Owning Yourself

Personal Asset Sovereignty for a British Future

The third companion paper to A Policy on the Policies (proposal P33) · Final · 16 November 2026

'We are not adding new plays to a broken playbook; we are creating a new playbook for a British future.'

— Stuart M. Williams

What this is. A proposal that every British citizen should own their name, face, voice, contact details and purchasing data as personal property, to license, to be paid for, or to withhold. Today these things are bought and sold every day by people the citizen has never met. The law gives the citizen rights over that data, but not ownership of it. P33 closes that gap.

Why it belongs in a policy on the policies. Restore Britain stands for free speech, for limits on the state, for the family and for British ownership of British assets. P33 carries those principles down to the smallest unit of sovereignty, the individual, and to the asset each of us is born with: ourselves. In the Sovereign Stack it sits on the second level, just above nature, and strengthens every level above it.

An independent view. This paper is an independent SovereignOS™ view, written by a Restore Britain member and supporter to build on Restore's programme through a systems lens. It is a proposal, not Restore Britain policy, and it has not been endorsed by Restore Britain. Facts are sourced; estimates are labelled as estimates.

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Summary

- **The asset no one asked you about.** Your name, face, home address, phone number and shopping history are worth money to marketers, data brokers and fraudsters. You are rarely asked, almost never paid, and often cannot find out who holds what.
- **Rights, not ownership.** UK GDPR and the Data Protection Act 2018 give you rights over personal data: to see it, to object to its use and, in some cases, to have it erased. They do not make it your property. England and Wales have **no general image or personality right**: HMRC guidance says so, and the courts confirmed it in Fenty v Arcadia (2013, upheld in 2015) and Douglas v Hello! (2007).
- **The door is already open.** The **Property (Digital Assets etc) Act 2025** confirms that digital things can be objects of personal property rights. The **Data (Use and Access) Act 2025** made it an offence to create, or request, purported intimate images including deepfakes, and raised fines for unlawful marketing to up to £17.5m or 4% of global turnover.
- **Five elements.** (1) A statutory property right in your name, likeness, voice, contact details and purchasing data. (2) Licensed data brokers on a public register. (3) A free, one-click 'delete me everywhere' request. (4) Real penalties, with knowing trade in unlicensed personal data treated in the way the law treats handling stolen goods. (5) Personal data vaults on open standards.
- **A working example of the first steps.** Hearth & Charter™ by SovereignOS™ (the author's company's product) shows what a family can do today: a free nine-layer score, free guides, and paid, tracked data-broker removal requests. It does not pay people for their data; P33 is what would make that possible.
- **One system.** P33 gives the Civic Ledger (P31) and the Taxpayers' Surplus Vote (P32) a trusted identity the citizen controls; it extends free speech and limits on overreach to the individual; it creates a new, taxable British market (P20); and it adds a new asset that families own and can pass on.
- **On a net basis, close to neutral.** Licence fees fund the register and the regulator. A central deletion service is estimated at **£10–20m to set up and £5–10m a year** to run. Every 5% cut in payment-fraud losses (**£1.28bn** in 2025) would keep about **£64m a year** in British pockets (illustrative, not counted).

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1. The problem: who owns you?

Every adult in Britain leaves a trail: the electoral register, utility and phone contracts, loyalty cards, online purchases, social media photographs, and the records held by credit reference agencies. Each item may be harmless alone. Joined together and sold, they become a profile that can be used to market to you, to price what you are offered, or to impersonate you.

Fraud runs on traded data. UK Finance reports that **£1.28bn** was stolen through payment fraud in 2025, up 4% on 2024. Unauthorised fraud (where the victim's details are used without their consent) accounted for **£703.4m**, and authorised push payment scams (where the victim is tricked into paying) rose 19% to **£576.4m**. Scams are more convincing when the fraudster already knows your name, address, bank and recent purchases.

