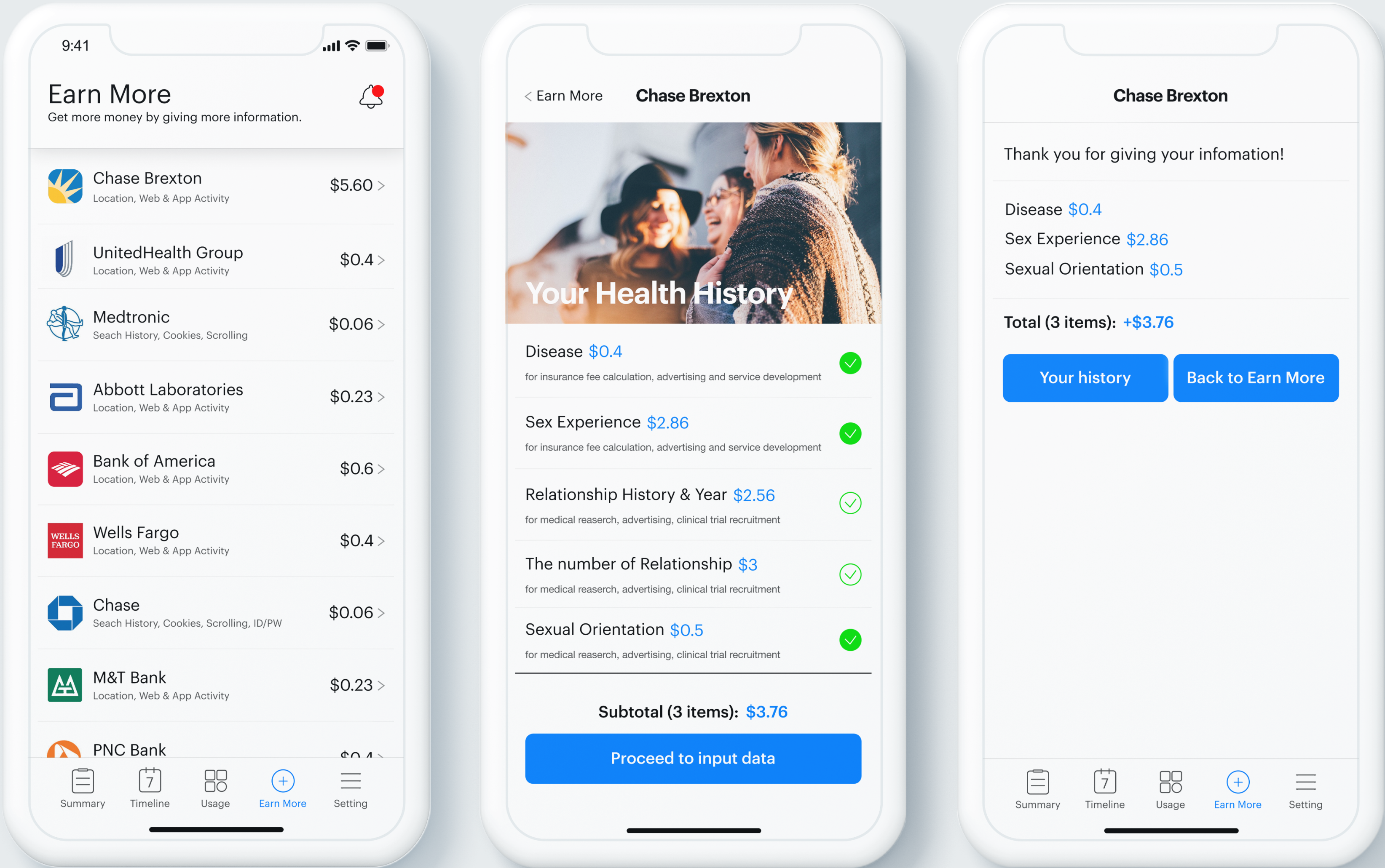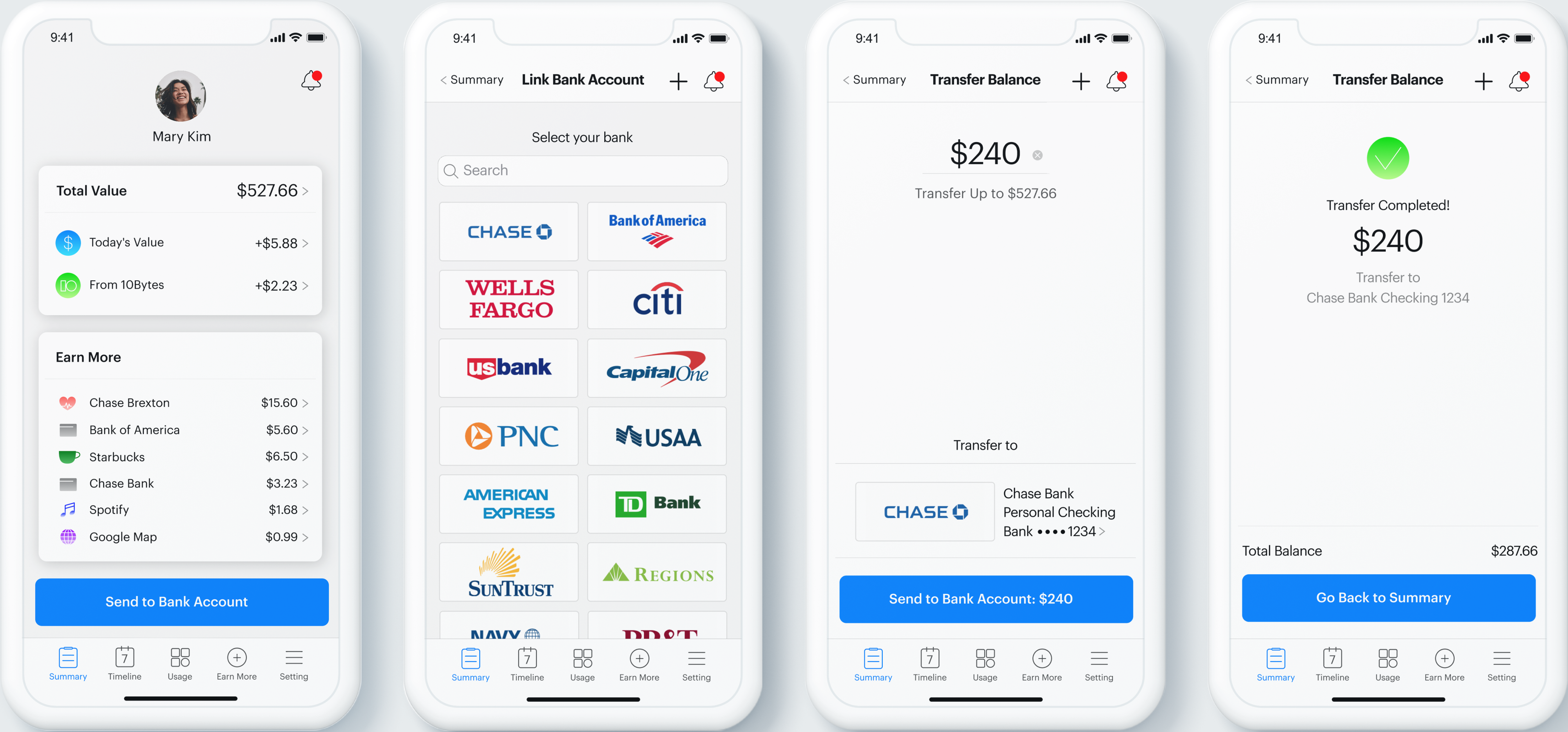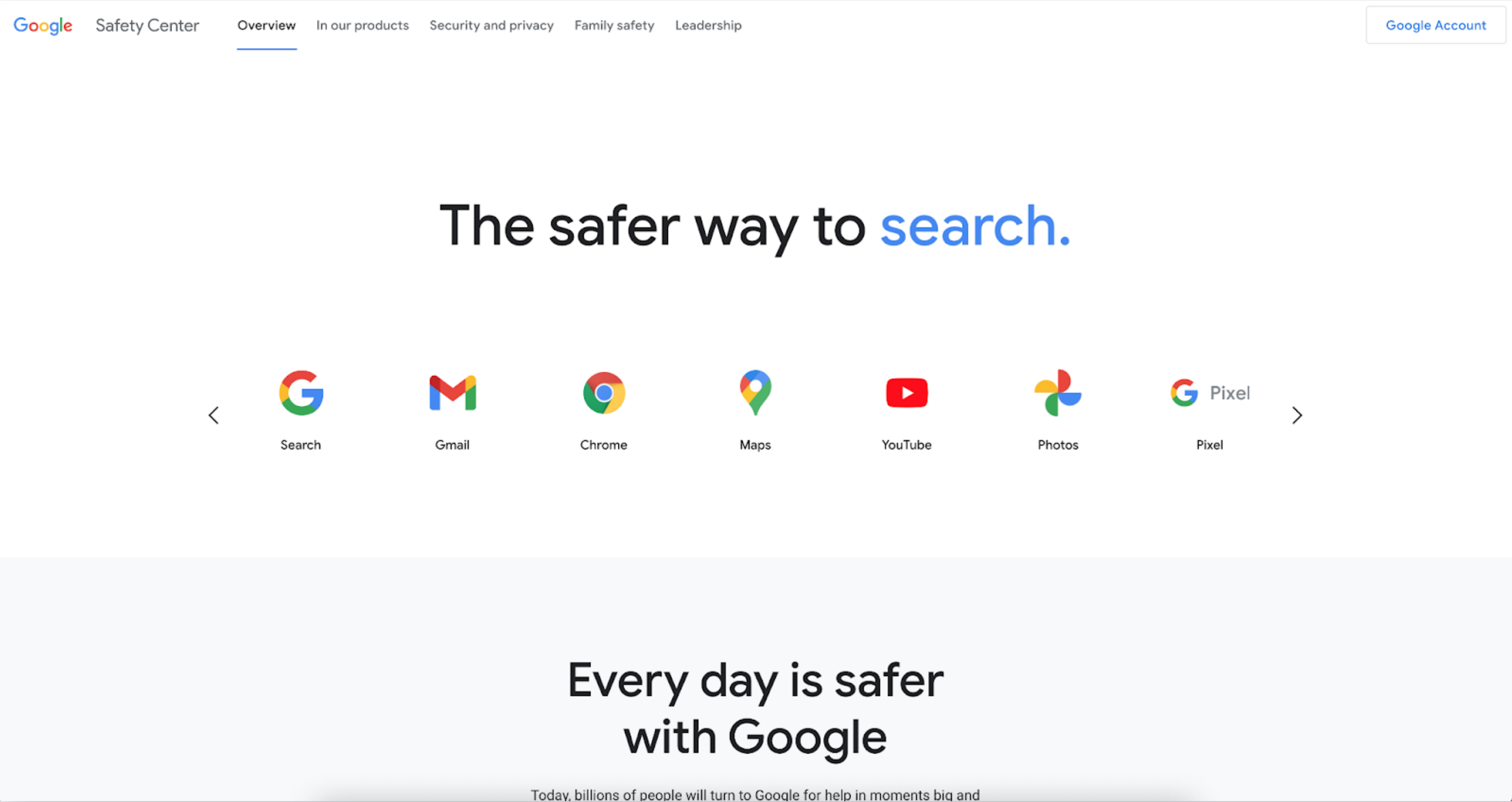|		
Chase Brexton Location, Web & App Activity	$5.60 >
UnitedHealth Group Location, Web & App Activity	$0.4 >
Medtronic Seach History, Cookies, Scrolling	$0.06 >
Abbott Laboratories Location, Web & App Activity	$0.23 >
Bank of America Location, Web & App Activity	$0.6 >
Wells Fargo Location, Web & App Activity	$0.4 >
Chase Seach History, Cookies, Scrolling, ID/PW	$0.06 >
M&T Bank Location, Web & App Activity	$0.23 >
PNC Bank	$0.4 >

