



Trading Guide for Data Buyers

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1. Introduction

This guide gives an overview of the trading process on the Digital Prosumer Platform from a Data Buyer's perspective. Follow these key steps and actions to trade on the Digital Prosumer Trading Platform.

1.1. Key Links

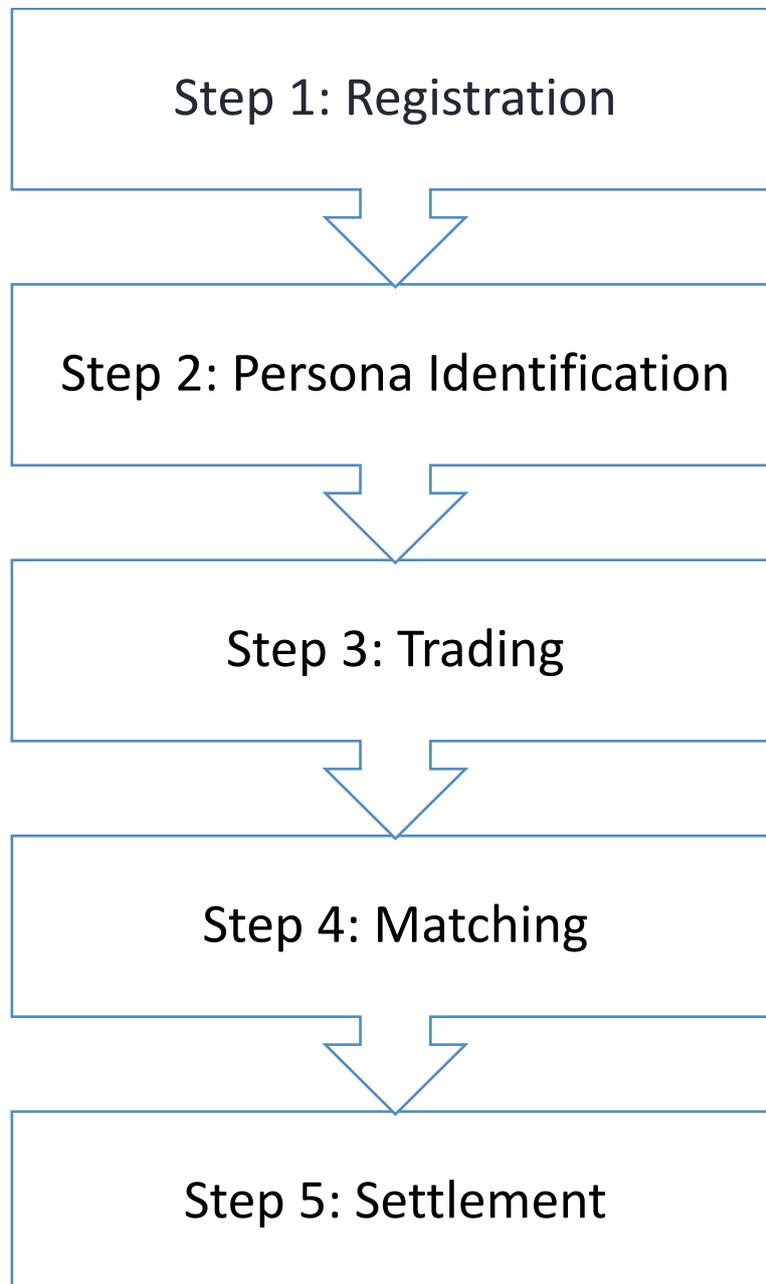
- Digital Prosumer Trading Platform: <https://www.digitalprosumer.co.uk>
- Datasets: <https://digitalprosumer.co.uk/datasets.html>
- Personas: <http://www.digitalprosumer.co.uk/personas.html>

1.2. Key Definitions

Digital Prosumer Trading Platform	The online platform for trading personal data. This includes the Digital Vault and the Digital Exchange.
(Digital) Exchange	The system where bidding and matching of personal data trades takes place.
(Digital) Vault	The system where personal data is stored, along with contracts and payments.
Persona	A user type, as defined by the underlying data used to identify this persona. Personas are used to package data into tradable products for the Exchange. For example, an 'Oyster User' persona is identified as any user who has one or more transactions in an 'Oyster Journey History' dataset.
Persona Asset	The packaged data product that can be traded on the Exchange. Each persona asset refers to a package of 3 months' worth of data, as defined by the persona. There are currently two types of asset, as specified at the end of the persona asset name. The type refers to the date of delivery. <ul style="list-style-type: none"> • SPOT: data must be delivered on the date of matching. • 3M: data must be delivered three months on from the time of matching.