Your face and voice can now be copied. Generative tools can produce a convincing image or voice of a real person in minutes. Parliament has acted on the worst abuse: the Data (Use and Access) Act 2025 created offences of creating, or requesting the creation of, purported intimate images of an adult without consent, including deepfakes, in force from 6 February 2026. But a person whose face is used to sell a product, or whose voice is cloned for a scam call, still has no general right in their own likeness to rely on.

Rights-based enforcement has limits. In 2020 the Information Commissioner's Office (ICO) completed an investigation into the offline marketing data-broking of the three main credit reference agencies and issued an enforcement notice to one of them. The notice was substantially overturned by the First-tier Tribunal in 2023, and the ICO's further appeal was dismissed by the Upper Tribunal in 2024. Whatever the merits of that case, it shows how hard it is to control the trade in personal data with rights alone, case by case, years after the event.

The systems view. In the language of A Policy on the Policies, this is a missing intersection. Restore's programme defends liberty against the state (free speech, limits on overreach) and defends the family's wealth (abolishing inheritance tax). Nothing yet joins the two at the level of the individual's own identity, which is now one of the most traded assets in the economy.

2. The legal position today

British law protects pieces of a person's identity, but through several separate routes, none of which treats the person as the owner of themselves.

Area	What the law gives today	The gap
Personal data	UK GDPR and the Data Protection Act 2018: rights to be informed, of access, to rectification, to erasure (in some cases), to object, including an absolute right to object to direct marketing	Rights over data, not ownership; no share in its value; enforcement is complaint-led and slow
Image and likeness	No general image or personality right (HMRC Capital Gains Manual CG68450; Fenty v Arcadia [2013] EWHC 2310 (Ch), affirmed [2015] EWCA Civ 3; Douglas v Hello! [2007] UKHL 21)	A likeness can be used without consent unless another route applies
False endorsement	Passing off: Irvine v Talksport [2003] EWCA Civ 423 (a racing driver's image used to imply endorsement)	Requires goodwill and a misrepresentation; helps celebrities, rarely ordinary people
Photographs	Copyright, which belongs to the photographer, not the person in the picture	The subject has no copyright in their own face
Privacy	Misuse of private information; breach of confidence	Protects private facts, not public-facing identity or commercial use

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Area	What the law gives today	The gap
Digital things as property	Property (Digital Assets etc) Act 2025 (Royal Assent 2 December 2025): digital things can be objects of personal property rights	Opens the door, but does not itself make personal data or likeness the person's property
Deepfakes and marketing	Data (Use and Access) Act 2025 (Royal Assent 19 June 2025): s.138 intimate-image offences including deepfakes (from 6 February 2026); PECR fines up to £17.5m or 4% of global turnover	Targets specific harms; no general right to control commercial use of one's identity

What P33 adds. A single, plain statutory right: you own your name, likeness, voice, contact details and purchasing data, as personal property. Existing rights stay. The new right adds ownership, and with it the ability to license, to be paid, to withhold, and to pass on.

3. WHAT OTHER PLACES ARE DOING

- **California: one request to every broker.** California's Delete Act created the Delete Request and Opt-out Platform (DROP), which opened to residents on **1 January 2026**. Registered data brokers must process deletion requests made through it from **1 August 2026**, checking the platform at least every 45 days. It is the clearest working model of 'delete me everywhere'.
- **Denmark: your face and voice under copyright.** A Danish bill (L 49), introduced on **8 October 2026**, would require consent before realistic digital imitations of a person's face, body or voice are shared. At the time of writing it is before the Folketing and not yet law.
- **The UK: the building blocks exist.** The ICO already runs a register of organisations that pay the data protection fee (from 17 February 2025: **£52, £78 or £3,763** a year by size; about **1.2 million** fee payers by July 2025, about 90% in the lowest tier). The Property (Digital Assets etc) Act 2025 provides the property foundation. P33 joins these into one system.

