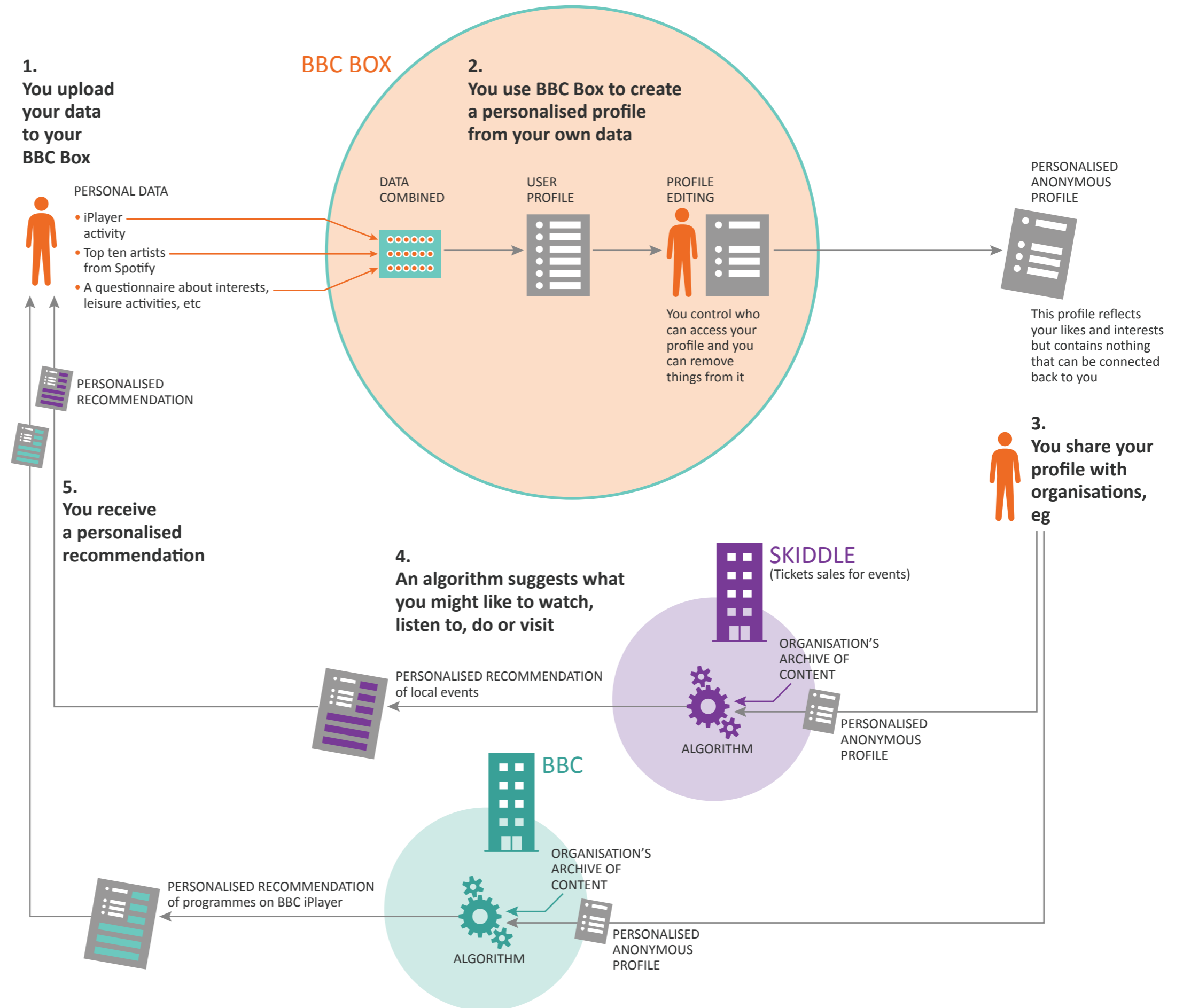


A. BBC Box

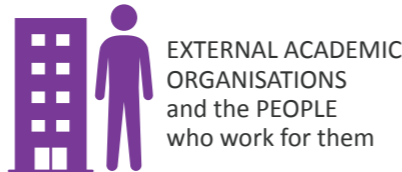
With BBC Box you can create a profile of your likes and interests that is anonymous

