A. BBC Box

With BBC Box you can create a profile of your likes and interests that is anonymous.

1. You upload your data to your BBC Box

2. You use BBC Box to create a personalised profile from your own data

   - iPlayer activity
   - Top ten artists from Spotify
   - A questionnaire about interests, leisure activities, etc

3. You share your profile with organisations, e.g., SKIDDLE (Tickets sales for events), BBC, ORGANISATION’S ARCHIVE OF CONTENT

4. An algorithm suggests what you might like to watch, listen to, do or visit

   - Personalised recommendation of programmes on BBC iPlayer
   - Personalised recommendation of local events
   - Personalised anonymous profile

5. You receive a personalised recommendation

This profile reflects your likes and interests but contains nothing that can be connected back to you.

And share this profile with organisations to receive personalised recommendations for things to watch or do.
B. BBC Own It app for children

Children receive real-time, well-being advice and content recommendations and no identifiable data leaves their phones.

1. A child downloads and starts using the BBC Own It app. The Own It keyboard becomes the keyboard for all their mobile phone use.

2. The app can see what the child does on their phone through the keyboard. It gathers data about things like:
   - Text typed into phone
   - Activities like quizzes and watching videos
   - Self-reported feelings
   - Time spent on phone

3. An algorithm assesses this data, sends alerts or makes content recommendations and then discards the data.

4. The app stores a record of alerts and recommendations, and then discards the data.

5. The BBC collects and uses anonymous data to improve the app and analyses these to continue recommending appropriate content.

6. The BBC sometimes shares data with university researchers to help it evaluate products like Own It.

The child can opt out of sharing their anonymous data.

Here’s Stacey Dooley talking about bullying.

Data assessment
- Algorithm
- BBC content recommender

Data storage
- Data stored over time

APP UPDATES
- Data from other children using Own It

ANONYMOUS DATA
- The child can opt out of sharing their anonymous data

BC

UNIVERSITY

CHILD USES OWN IT

CHILD’S MOBILE PHONE

CHILDREN

THE BBC and the PEOPLE who work there who developed the Own It app

EXTERNAL ACADEMIC ORGANISATIONS and the PEOPLE who work for them
C. NHS Covid-19 data store

A national, secure data store to hold data in one place to help national organisations responsible for coordinating the Covid-19 response

What NHS organisations say about the Covid-19 data store has changed several times and information exists in different places. This is our representation of what we currently understand. The parts of the visual that have been blurred are the parts where there is uncertainty about what is going on.

1. NHS England contracted commercial organisations to help build and run the NHS Covid-19 data store

2. NHS England collect, check and de-identify data and then upload it to the data store

3. Several organisations are analysing the data

4. Government, NHS and the public can see anonymous data about the coronavirus and use it to make decisions
D. Data ownership & control

These examples address or raise issues relating to who owns and controls data about you.

**BBC Box**
BBC Box users are the controllers of their data. Users control what data to upload to the box.

**BBC Own It app for children**
The BBC states that all identifiable data stays on the child’s phone or device.

**NHS Covid-19 data store**
The NHS are the legal data controllers.

The BBC collect anonymous data to improve the app.

The child can control whether their anonymous data is shared by turning off this feature. Information about how to do this is in the Information for Parents section of the app.

The NHS have contracts with commercial organisations so they can access the data to enable them to act as data processors. However, not enough detail has been provided about these contracts. We don’t know who has access to data, for what purposes and for how long.

Users control whether to share their profiles to organisations in order to receive recommendations.

Users control who can access their profile and they can remove things from it.

Users control what data to upload to the box.