MoX litepaper #3

MoX Data Suite – Take Control

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Take control of your data. Profit from them.

Abstract

Data is the cornerstone of today's and tomorrow's economic landscape. Machine Learning, Advertisement, Human Resources are all fields being disrupted by the data era and businesses tend to be more and more data driven.

While this opens an endless world of possibilities, it comes with it's lot of drawbacks. Bad general understanding of data science, legal grey zones and shady practices conducted by major players in the field and even governments are creating trust issues.

Any smartphones, computers, or any type of smart device users are subject to data collection without having full control over which kind of data are collected, and especially how they are going to be used and stored. Recent initiatives like GDPR are trying to give more protection about this, but it's only useful to a part of the world, and a lot more work is to be done toward transparency.

Most of the time your data will end up being sold to data brokers and advertiser which will then make whatever they want with it [1 / 2]. These practices while being morally and ethically debatable, don't even allow you to profit from them. Users are a product for these companies making huge profit out of this, leaving them no other options if they want to use their services.

At MoX, we imagined a set of tools that would help solve these issues. Our data suite will allow you to take full control of your data and to even profit from them.

MoX Data Suite

Imagine becoming your own data broker. You can choose precisely and transparently which data you want to collect about you, store them locally (and not on someone else computer — cloud), privately and securely. You can then choose very easily to sell them to interested buyers. The more data you provide, the more your income.

How does it works

The user experience will be very simple. Built around 3 collection tools, the wallet and the buyer's interface.

Collection Tools

Collection tools all serves the same purpose but on different platforms. They will let the users choose the type of data they want collected and then store them locally — no central server has access to these data, ever — in a secure way using MoX encryption.

- Browser Plugin

- Mobile Application

- Desktop Application

All have the ability to collect different type of data. The browser plugin can collect your browsing history, habits and know more about your overall internet browsing profile. Mobile and desktop application will be able to collect geolocation, behavioral informations and profile informations. The suite will also be able to interface with various social media services like Linkedin/Twitter/Facebook to gain access instantly to a big data collection. These services however won't be required to have refined data.

Wallets

MoX data suite will be directly integrated into MoX wallets. You will just need to input your data file location or streaming address (if it's not the default one) and then specify that you want to monetize them. Everything else will be handled automatically. The price will be estimated based on the data volume, the level of refinement and a balance of offer and demand. Your payment address will be listed on the buyer's interface making the whole process completely anonymous.

You'll have the option to accept automatically any incoming request or decide on a request per request basis. Here again, giving a full control to the seller and not the buyer.

Buyer's Interface

Buyers interface will be a simplified and minimalist platform designed to buy high quality data in bulk or in a refined way. All buyers will have to be identified on the contrary of sellers. We consider it mandatory that sellers have the power to choose based on the identity of buyers to accept a transaction or not.

Once the buyer decides the amount and type of data they want to acquire they will just have to send a transaction in MOX to the given address and every payment will be locked until acceptation from the seller. Once the seller accepts the transaction they will automatically get a deciphered version of the data set. All of this will happen in a peer-to-peer fashion.

There will be the possibility to whether subscribe to a stream of data and pay by the usage or to do a one time transaction buying directly a file containing a history of curated data