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



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

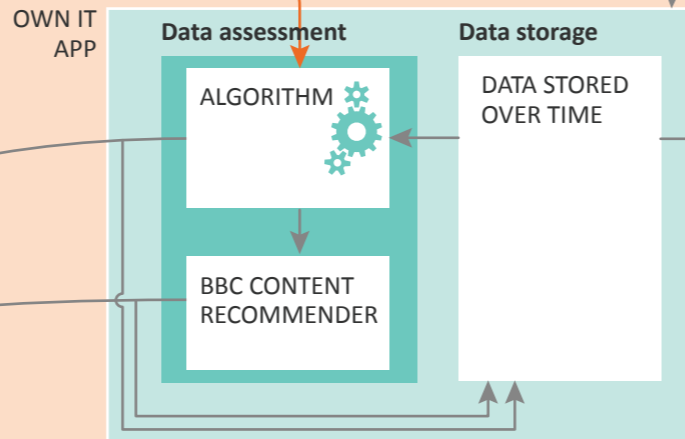
- IT GATHERS DATA ABOUT THINGS LIKE:
- Text typed into phone
 - Activities like quizzes and watching videos
 - Self-reported feelings
 - Time spent on phone

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 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



Are you sure you want to send your phone number?

ALERT

Here's Stacey Dooley talking about bullying

RECOMMENDATION

APP UPDATES

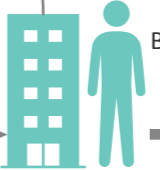


DATA FROM OTHER CHILDREN USING OWN IT



The child can opt out of sharing their anonymous data

ANONYMOUS DATA



BBC

ANONYMOUS DATA



UNIVERSITY

ANONYMOUS DATA

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.

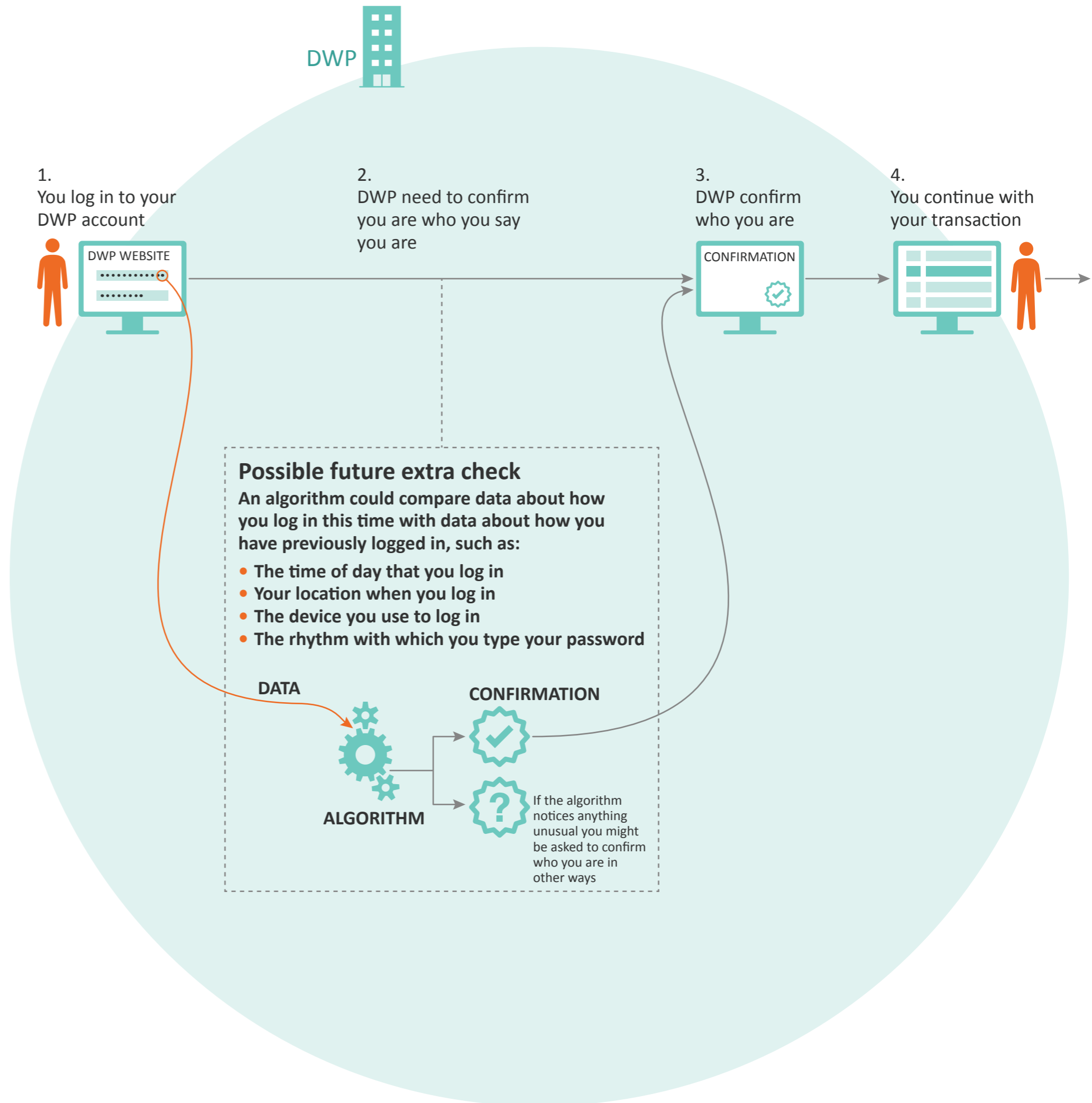
All the processes shown here are secure and automated



