REFERENCE DOCUMENT - INTRODUCTION TO DATA

Contents

Content and metadata

Data is content and metadata.

1. Content

The content of your message

2. Metadata

- Phone numbers, email addresses and usernames

- Location data: where your mobile phone is

- Date- and time-stamps on phone calls, emails, files, and photos.

- Information about the device you are using

- The subject lines of your emails

How much control do you have over your data?

Bruce Schneier has put forward a useful framework which stratifies types of data into 6 levels, each of which corresponds to a different degree of control. In short, these are:

- SERVICE DATA - data you provide in exchange for a certain service

- DISCLOSED DATA - data posted to a platform you control

- ENTRUSTED DATA - data posted to a platform someone else controls

- INCIDENTAL DATA - data created by others about you

- BEHAVIORAL DATA - data created through our usage of a mobile phone or a computer.

- DERIVED DATA data about us that's inferred from other data.

A full summary with explanations can be found on Me and My Shadow:
https://myshadow.org/how-much-control-do-we-have-over-our-data