



Coelition

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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We are pleased to announce that the Classification of Everyday Living Version 1.0 from the OASIS COEL TC was approved as an OASIS Committee Specification on 25th February 2018.

Digital technologies are becoming integral to our daily lives. They promise huge benefits to society, but the resulting data creates many challenges for an individual's privacy.

The COEL Specification provides a privacy-by-design framework for the collection and processing of behavioural data. It is uniquely suited to the transparent use of dynamic data for personalised digital services, IoT applications where devices are collecting information about identifiable individuals and the coding of behavioural data in identity solutions.

We are grateful to Fujitsu, Activinsights and Tessella for their support in the development of this specification over many years. This open specification is based on material originally conceived by Unilever who had the foresight to make it available for public use.

This Committee Specification is an OASIS deliverable, completed and approved by the TC and fully ready for testing and implementation. The prose specifications and related files are available here:

<http://docs.oasis-open.org/coel/COEL/v1.0/cs01/COEL-v1.0-cs01.zip>

About Coelition

Coelition helps organisations and entrepreneurs to create new products and services that have privacy built-in. We are an independent and informed not-for-profit who individuals can trust to uphold their interests. Our mark helps consumers to choose services they will love without sacrificing their privacy. One of the ways we provide transparency and choice is through our commitment to open standards. Importantly, we don't accept that great innovation and real privacy are incompatible.

<https://coelition.org/business>

About OASIS

OASIS is a nonprofit, international consortium that drives the development, convergence and adoption of open standards for the global information society. OASIS promotes industry consensus and produces worldwide standards for cybersecurity, privacy, cloud computing, IoT, SmartGrid, and other areas. OASIS open standards offer the potential to lower cost, stimulate innovation, grow global markets, and protect the right of free choice of



technology. OASIS members broadly represent the marketplace of public and private sector technology leaders, users, and influencers. The consortium has more than 5,000 participants representing over 600 organizations and individual members in 65+ countries.

<https://www.oasis-open.org/kws/>

About Fujitsu

Fujitsu is one of the world's largest ICT companies, offering a complete range of products, services and solutions. From looking after applications and protecting data, to managing supercomputers around the world, we're helping businesses everywhere to become more innovative and efficient. As the largest Japanese employer in the region, we employ 12,000 people who work to keep the UK and Ireland running smoothly. We are committed to being a responsible business and have achieved a 5 star rating in Business in the Community's Corporate Responsibility Index 2015 as well as being named Responsible Business of the Year. We are also proud to work alongside our charity partner, Action for Children.

<http://www.fujitsu.com>

About Activinsights

Activinsights provides health professionals with insight about patient behaviours and daily activities. We build lifestyle reports with data from wearables, apps and connected devices.

<http://www.activinsights.com/>

About Tessella

Tessella, Altran's World Class Center for Analytics, is part of the Altran Group, a global leader in Engineering and R&D Services. Tessella uses data science to accelerate evidence-based decision making, allowing businesses to improve profitability, reduce costs, streamline operations, avoid errors and out-innovate the competition.

<https://tessella.com/>

About Unilever

Every day, two billion people use Unilever products to look good, feel good and get more out of life. With more than 400 brands bought in 190 countries, we have a unique opportunity to work with consumers to make sustainable living commonplace.

<https://www.unilever.com/>