

## Reality and fiction blur

# Imagine if... data was money

Augmented  
reality



Hyper  
connectivity



**By 2071, data has become the new money and people are paid for how their data is used, transformed and manipulated. Rights to use data have become a major corporate asset, alongside more conventional balance sheet entries. People are remunerated for micro-transactions on data.**

In the future, the rights to acquire and exploit data on the characteristics and behavior of individuals has become a major commodity. Even if individuals do not provide data directly, it can be easily inferred through sophisticated analytics.

Different societies adopt very different models over the rights of people (and potentially AIs) to control how such data is exploited. It is also possible that data will no longer remain the main currency and will be surpassed by the AI analysis algorithm running on the data. Privacy regulations will evolve as they try to deal with this complexity, with many commercial pressures to exploit data for advantage, leading to innovation ahead of regulation and evolution of societal norms.

Cyber crime will find ways to derive personal data in novel ways and use that to good effect to exploit and manipulate individuals. Will individuals be able to track their personal data and understand how it is being used and abused by those criminal groups?