PEOPLE



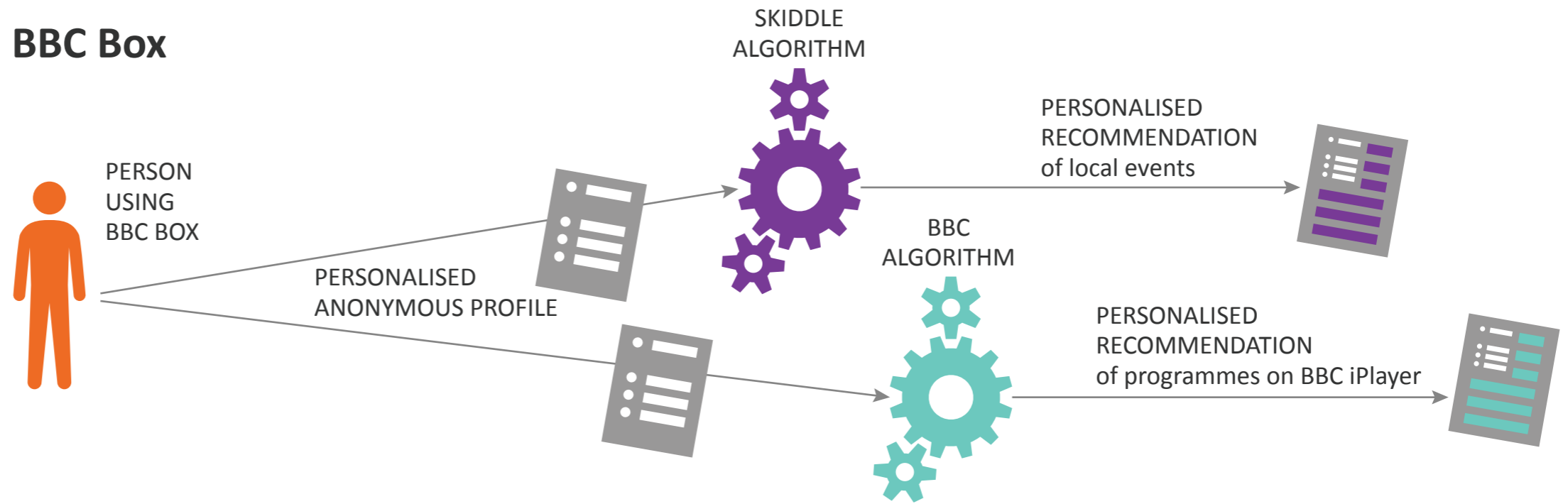
GOVERNMENT and
PUBLIC SERVICE
ORGANISATIONS



