



# European Data Forum 2015

## “Data ownership in mobility”

Luxembourg, November 16/17

HERE Michael Bültmann





# HERE Platform

The HERE Platform is a global and flexible technology powerhouse, delivering data and services for automotive, consumer and enterprise location experiences.

To solve location challenges in a modern world we build real-time location knowledge from smart data and sensor data, while protecting privacy of user's location and personal data.



# HERE Platform

Growing momentum with our real-time predictive analytics to enable data driven location services at global scale.

**9.1B+**

Transactions  
served  
weekly

**1.7B**

Map tiles  
served weekly

**2.7B**

Traffic transactions  
served weekly

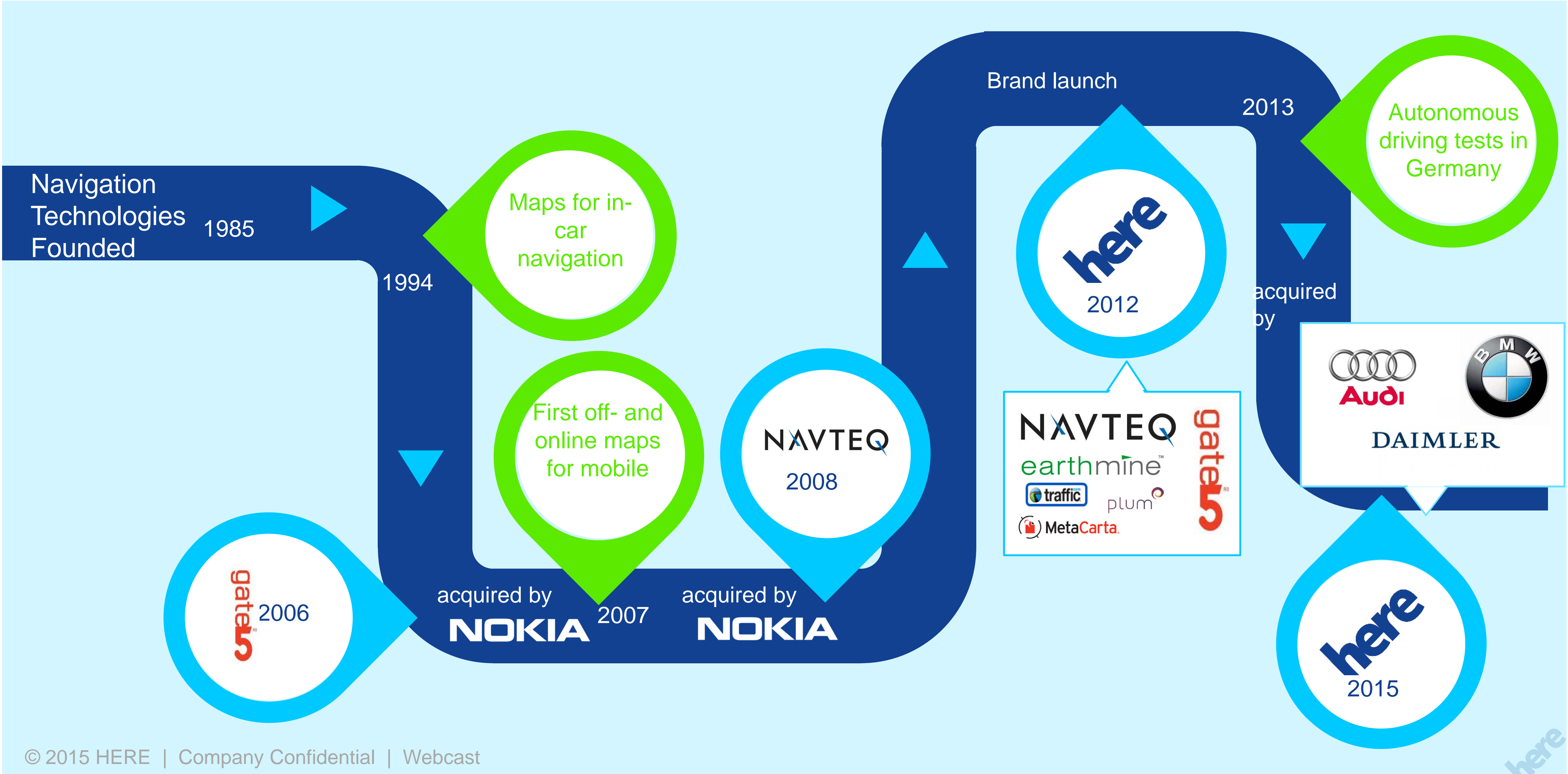
**2B**

Search and  
Geocode  
requests weekly

**390M**

Routing  
requests  
weekly

# Innovation has driven our history





# HERE Summary

## Vertical Offerings

### Automotive



### Enterprise

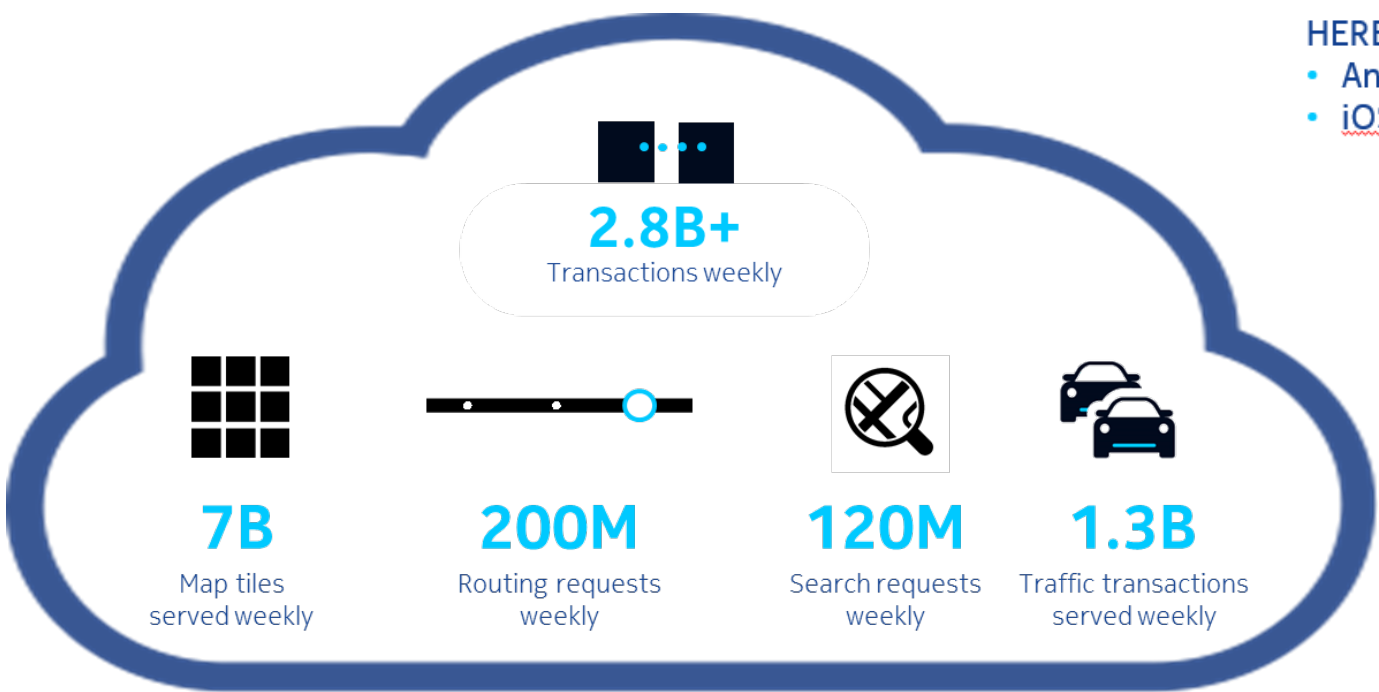


### Consumer



## HERE Platform

= Location Cloud Service



HERE Native APIs

- Android
- iOS



HERE Web APIs

- JavaScript
- Web services (REST)

