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Research Subject	Research on Personal Data Management System		
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Outline

As the advancement of the internet, IC cards, RFID tags, etc., various types of personal data are collected from the consumers. Industries and/or supply chains collect personal data for two major purposes. One is to collect sales and payment information at the time of purchase in order to analyze and improve the business system. The other is to analyze each consumer's behavior in order to understand the consumer's needs/wants and to develop a better relationship between companies and consumers.

As the advancement of such information collection and circulation, there is a growing need of privacy protection. In Japan, the Law of personal data protection is enforced in 2005. OECD announced *the Guidelines for Consumer Protection in the Context of Electronic Commerce* in December 1999.

It is important to allow information circulation within the society. However, such information circulation should be performed under rigorous regulations. If personal data is circulated against the consumer's intent, it is difficult for the consumer to trust companies. This may form an obstacle to develop secure information infrastructure.

In order to overcome above difficulties, we propose a mechanism to manage personal data. This mechanism is a part of a joint research result with CS Labo Ltd. The mechanism is under investigation by the Japan Patent Office.

Currently, we are looking for financial support to develop experimental system to evaluate the personal data control mechanism. We are also looking for companies to join the project.

Research Contribution

Usually, when a company or a government office collects personal data, the organization has the full privileges to manage the collected data. Each consumer must trust the organization. However, there are number of troubles that significant amount of privacy data is mismanaged and circulated out of the organization against the consumer's intension.

Our mechanism enables each consumer to check the access log to his/her personal data. If there is an unwanted access to the personal data by a certain organization, the consumer can prohibit further access by the organization. An organization can develop their reliability from the view point of information management and can improve communication with the consumers by introducing the personal data control mechanism.