



Viivi Lähteenoja: Senior Advisor, MyData Global

Viivi was part of the team who, in 2018, founded MyData Global. Since its founding, she has served as Head of Programmes and Deputy General Manager for the association. Her current role is that of Senior Advisor, in which capacity she advises the association on matters of policy and the development of MyData thought leadership.

Viivi is the editor and a co-author of the latest edition of the white paper “MyData – an introduction to human-centric use of personal data” (2020), a co-editor of the white paper “Understanding MyData Operators” (2020), both published by MyData Global, as well as the lead author of the paper “On the Importance of Human-Centricity and Data” (2021), published by the World Economic Forum.

Viivi is also pursuing a PhD degree in data ethics with the University of Helsinki and Aalto University.