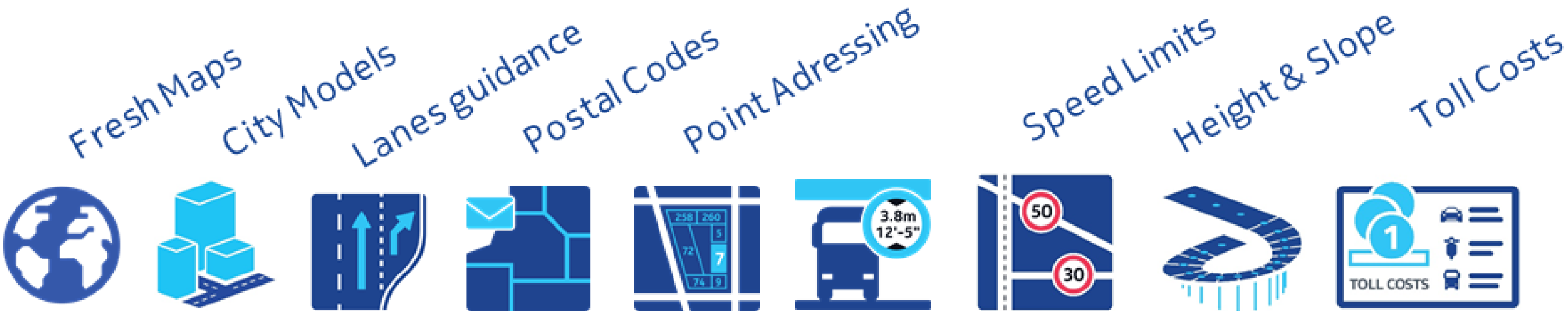


Realtime Traffic



## HERE Maps Content

= HERE Map Content Database





# For example: Connected Cars and DTI

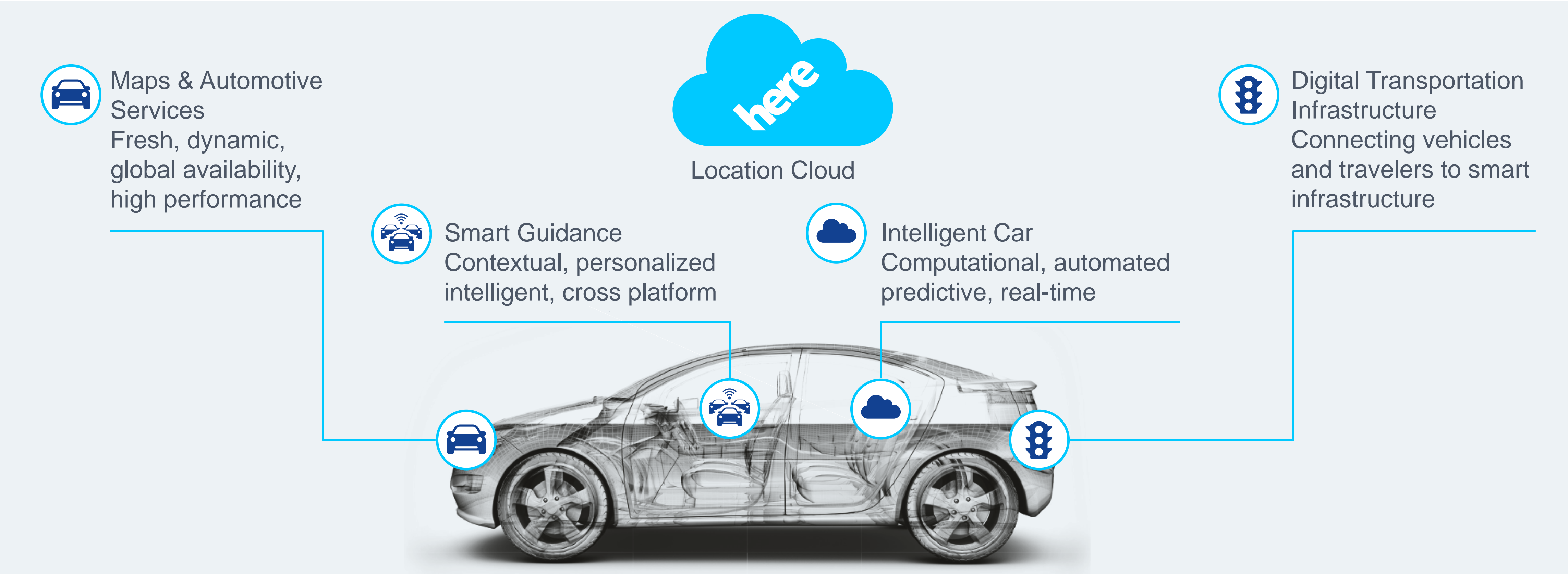


here



# The HERE Vision for Automotive: the leading Automotive Location Cloud

Making driving Smarter, Safer and more Enjoyable





# Connectivity and data are the game changers for new mobility services

Safety

Security

Sustainability

Personalization

Community







# Data Protection and Privacy



# HERE privacy approach

- We take privacy into account in the creation and delivery of all our products and services, holding a high standard of honesty, integrity and ethical conduct in our data processing practices.
- We comply with the requirements of applicable data protection and privacy laws and use all reasonable measures to protect the privacy of all our users.
- We believe in privacy by default and accountability in managing privacy.
- We believe that everyone has the right to privacy and we work to protect it.
- We aim to provide fair and reasonable choices to consumers on the processing of their information.



# Traffic example on product privacy approach

Area	Data protection approach
Transparency	Notice is provided prior to collection and available at all times
Anonymization	<p>Anonymization of the probe data includes:</p> <ul style="list-style-type: none"><li>• Protecting the route endpoints (to mitigate against capturing e.g. home and work)</li><li>• Converting the raw data to road segments and storing the congestion information in association with the road segment. The traffic product consists of the anonymized road segment + congestion data</li></ul>



# Traffic example on product privacy approach

Area	Data protection approach
Security	End-to-end protection of the data against unauthorized use both in transit and at rest. Only users with need-to-know are authorized to access the data.
Data sharing	Raw data is not shared with third parties





# Towards a new Data Culture



# Few observations

- Three main areas that contribute to the cultivation of a data ecosystem that allows for reusability of data, ease of access, and security:
  - Strategy,
  - Privacy,
  - Governance.
- Eco system mobility: Ownership vs “access and use”
- Concept of personal data and consent adequate in digital times?
- Data platform for eco system mobility, governed by?