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4. The proposal: five elements

4.1 A property right in yourself

A short Act creates a statutory personal property right in a person's **name, likeness, voice, contact details and purchasing data**. The owner can license it (for example to a brand, a researcher or a retailer), be paid for it, withhold it, or withdraw a licence on notice. The right builds on the Property (Digital Assets etc) Act 2025 and sits alongside UK GDPR rather than replacing it.

Protected uses. The right does not reach journalism, news reporting, satire and parody, criticism, biography, academic research, or the lawful work of the courts, the police and fraud prevention. Free speech is the reason for the policy, not its casualty.

4.2 Licensed data brokers on a public register

Anyone who buys, sells or rents personal data for profit holds a licence and appears on a public register showing who they are, what categories of data they trade and where it comes from. The licence fee funds the regulator. The register is published on the Civic Ledger (P31), so any citizen can see who trades in personal data.

4.3 One click: 'delete me everywhere'

A free, government-backed service lets a citizen, once identity is confirmed, send a single request that every licensed broker must honour within a set period, and report back on. It follows the California DROP model. Licensed brokers check the service on a fixed cycle; repeated failure costs them their licence.

4.4 Real penalties

Trading personal data without a licence, or after a deletion request, becomes an offence. The model is the law on handling stolen goods (Theft Act 1968, s.22): the person who knowingly or recklessly profits from what was taken is liable, not only the original taker. The offence is proportionate: civil penalties for errors, criminal liability for knowing or reckless trading, and fines of up to £17.5m or 4% of global turnover, the ceiling the Data (Use and Access) Act 2025 already sets for unlawful marketing.

4.5 Personal data vaults

Open technical standards let each person keep their own records (identity documents, contracts, health and household records) in vaults they choose, and grant or withdraw access, rather than having their life held in someone else's database. Many vaults, competing, rather than one state database: sovereignty means the citizen holds the keys.

Intersections created or strengthened. P33 creates new links between LIB (civil liberties) and FAM, CAP, TAX and LAW, and gives CIT (citizenship) a citizen-held identity. It strengthens P31 and P32 through a trusted identity layer, and P20 through a new taxable market.

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5. A working example of the first steps: Hearth & Charter™ by SovereignOS™

Disclosure. Hearth & Charter™ is a product of SovereignOS™, the author's own company. It is described here as an illustration of practical first steps that families can take today under existing law. It is not proposed as the delivery vehicle for P33.

Hearth & Charter™ (sovereignos.world/PersonalSovereignty) describes itself as 'personal sovereignty, made practical.' As published on its website in November 2026, it offers:

- **A free 9 Sovereign Lives Score:** 39 questions, about six minutes, covering nine layers of a household's life, from the Sovereign Hearth (layer 1) to the Sovereign Charter (layer 9).
- **Free how-to guides** for the fixes a family can make itself.
- **A paid per-fix menu** of done-for-you fixes, such as data-broker removal requests, which are requested and tracked, not guaranteed.
- **SovereignMe, coming soon and not yet built.** Its stated design is an assistant that flags data-broker listings, prepares opt-out requests, keeps an inventory and dated records, and keeps an activity log the family can export at any time. Its charter says nothing is sent, spent or published without the person's yes, and its design goal is 'many vaults, not one'.

What it shows, and what it does not. It shows that the first steps (knowing where you stand, removing yourself from broker lists, keeping your own records) are practical today. It does not pay anyone for their data, because under current law there is no property right to license. That is the gap P33 fills: it turns 'ask them to delete it' into 'it is mine, and you need my licence'.

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6. Where P33 sits in the Sovereign Stack

The Sovereign Stack rests on nature, the land that sustains us, and rises through the self, the family, business, neighbourhood, city and state to the country we share. P33 strengthens the self and the family, the second level, and every level above depends on it.

