

# 個人情報とサービスの交換

## Exchanging personal information to get the service

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### どんな研究？

ビックデータ時代の個人情報保護と活用基盤を実現する。価値あるデータのひとつとして個人情報があげられる。個人情報は位置情報や行動情報にもとづいたターゲティング広告などで用いられる。しかし、多くの人たちは個人情報が流出することに脅かされている。

研究の目的は個人情報とサービス提供との間に新しい取引プラットフォームを構築することである。本研究は、個人情報とインセンティブの互換性を発見し、新たな交渉メカニズムを提唱する。

### Introduction

We are implementing a basic application for protecting personal information in the era of Big data. Personal information has become a valuable asset, which usually is used in advertisement such as location-based/ and behavior-based targeting advertising. However, many people have an anxiety by privacy leaking issue. We are building a new platform for exchanging between personal information and service. This research aims to find the compatibility between incentives and privacy information, and present a new negotiation mechanism.

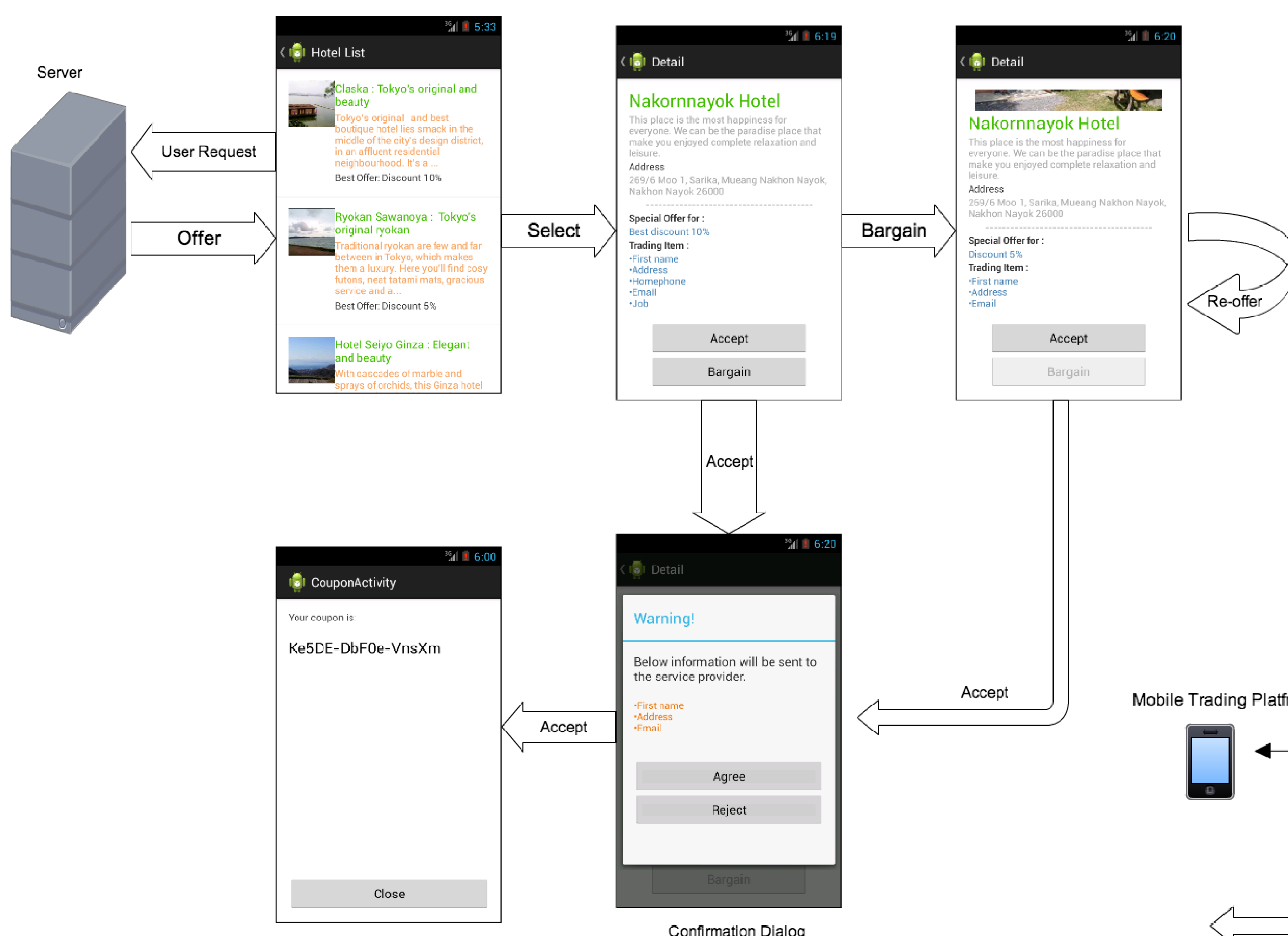
### Objectives

We are finding an uncover worth of personal information. We aim to construct a new balancing model among level of personal information disclosure, risk by disclosure and incentive, and present a new negotiation mechanism for a personal information trading.

### Concepts

- Each personal information has its own unique values.
- Each one has different ways to judge the values of their personal information.
- Each one has different limit to express their own personal information.
- Personal information is expressed when the user is secured and the situation is appropriate.
- Utility, risk and disclosure level will be judged when people express their personal information.

## Personal Information Negotiation Platform



Personal Information Negotiation Platform is an e-trading application on android application. It connects to web server to request the offers, then sends the offer to the mobile device. The user may accept the offer or request a new offer from the system.

Each offer contains a set of requested information from business. The information disclose level will be changed on each offer.