Summary   Timeline   Usage   Earn More   Setting

< Earn More   **Chase Brexton**

Your Health History

Disease $0.4 ✓
for insurance fee calculation, advertising and service development

Sex Experience $2.86 ✓
for insurance fee calculation, advertising and service development

Relationship History & Year $2.56 ✓
for medical reaserch, advertising, clinical trial recruitment

The number of Relationship $3 ✓
for medical reaserch, advertising, clinical trial recruitment

Sexual Orientation $0.5 ✓
for medical reaserch, advertising, clinical trial recruitment

Subtotal (3 items): **$3.76**

Proceed to input data

Chase Brexton

Thank you for giving your infomation!

Disease $0.4
Sex Experience $2.86
Sexual Orientation $0.5

Total (3 items): +$3.76

Your history   **Back to Earn More**

Summary   Timeline   Usage   Earn More   Setting

10 Bytes is a case study and existing businesses are indicated for demonstration purposes only.

Home

Screen 1 — Summary

9:41

Mary Kim

Total Value	$527.66 >
$ Today's Value	+$5.88 >
From 10Bytes	+$2.23 >

Earn More

♥ Chase Brexton	$15.60 >
Bank of America	$5.60 >
Starbucks	$6.50 >
Chase Bank	$3.23 >
♪ Spotify	$1.68 >
Google Map	$0.99 >

Send to Bank Account

Summary   Timeline   Usage   Earn More   Setting

Screen 2 — Link Bank Account

9:41

< Summary   **Link Bank Account**   +

Select your bank

🔍 Search

CHASE   Bank of America

WELLS FARGO   citi

usbank   Capital One

PNC   USAA

AMERICAN EXPRESS   TD Bank

SunTrust   REGIONS

NAVY   BB&T

Summary   Timeline   Usage   Earn More   Setting

Screen 3 — Transfer Balance

9:41

< Summary   **Transfer Balance**   +

$240 ⊗

Transfer Up to $527.66

Transfer to

CHASE   Chase Bank Personal Checking Bank •••• 1234 >

Send to Bank Account: $240

Summary   Timeline   Usage   Earn More   Setting

Screen 4 — Transfer Balance

9:41

< Summary   **Transfer Balance**   +

✓

Transfer Completed!