2. Trading Process

From a buyer's perspective, there are 7 steps involved in getting access to data traded on the Digital Prosumer Platform.



Step 1: Registration

Follow the 'Login' link at the top right hand side of the main site, select 'Create a new account' and click on 'Register as a Buyer'. Alternatively, visit the direct link at: <https://digitalprosumer.co.uk/trading/register.html>. You will be asked to provide some essential details about yourself so that we can verify your identity. We also provide details of what we do and don't do with these details. For more information, please see our Privacy Notice (<http://digitalprosumer.co.uk/privacy.html>) for more information.

It is important that you read the Privacy Policy and the Trading Rulebook before registering as these documents govern your use of the Trading Platform. You will also be asked to give your consent for us to process this data to validate your account.

There will be a short delay whilst your account and identity is verified. You will receive an email with login details once your account has been validated.

Actions for You:

- Submit your details and register an account.
- Read the Privacy Notice to make sure you understand what information we collect from you and how we process it.
- Read the Conditions of Use to make sure you agree and understand the terms and conditions you will be bound by.
- Once your login is validated, you can view the details we hold on you on the 'My Account' page.

Step 2: Persona Identification

Once you have received your login details, you can now login to the system by following the log in link in the email or by visiting <https://digitalprosumer.co.uk/trading>. Before placing a bid, you will need to identify a persona that includes data you are interested in purchasing. A list of active personas can be found at the following page: <http://digitalprosumer.co.uk/personas.html>. Each unit of data includes 3 months of data from one user.

You then need to decide whether you would like to purchase the corresponding SPOT or 3M persona asset. Matching cycles run once a month at midnight on the last day of the month, so if you would like to receive the data on the first day of the next month you should bid for the SPOT persona asset. If you would like to secure data for the next three month period, you should choose the 3M persona asset. The data delivery date for 3M assets is 3 months after the matching date.

Actions for You:

- Identify personas you wish to bid for: <http://digitalprosumer.co.uk/personas.html>.

Step 3: Trading

Once you have identified a persona asset, you are then ready to place a bid. You will need to specify the number of units you wish to purchase and the maximum price you are willing to pay per unit. All prices are specified in UK GBP £. You may wish to visit the Markets screen linked in your account to get an idea of current asset prices.

PLEASE NOTE: If your bid is matched you will be entering into a legally binding contract to deliver payment.

Actions for You:

- Login to your account.
- Navigate to the 'Create a Trade' page and submit a new bid.

Step 4: Matching

Matching is run once a month at midnight on the last day of the month. You can edit your bid right up until the bidding period ends (23:45 on the last day of the month). You may find it useful to check the Markets and Market Charts screens linked to in your account to get an idea of current asset prices and make any adjustments.

If your bid is successful, you will receive an email notification with the details of your successful bid. In addition, you will receive the information you need to settle the trade including a link to your contract and details of payment. You can also log into your account and view your trade history on the 'Matched Trades'.

Once your bid is successfully matched, your contract will be available for download. Login to your account, view all your 'Matched Trades' and 'Download Contract'. The download is a zip file containing your PDF contracts. To ensure sellers' privacy, a set of randomly generated IDs will be used in place of the seller's Name or Emails. The seller will also receive this contract, as well as an additional document explicitly linking this randomly generated ID to them.

Actions for You:

- Check the 'Markets' and 'Market Charts' screens linked within your account.
- If necessary, 'Edit Bid'.
- Check your emails for the notification email. This will be sent from digital.prosumer@brunel.ac.uk so please add this to your safe senders list to avoid the notifications going into your spam folder.
- Login to your account and view the 'Matched Trades'.
- Login to your account, view 'Matched Trades' and 'Download Contract'.

Step 6: Settlement

On the payment date stated in the contract, you must send payment for the data. You will also receive an email reminder. This payment is made through Digital Prosumer so buyers and sellers are not identifiable to one another.

Once payment has been verified and data collected from the sellers, the data will be packaged and made available for you to download. The packaging process ensures the data is delivered to the contractual specification and that the data is anonymised to protect the sellers' privacy. This data package will be made available to you to download for a maximum period of six months after the delivery date stated in the contract.

Actions for You:

- Send payment on the date stated in the contract.
- Download your purchased data within six months of the date stated in the contract.