

News Release

D.A.Consortium Inc.

Pilot testing begins on an “information bank,” a new system for storing personal data

Service for collecting, managing, and sharing personal data with the individual’s consent to be validated

Tokyo, September 10, 2018 --- D.A.Consortium Inc. (DAC) has begun pilot testing of what is called an “information bank” (*1), a system for securely accessing personal data with the data subject’s consent, in partnership with Hitachi, Ltd., Hitachi Consulting Co., Ltd., Informetis Co., Ltd., Tokio Marine & Nichido Fire Insurance Co., Ltd., and Japan Post Co., Ltd.

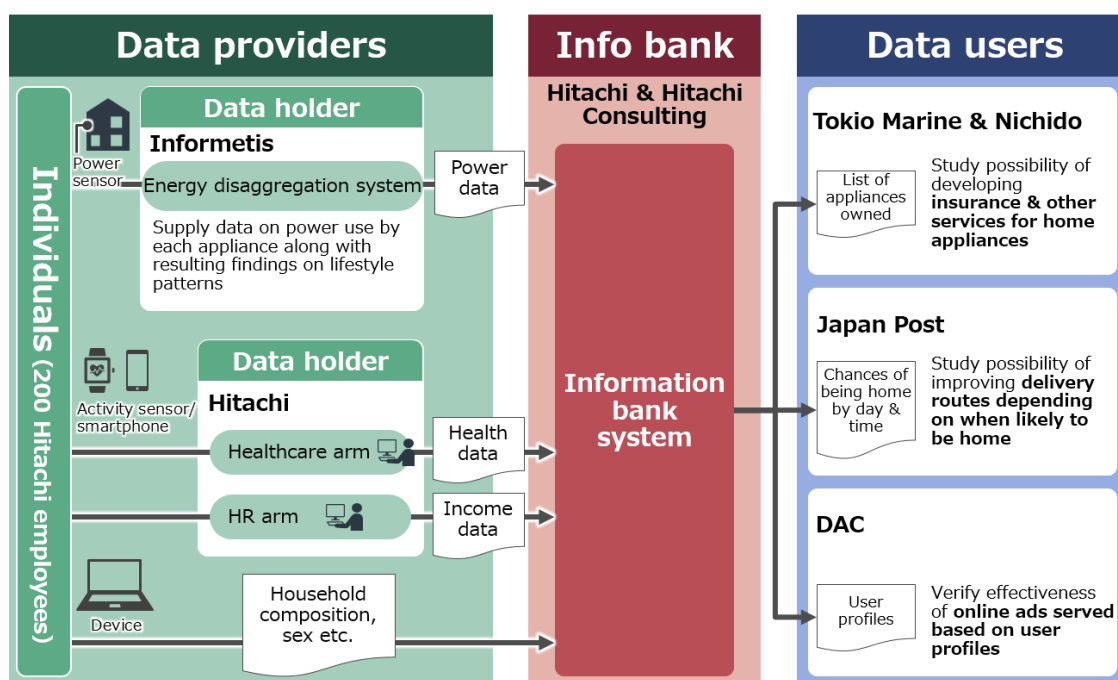
The spread of the smartphone and the proliferation of online services over the past several years have generated vast amounts of personal data. Such data shows great promise as raw material for new businesses and services, but its security and transparency need to be ensured before it can be harnessed.

To meet that challenge, work is now under way in Japan on designing an “information bank”: a databank for securely collecting, managing, and sharing personal data in the possession of individuals or businesses with the data subject’s consent. Individuals will choose businesses to share their data with over the information bank system, which will then provide it to those businesses on terms and conditions each person has set in advance. Businesses will be able to use the data so obtained to deliver services better tailored to the individual’s needs.

To ensure security and transparency in how the data is used, the information bank will need to be made secure and provide a means of checking past data access by businesses. The groundwork for such a bank is now being laid. In June 2018, the Japanese Ministry of Economy, Trade and Industry and the Ministry of Internal Affairs and Communications unveiled a set of certification criteria (*2) outlining the functions to be performed by an information bank and the requirements it must meet.

The present pilot test will validate the technology used by the information bank to collect, manage, and share personal data, as well as the feasibility of services leveraging that data. In addition to regular personal data on such attributes as sex and household composition, the test will also involve personal data generated by sensors, including household power consumption and individual activity levels, in readiness for the coming spread of the Internet of Things (IoT).

The results of this trial run will be used to identify the prerequisites for a secure, reliable information bank and recommend corresponding improvements in the certification criteria, thus bringing the information bank a step closer to realization.



Schematic overview of the pilot test

■ **Each company’s role in the pilot test**

- Hitachi
Hitachi will, as the information bank operator, sign up 200 employees to participate in the trial run and build and operate the information bank system. As data holder, it will, with their consent, provide their health data — collected by activity level sensors — and income data to the information bank.
Over the course of the test, Hitachi will identify the operational requirements for information bank. It will also analyze receptivity to sharing data by administering a questionnaire to participants.
- Hitachi Consulting
Hitachi Consulting will analyze the suitability and adequacy of the model agreements that are to serve as templates for agreements between the information bank and individuals, data holders, and data users (these model agreements are available in the “Guidelines of Certification Schemes Concerning Functions of Information Trust ver. 1.0”). It will also study the validity of the certification criteria.
- Informetis
Informetis will, as data holder, install electric power sensors in the homes of participants, collect data on power consumption, and share it with the information bank.
- Tokio Marine & Nichido
Tokio Marine & Nichido will, as data user, make use of data from the information bank to study the possibility of developing insurance and other services for home appliances.
- Japan Post
Japan Post will, as data user, make use of data from the information bank to study the possibility of improving delivery routes depending on when people are likely to be home.
- DAC
DAC will, as data user, make use of data from the information bank to verify the effectiveness of online ads served based on user profiles.

- (*1) As part of a project by the Ministry of Internal Affairs and Communications to promote functions of information trust under the FY2018 budget.
- (*2) Ministry of Economy, Trade and Industry and Ministry of Internal Affairs and Communications, "Guidelines of Certification Schemes Concerning Functions of Information Trust ver. 1.0"
<http://www.meti.go.jp/press/2018/06/20180626002/20180626002-2.pdf> (in Japanese)

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<Corporate Information>

■ **D.A.Consortium Inc.** <http://www.dac.co.jp/english/>

D.A.Consortium Inc. (DAC) is a leader in the online advertising industry. Established in 1996 during the early days of online advertising, DAC has played a key role in the market's formation and development. As a media representative, DAC provides comprehensive support to publishers, ad agencies and other partner companies by purchasing and selling ad space, planning and reporting. It also manages ads through one of Japan's largest trading desks, develops high-tech solutions and offers a wide range of advertising-related digital marketing services. Under the brand slogan, "**Empowering the digital future**," DAC strives to empower the digital future of the world we live in, making it more dynamic while expanding its potential.

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