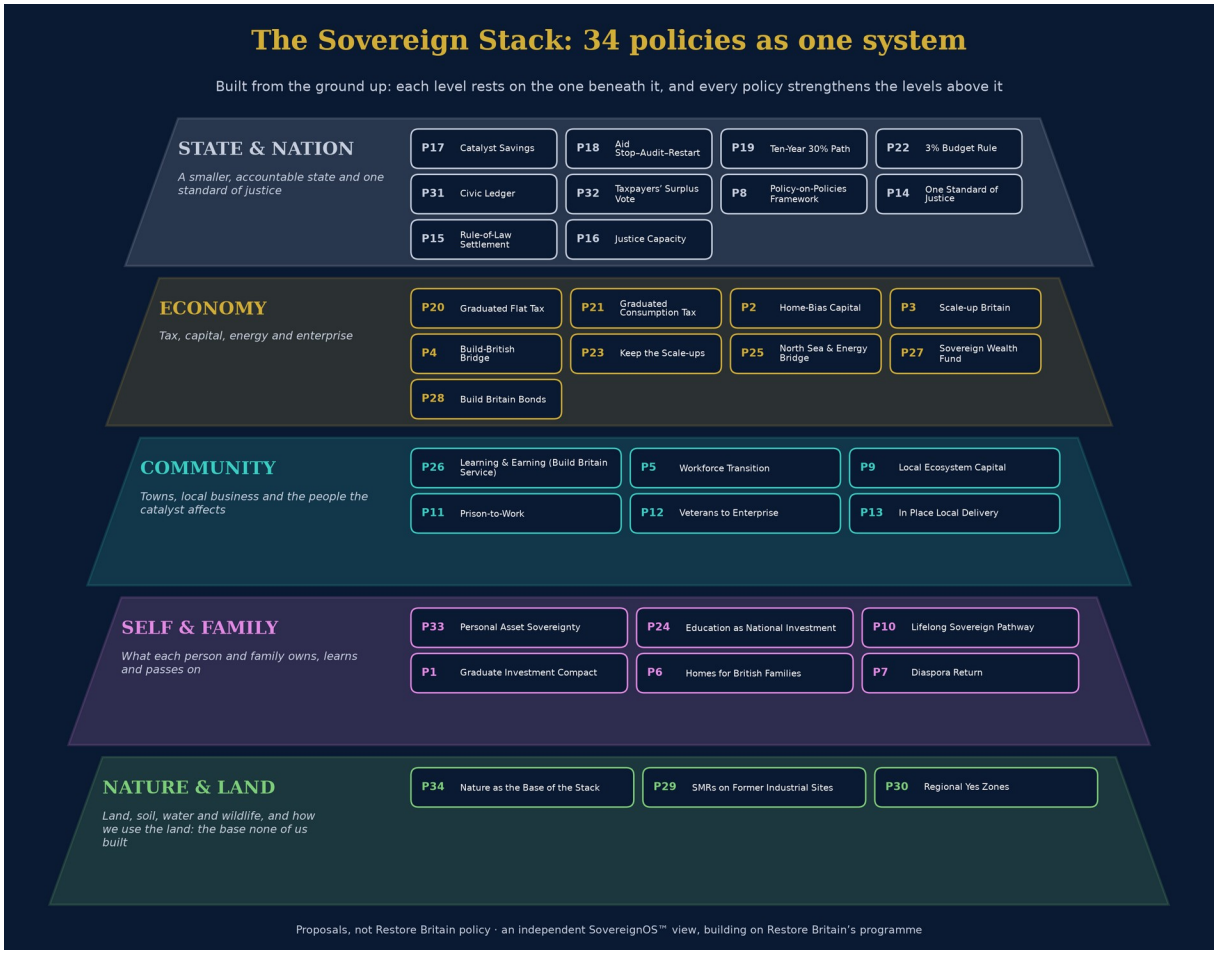


Diagram 3 (from A Policy on the Policies). All 34 proposals by level. P33 sits with education, homes and skills at the self-and-family level. Proposals, not Restore Britain policy.

