Plot

"We know more about the travel patterns of the 6.8m cows on the island than we do about the 6.5m visitors to our shores each year."

Can the electronic footprints created by mobile phones be of use i.e. Call Detail Records of visiting roamers a source

Initiative commenced in 2011

Cast and Motivation

CSO

Data Protection Commissioner

tif (mobile) @ IBEC
Mobile Network Operators Group

Motivation

Positively disposed – Corporate Social Responsibility etc

but

Cost / Burden

Public perception

Legal basis

Agreed early on to work towards consensus on the legal basis

Legal

Data Protection Acts, 1988 and 2003

Statistics Act, 1993

- general right of access to records not withstanding in DP Acts
- compel data provision through a legal instrument under Act

E-Privacy regulations, 2011

- EU directive
- Sector specific legislation
- requires data to be anonymised

EUROPEAN COMMUNITIES (ELECTRONIC COMMUNICATIONS NETWORKS AND SERVICES) (PRIVACY AND ELECTRONIC COMMUNICATIONS) REGULATIONS 2011

Overview

CSO gets to play with big data

- The sandbox
- UNECE ICHEC
- 2014 -The sandbox went live
- The sandbox looking to the future

The toys (data sources)

- o twitter data
- o mobile phone data
- satellite imagery / aerial photography
- o price data/job vacancy data via scraping
- scanner data/price data sourced via large vendors
- o smart meter data on electricity/gas consumption

Some of the players











National Institute of Statistics and Economic Studies

Measuring, understanding



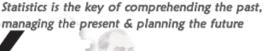






































To play, contact Steven.Vale@unece.org

Big data now playing at the sandbox



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