

Mydex CIC Becomes First Ever Certified Fair Data Enabler

Contributed by Mydex CIC
Friday, 18 July 2014

Mydex CIC (Community Interest Company) has been successful in becoming a Certified Fair Data Company and the first ever Certified Fair Data enabler.

Mydex operates a trust framework and platform for trusted personal data services and identity services which enables individuals to capture, organise and take control of their personal data, and, critically, easily manage how it is used by organisations.

Organisations make a low cost, secure connection to the Mydex platform, which enables them to connect directly to individuals' personal data stores for direct, secure data delivery and retrieval. This greatly improves the quality of service and information that organisations hold about individuals, all the while wrapped up in a totally transparent consent model under the control of the individual. This ability to securely share a wide range of rich, verified personal data, covering almost every aspect of a person's life on and offline, makes life easier and more convenient for individuals.

Mydex CIC's social purpose is to help individuals take better control of their lives and derive value for themselves from their personal data and identity. We do this by equipping individuals with a secure, privacy by design Personal Data Store and portable ID, with a range of tools and utilities that help them to get things done, including working securely with any connected organisation.

Personal control over personal data is good for everyone. It saves time and money, reduces risks and increases the speed of transactions for individuals and organisations alike. Mydex personal data and identity services help organisations to dramatically increase the satisfaction, engagement and experience of individuals both online and offline. A connection to Mydex preserves and strengthens relationships over the course of an individual's lifetime, improves interactions and above all increases trust and confidence for all participants.

Jane Frost of Chief Executive of The Marketing Research Society said "We are delighted to welcome Mydex to Fair Data. As concerns over privacy grow, organisations increasingly need to be aware of the need to earn trust in all aspects of data use. Mydex understanding the importance of trust is signalled by their accreditation to the scheme."

David Alexander, Chief Executive of Mydex CIC, said, "Secure Fair Data certification, both as a company in how we deal with our members and as a Certified Fair Data Enabler, is a real achievement. It was a thorough process and audit, our work on ISO27001 certification, privacy by design and person-centred approach really helped us to secure certification."

"We are really looking forward to helping other organisations achieve the same certification, and we believe our platform will accelerate that process as well as provide a new model of engagement, and a secure channel for trusted relationships regardless of the sector an organisation works within. By going through the same process that any organisation does to get certified as a Fair Data company, we have a real insight into where and how we can make a real difference to any organisation."

"Mydex CIC's mission is to place the individual at the heart of the process, as a real participant, making the management and exchange of verified personal data easier to achieve. Mydex has made this possible by finding the right balance of benefits for all participants."