$240

Transfer to Chase Bank Checking 1234

Total Balance	$287.66

Go Back to Summary

Summary   Timeline   Usage   Earn More   Setting

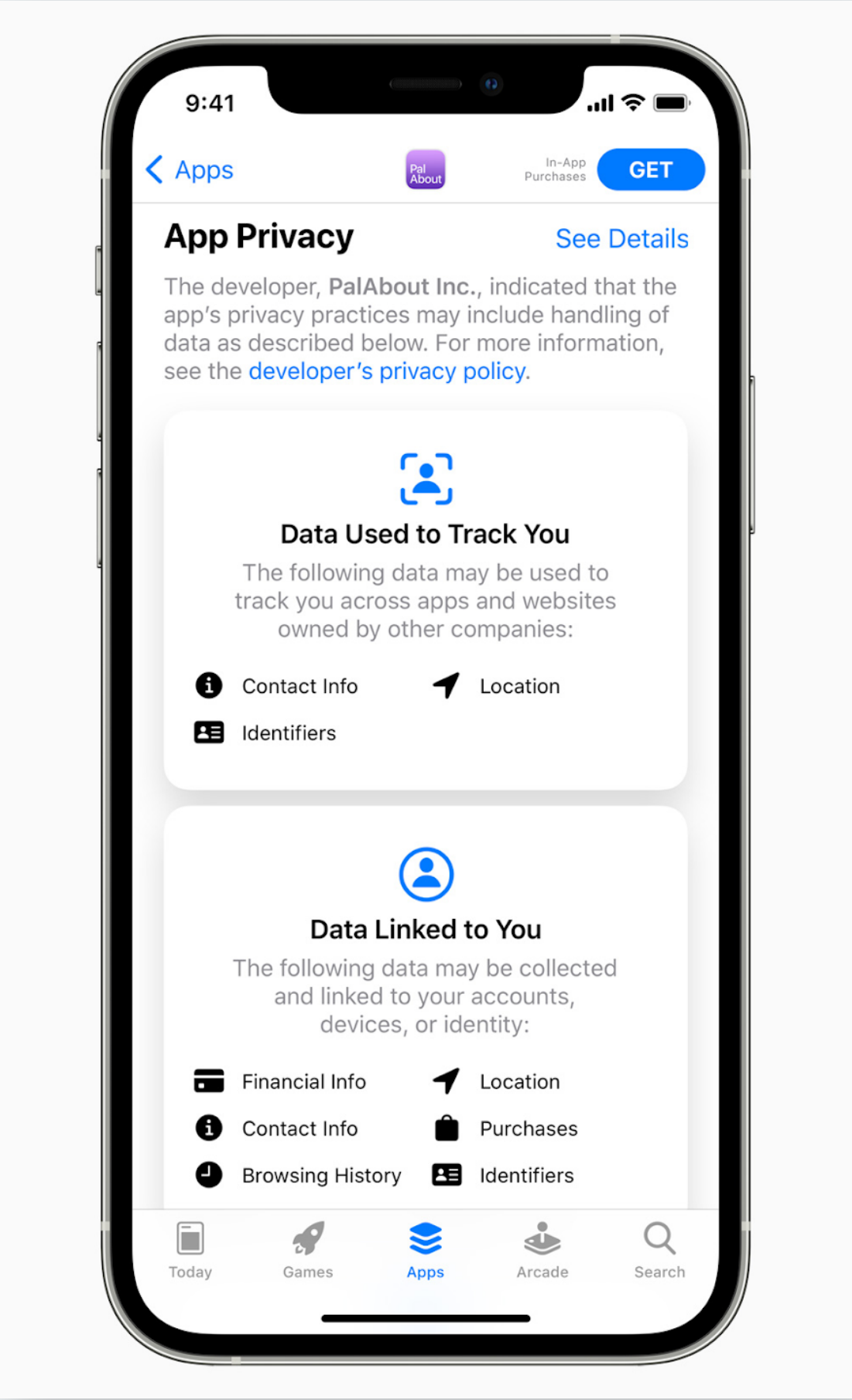10 Bytes is a case study and existing businesses are indicated for demonstration purposes only.

Data Security Trends

Google Safety Center

App Store's App Privacy section by Apple

Blockchain technology: Non-fungible token (NFT)

NFT on Wikipedia

10 Bytes is to challenge more people to think about how their data is being used.

10Bytes is a case study and existing businesses are indicated for demonstration purposes only.

Thank you!

Special thanks to:
Jinoon Choi & MICA community

skwon02@mica.edu | kwonsoyeon.com