

provisioning. The former relating to that data which is collected, kept and used for monitoring the behaviour and health of the system providing the service. The second category relates to the necessity of data collected, kept and used for the actual service itself.

However data is used for further purposes such as marketing, product improvement, consumer profiling and so on. We can therefore construct a set of further classifications covering each of these usage cases. A suggested ontology is shown in figure 67 with the following meanings below:

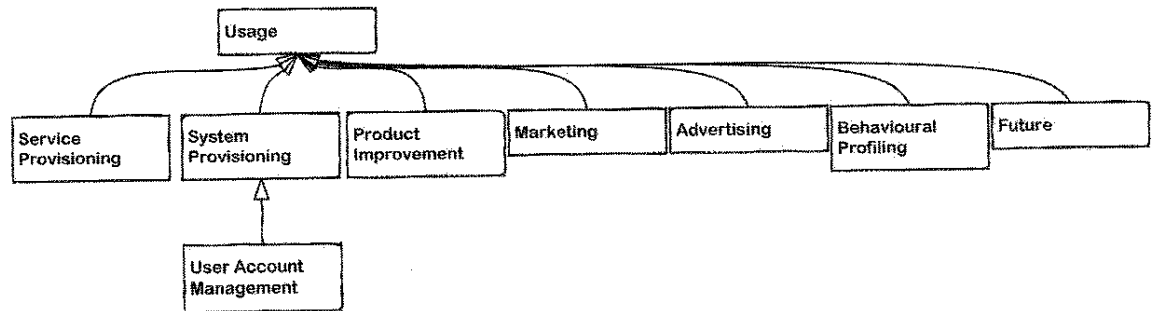


Figure 67: Usage Ontology

Service Provisioning the data is required for the application or service to provides the stated functionality

System Provisioning the data is required for the (operating) system to provide its functionality

User Account Management the data is required to provide for user accounts (subtype of system provisioning)

Advertising the data is required for advertising mechanisms

Marketing the data is required for advertising mechanisms

Behavioural profiling the data is required to generate a profile the user's behaviour for their application or service usage

Product Improvement the data is required by research and development teams for understanding product usage and for debugging purposes

Future the data has no explicit usage, but is planned for

The usage classifications, while they can be applied across a model, have particular importance at the **target** elements of the