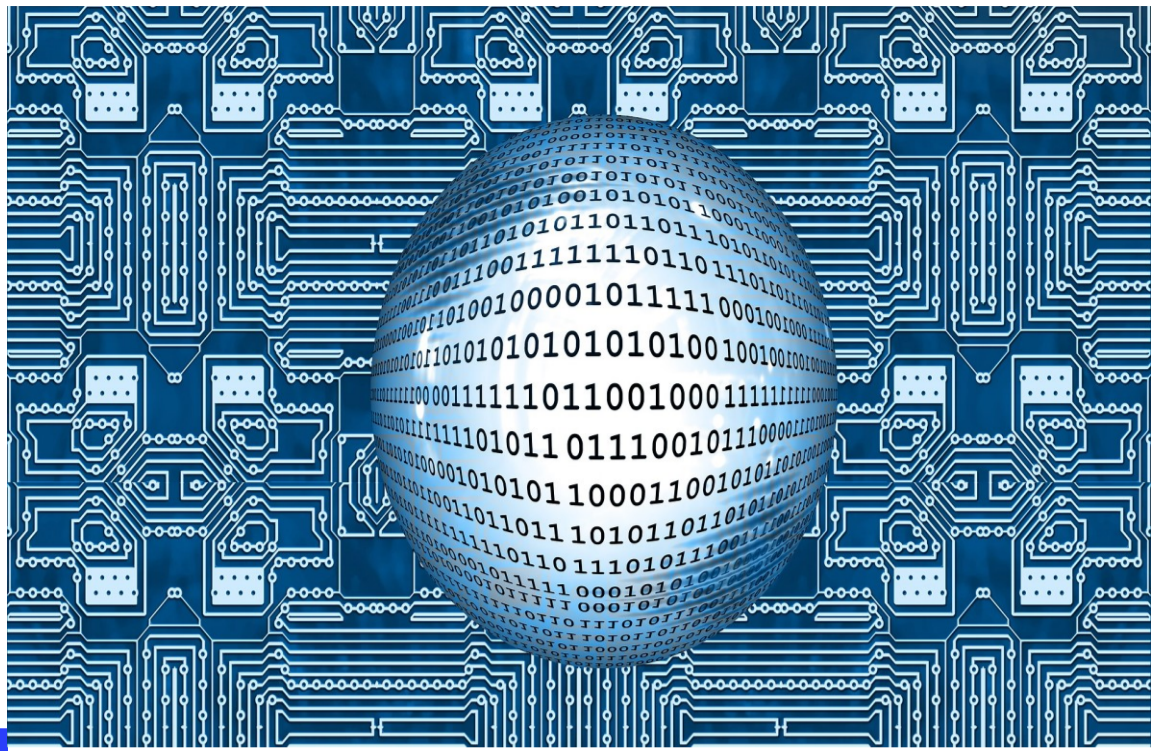


**Why?** Data is the new source of energy, one of the main assets; for the provision of public services, for the development of the digital economy and for people's daily activities. They are becoming increasingly valuable and relevant given that any type of activity is supported and built on data.

**What for?** To strengthen the city as a benchmark in open, transparent, sustainable, inclusive, participatory and cohesive citizenship through an action plan that advances to an excellence in data governance, that promotes the development of municipal and city services, growth economy and employment and the well-being of people from an ethical, safe and responsible use of data through the humanized and friendly use of technologies



Value the management data of municipal and city services to develop city management based on advanced data analytics and promote its proper treatment and the ethics of algorithms by developing measures to advance and consolidate the life cycle of the data, its quality and the policies for its exploitation and reuse.

**How?** 7 lines of action are established that are specified in: Creation of the data office, establishing the data governance model, building and developing the data map, promoting training and literacy in the use of data, designing the centralized data repository (data lake), developing platforms for the advanced analytics and promote its use, define and implement indicators for monitoring and evaluation of services

OFFER CITIZENS

01

Your city data as a public good and asset

02

Measures to ensure adequate treatment of the digital rights of individuals

03

Ethical guarantees of the use of data and of an algorithmic and technological humanization

04

Clear, accessible and geo-located communication at all times



NEXT STEPS

- Decalogue of digital rights of the City of Madrid
- Data Office
- Data integration model and life cycle to guarantee quality, ethical use and safety
- Good practices in European networks: Usercentricities

