

# Our Charter

## Digital Log Book's Charter

Your personal information is very valuable to you and to others. With the growth in the value of personal information, and other companies making a great deal of money and value from your information, we want you to harness this value for yourself.

### The Digital Log Book (DLB),

The DLB is what is known as a 'personal data store' (PDS).

Once created it is yours to use and keep forever.

You control who has access to your DLB and what parts of your DLB you share with other people.

We do not sell or market your information to anyone else.

The DLB is designed to help you achieve a legal standard of digital identity verification, as we work with [www.gov.uk/verify](http://www.gov.uk/verify).

### What is a personal data store (PDS)?

A Personal Data Store (PDS) is a service to let a person store, manage and share their personal information, in a highly secure and structured way, with whomever they choose. A PDS gives you the central point of control for your personal information. Your data attributes being managed by the DLB may be stored in a co-located repository and maybe stored by multiple external distributed repositories, here in the UK. Attributes from a PDS may be accessed via an API to a Government, local authority or housing association, with your permission, enabling you to access public services more quickly and efficiently.

### What is the value of a personal data store?

We believe that your personal information has a great deal of value to you to facilitate your access and purchase of services and products that you may need or want, such as benefits, housing, education, health services and many more.

According to a European Commission report produced by the University of Cambridge;

*Personal data stores enable individuals to regain control of their personal data. This user-centric model could offer individuals more convenience, new forms of remuneration and data management tools, in addition to a new means to exercise their digital rights.*

*The European Commission's Directorate General for Communications Networks, Content & Technology (DG CNECT) commissioned this report to evaluate whether the Personal Data Store (PDS) concept is a viable mechanism to increase consumer trust and engagement in the Digital Single Market. The report explores the PDS concept from social, legal, technical, and economic perspectives, recommending ways to guide development of the innovation.*

**Source:** European Commission: University of Cambridge: Final Group Project: Personal Data Store: Dr. J Zhang: May 2015

### Who is Digital Log Book?

The DLB is an online service developed by Etive Technologies Ltd, [www.etive.org](http://www.etive.org).

At Etive, we work with the Government Digital Service, local authorities, housing associations, 3<sup>rd</sup> sector service providers to provide the DLB for citizens enabling citizens to access public services quickly and easily.

Etive is a company registered at 125 Princes Street, Edinburgh, EH2 4AD.