



## Trading Guide for Data Sellers

Updated 21<sup>st</sup> April, 2016

## Table of Contents

<b>1. Introduction .....</b>	<b>3</b>
<b>1.1. Key Links.....</b>	<b>3</b>
<b>1.2. Key Definitions.....</b>	<b>3</b>
<b>2. Trading Process .....</b>	<b>4</b>

## 1. Introduction

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

### 1.1. Key Links

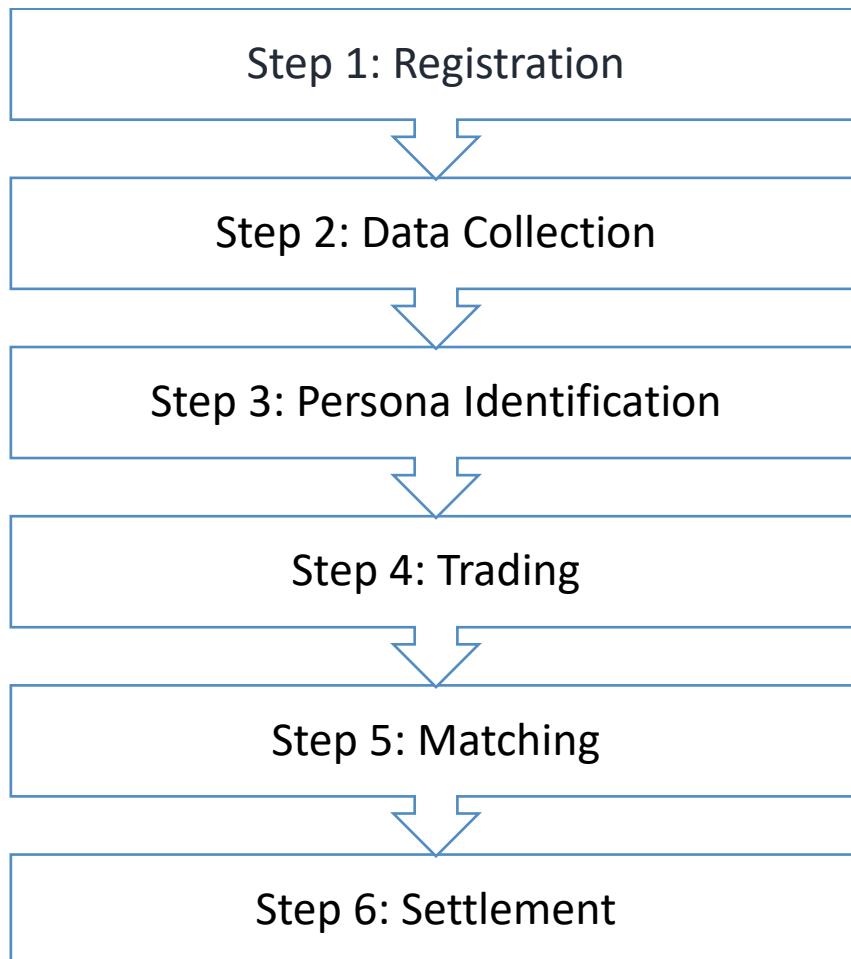
- Digital Prosumer Trading Platform: <https://www.digitalprosumer.co.uk>
- Datasets: <https://digitalprosumer.co.uk/datasets.html>
- Personas: <http://www.digitalprosumer.co.uk/personas.html>

### 1.2. Key Definitions

<b>Digital Prosumer Trading Platform</b>	The online platform for trading personal data. This includes the Digital Vault and the Digital Exchange.
<b>(Digital) Exchange</b>	The system where bidding and matching of personal data trades takes place.
<b>(Digital) Vault</b>	The system where personal data is stored, along with contracts and payments.
<b>Persona</b>	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.
<b>Persona Asset</b>	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"> <li>• SPOT: data must be delivered on the date of matching.</li> <li>• 3M: data must be delivered three months on from the time of matching.</li> </ul>

## 2. Trading Process

From a seller's perspective, there are 9 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 Seller’. 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 Conditions (<https://digitalprosumer.co.uk/conditions.html>) 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: Data Collection

Once you have received your login details, follow the login link in the email or visit the direct link at: <https://digitalprosumer.co.uk/trading>. To begin trading your data, you will need to upload a sample dataset so it can be mined and you can be assigned a persona. These personas enable us to create data packages that can be converted into tradable assets. We will validate your data file against a known schema

A list of the datasets we currently accept can be found at: <http://digitalprosumer.co.uk/datasets.html>.

**Actions for You:**

- Login to your account.
- Upload a sample dataset and ensure that it is correctly categorised as specified on the [datasets description](#) for validation.
- If the dataset does not meet our validation criteria, you will be notified and asked to upload again.

## Step 3: Persona Identification

So you can trade your data, you will be assigned personas, specific user types as defined by the analysis of aggregated data across all platform users. When a persona has been assigned to you, an email notification will be sent. You will need to accept that persona on the Actions page in your account in order to begin trading the associated data. A list of active personas and the associated data can be found at:

<http://digitalprosumer.co.uk/personas.html>. Please make sure that you are happy to trade under this persona before you accept as this will make the asset available for you to trade. You are not required to accept a persona, though you will not be able to trade data associated with that persona until you accept.

**Actions for You:**

- Receive notification of assigned persona(s).
- Accept any assigned personas to consent for this data to be available for trading.

## Step 4: Trading

Before placing an offer, you will need to identify a persona asset you would like to trade. A persona asset is a packaged version of the persona that includes data for a specific time period. Each persona asset includes three months' worth of data and the persona asset name defines the data of delivery. There are two type of asset currently traded: a SPOT and a 3M. A SPOT asset specifies that the last three months' worth of data must be delivered on the date of matching. A 3M asset specifies that the next three months' worth of data must be delivered three months after the matching date. Matching cycles run once a month at midnight on the last day of the month and a persona asset can only be traded once in this period.

A list of active personas can be found at the following page: <http://digitalprosumer.co.uk/personas.html>.

Once you have identified a persona asset, you are then ready to place an offer. As a seller, you are trading for 1 unit (i.e. the data associated with your transactions/history) and you will need to specify the minimum price you are willing to sell this unit of data for. 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 offer is matched you will be entering into a legally binding contract to deliver data.

**Actions for You:**

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

## Step 5: Matching

Matching is run once a month at midnight on the last day of the month. You can edit your offer 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 screen linked to in your account to get an idea of current asset prices and make any adjustments.

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

Once your offer 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 your privacy, a randomly generated ID will be used in place of your name or email address. The buyer will also receive this contract, though you will receive an additional document explicitly linking this randomly generated ID to you.

**Actions for You:**

- Check the 'Markets' and 'Market Charts' screens linked within your account.
- If necessary, 'Edit Offer'.
- Check your emails for the notification email. This will be sent from [digital.prosumer@brunel.ac.uk](mailto: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 delivery date stated in the contract, you must upload the data as specified in the contract. You will also receive an email reminder. This data will be packaged before being made available to the buyer, ensuring that the data meets the contractual specification and is anonymised to protect your privacy. If the data you uploaded does not meet these specifications you will be notified to upload the correct data. If you do not deliver the data as contractually agreed, further action will be taken as specified in the Trading Rulebook.

Once your data has been verified and payment has been received from the Buyer, you will receive payment. All payments take place through us so your privacy remains protected from the Buyer.

**Actions for You:**

- Upload data on the delivery date as per the specifications stated in the contract.
- Receive payment.