A. BBC Box

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

And share this profile with organisations to receive personalised recommendations for things to watch or do.

1. You upload your data to your BBC Box

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

3. You share your profile with organisations, e.g.

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

5. You receive a personalised recommendation

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

The BBC and the people who work there who developed BBC Box.

The external organisations and the people who work for them.

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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.
   - 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 analyses these to continue recommending appropriate content.

5. The BBC collects and uses anonymous data to improve the app.

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.

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C. DWP Dynamic Trust Hub

It is increasingly possible to interact with DWP online. If you do this, the DWP needs to confirm you are who you say you are. As part of a larger project, it is considering a range of security checks that it could use to support this process.

All the processes shown here are secure and automated

Possible future extra check
An algorithm could compare data about how you log in this time with data about how you have previously logged in, such as:
- The time of day that you log in
- Your location when you log in
- The device you use to log in
- The rhythm with which you type your password
D. Algorithmic processing

Analytic processes where machines, not humans, make decisions, predictions or recommendations.

**BBC Box**
- Person using BBC Box
- Personalised anonymous profile
- DATA eg: Text typed into phone, Activities like quizzes and watching videos, Self-reported feelings, Time spent on phone
- Algorithm could compare data from this log in with data from their previous log ins

**BBC Own It app for children**
- Child using OWN IT keyboard
- DATA eg: Text typed into phone, Activities like quizzes and watching videos, Self-reported feelings, Time spent on phone
- Alert: Are you sure you want to send your phone number?
- Recommendation: Here’s Stacey Dooley talking about bullying

**DWP Dynamic Trust Hub: Possible future check**
- Person logging in to their DWP account
- DATA eg: Time of day, Location, Device, Rhythm that they type password
- Algorithm could compare data from this log in with data from their previous log ins
- Confirmation: If the algorithm identifies anything unusual, the person might be asked to confirm who they are in other ways