Who's got **two thumbs** and controls *his own* personal data?
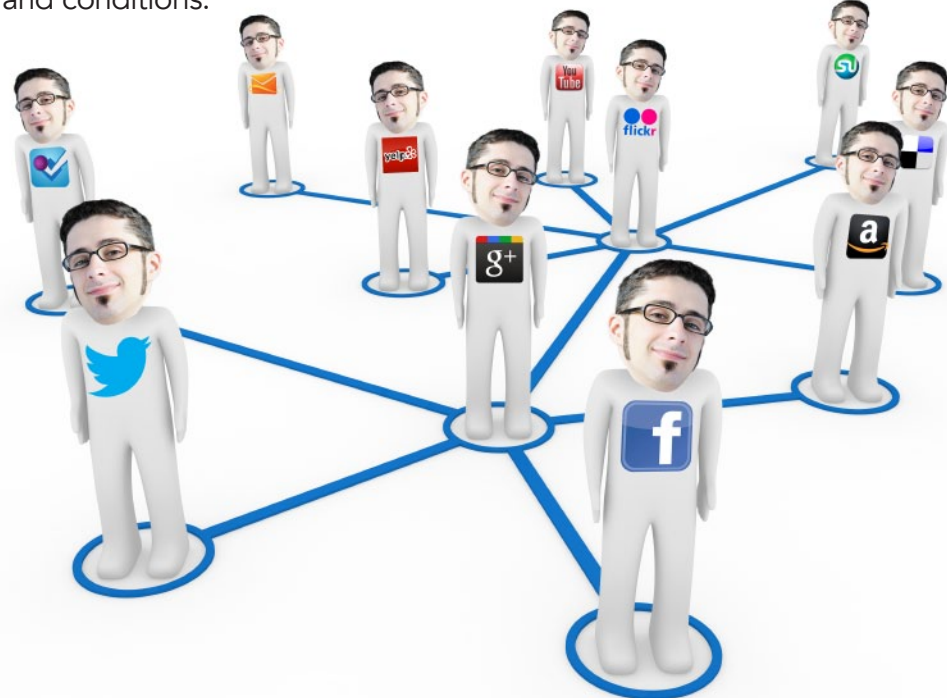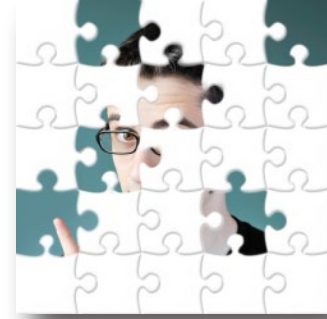
THIS GUY

TODAY

Meet Phil. Like a lot of us, Phil uses popular online services as a way to connect, self-publish, build his network, and find out what's going on in the world. But each time Phil signs up with a new service, he creates a separate repository of data on someone else's servers. He can't reuse his data across services, and he's at the mercy of someone else's terms and conditions.
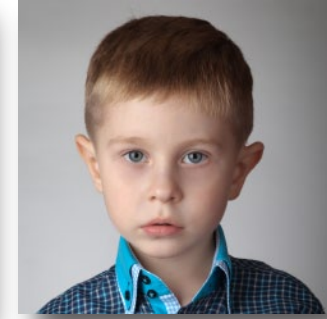
Unfortunately, in addition to being redundant and inefficient, those services end up with a view of Phil that is often:
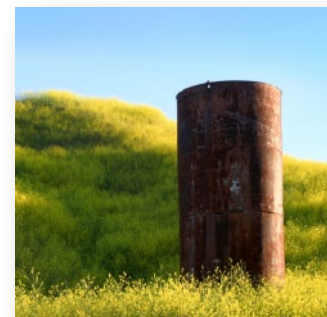
INCOMPLETE   OUTDATED   INACCURATE

And Phil is no better off. His personal data is:

SILOED   SCATTERED   AT RISK

TOMORROW

Soon, there will be one logical place for all of Phil's data, and he'll be able to grant or restrict access at will. In essence, access to Phil's personal cloud will depend on a virtual **turning grille**, a key for unlocking patterns in his mass of personal data.

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And Phil will have information architects to thank for working on:

TAXONOMY
Phil will be able to subscribe to taxonomy services that help him tag his data using standardized terms along with his own set of keywords.

METADATA
Smart metadata services will automate much of the tagging process and allow businesses to provide innovative pattern matching on Phil's data.

UNDERSTANDABILITY
Despite having a massive amount of personal data at his fingertips, Phil will benefit from smart UX design that lets him quickly see the data he's interested in and how it's being used.

FINDABILITY
Phil will use faceted search and collaboratively-designed navigation structures to quickly locate all his personal data.

Tomorrow is today
Phil's future is already under construction under the banner of VRM, or Vendor Relationship Management. Some examples:

ORGANIZATIONS
CustomerCommons.org
Personal Data Ecosystem
  Consortium (PDEC)
Project VRM

STANDARDS/FRAMEWORKS
Kinetic Rules Language: program
  Live Web interactions
UMA: data sharing and access
  between online services
XDI: OASIS semantic data
  interchange standard

PERSONAL DATA MANAGERS
App.net   Personal.com
Connect.me   Singly
Mydex

BOOKS
The Intention Economy
  by Doc Searls

LEARN MORE
TurningGrille.com/
iasummit2013