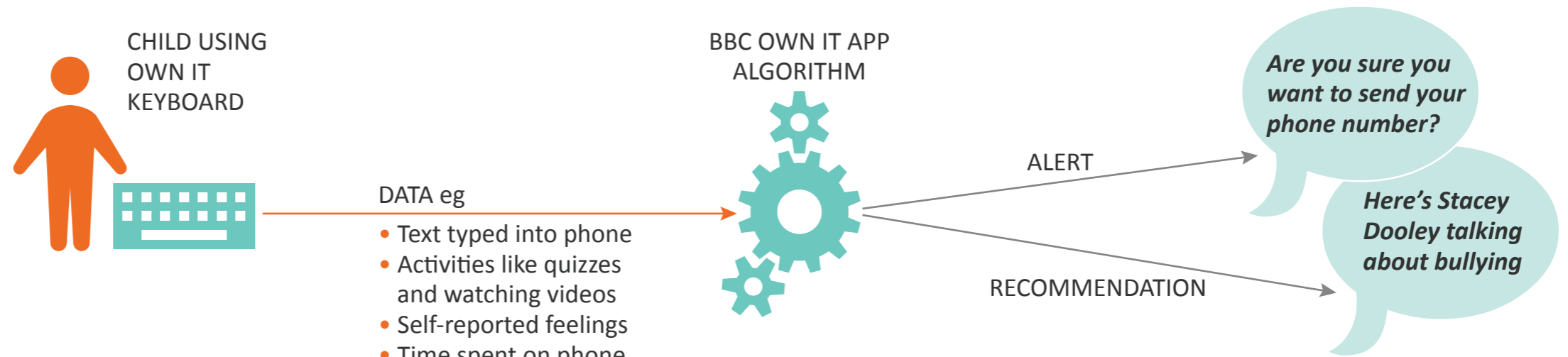
D. Algorithmic processing

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

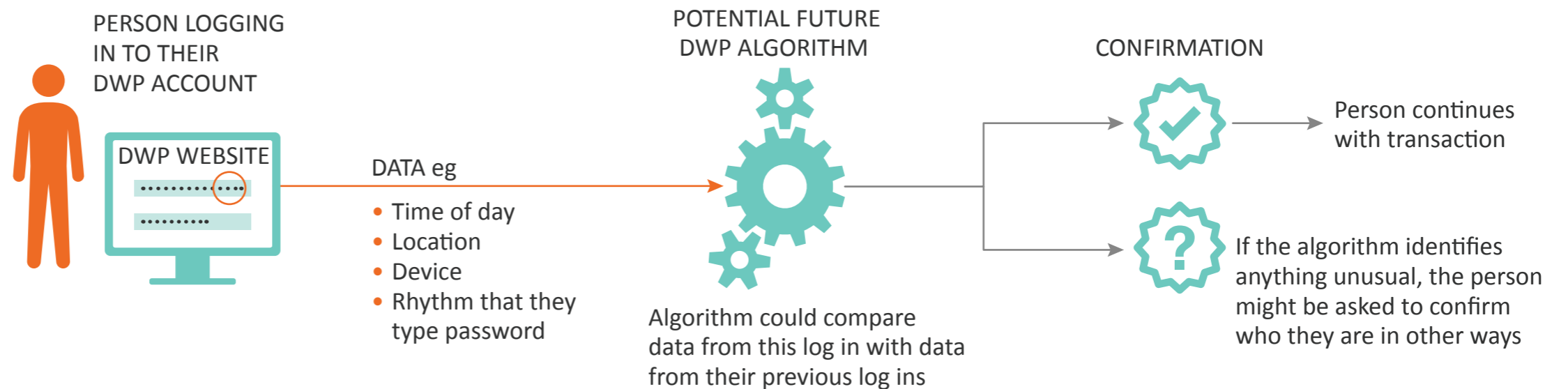
BBC Box



BBC Own It app for children



DWP Dynamic Trust Hub: Possible future check



PEOPLE

GOVERNMENT and PUBLIC SERVICE ORGANISATIONS and the PEOPLE who work for them

EXTERNAL COMMERCIAL or ACADEMIC ORGANISATIONS and the PEOPLE who work for them