Challenges and chances for use of data as driver for innovation and value creation

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An era of (Big) data?

Source: Vos (2016a)
Rethinking privacy?
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Jawbone Up’s **TOU read:**

We may share your Information with third parties to provide services on our behalf such as to process payments, or to store information collected through our site, app, and services. We may share information with a parent company, subsidiaries, joint ventures, or other companies under common control with us. We may share your personal information for the purposes of a business deal (or negotiation of a business deal) involving sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition, or bankruptcy transaction or proceeding. We may disclose

Source: www.pando.com

RunKeeper’s **Privacy Policy** reads:

There are certain circumstances in which we may share your Personal Data with certain third parties without further notice to you, including as set forth below:

- **Business Transfers:** As we develop our business, we might sell or buy businesses or assets. In the event of a sale, merger, reorganization, dissolution or similar event relating to all or a portion of our business or assets, Personal Data may be part of the transferred assets.

- **Service Providers, Agents and Related Third Parties:** We sometimes hire other companies to perform certain business-related functions. Examples include mailing information, maintaining databases and processing payments. When we employ another company to perform a function of this nature, we may need to
The case of running (data)

Source: van Renswouw, Bogers & Vos (2016); Vos, van Renswouw & Bogers (2017)
SEASONS

Source: van Renswouw, Bogers & Vos (2016); Vos, van Renswouw & Bogers (2017)

DAY-OF-THE-WEEK
NO RAIN

RAIN

Source: van Renswouw, Bogers & Vos (2016); Vos, van Renswouw & Bogers (2017)
BEFORE SUNSET

AFTER SUNSET

Source: van Renswouw, Bogers & Vos (2016); Vos, van Renswouw & Bogers (2017)
A smart 1.8k running and walking path in Eindhoven
social safety | co-creation | 1,8k | 4 tempos | open

Source: Vos et al. (2017)
I wish you lots of inspiration and interesting encounters!

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