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# My Digital Footprint: A two-sided digital business model where your privacy will be someone else's business!

*Tony Fish*

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# My Digital Footprint: A two-sided digital business model where your privacy will be someone else's business!

*Tony Fish*

**My Digital Footprint: A two-sided digital business model where your privacy will be someone else's business!** Tony Fish
This book is about digital data that is created through your interactions with electronic devices and from these devices interacting with your environment. This data has value when analysed and feedback to create service with colour and focus for you as a user and to brands who want to own your whole digital life experience. The books explores the business issues, who owns the data and were value and wealth can be created.

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