Link	What it brings	What P33 adds
Civil liberties (LIB)	Free speech, limits on state overreach	Carries the same principle to the individual's identity, against private as well as state intrusion
Family (FAM)	Abolition of inheritance tax; family wealth	Makes identity and data an asset the family owns and can pass on, with rights after death to be set by Parliament
Civic Ledger (P31)	Public accounts dashboard	Publishes the broker register and deletion statistics; citizens see who trades in their data
Surplus Vote (P32)	One person, one vote on the certified surplus	A citizen-held identity (with GOV.UK One Login) makes the vote secure without a central database of voters' choices

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Link	What it brings	What P33 adds
Graduated Flat Tax (P20)	One simple income tax	Licensing income is ordinary income under the same simple rules; the broker market becomes a taxable British market
Law and courts (LAW, JUD)	One standard of justice	A clear offence and a clear right replace slow, case-by-case complaints
Nature (P34)	Natural capital on the balance sheet	The same idea at two levels: what sustains us is an asset to count, protect and grow, at the base of the Stack and at the level of the person

7. Cost and revenue on a net basis

All figures are **estimates**, not costed by the Treasury or the OBR. They are given to show scale and direction. Fraud benefits are private benefits to households and firms and are not counted in the public balance.

Item	Annual effect	Basis
Licensing unit and public register (within the ICO)	−£8m to −£12m a year	Estimate; scale of a mid-sized regulatory function
Broker licence fees	+£8m to +£15m a year	Estimate; tiered by turnover, set to recover the cost of the register and enforcement
'Delete me everywhere' service: set-up	−£10m to −£20m one-off	Estimate; built on GOV.UK One Login for identity
'Delete me everywhere' service: running	−£5m to −£10m a year	Estimate
Open standards for personal data vaults	−£2m to −£4m a year	Estimate; standards body, not a state vault
Fines for unlicensed trading	Not counted	Revenue is uncertain and should not be relied on
Tax on licensing income and broker profits	Not counted	Direction positive; depends on market size
Net to the Exchequer, steady state	**About neutral to −£11m a year**	**Estimate; one-off set-up of £10–20m**
Private benefit: fewer fraud losses (illustrative)	About +£64m a year per 5% cut	5% of £1.28bn payment-fraud losses in 2025 (UK Finance)

Reading the table. P33 is designed to pay for itself through licence fees, as the ICO's own data protection fee already does for the regulator today. Its largest benefits fall outside the public accounts: lower fraud, a new income stream for citizens who choose to license their data, and greater trust in digital public services.

8. Considerations for implementation

- **Defining likeness and voice.** The Act needs a clear test for when an image or voice is recognisably a particular person, drawing on the passing-off cases and the Danish bill.
- **Necessary uses.** Credit checks, fraud prevention, anti-money-laundering checks and the electoral register serve the public interest. They need lawful-use routes that do not require a licence from each person, with strict limits on onward sale.
- **Free speech first.** Journalism, satire, criticism, biography and research must be expressly protected, so the right cannot be used to silence reporting or debate.
- **Fit with existing data law.** The new right should sit alongside UK GDPR, keep the UK's data adequacy arrangements with the European Union, and avoid two regulators for the same data.

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- **Proportionate penalties.** The handling-stolen-goods model should apply only to knowing or reckless trading, with civil penalties for honest mistakes and a light regime for small firms.
- **After death and children.** Parliament will need to decide whether the right passes to heirs, for how long, and how parents exercise it for children.
- **Across borders.** Many brokers operate from abroad. Licensing should be required for any firm trading the data of UK residents, as UK GDPR already reaches firms that target the UK market.
- **The four nations.** Data protection is largely a reserved matter, so a UK-wide Act is the natural route; image rights and property law touch devolved areas and should be agreed with the devolved governments.
- **Sequencing.** Start with the register and the deletion service (quick, visible, self-funding), then the property right and vault standards.

Sources

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- Hearth & Charter™ by SovereignOS™: https://www.sovereignos.world/PersonalSovereignty (accessed 16 November 2026)
- Companion documents: A Policy on the Policies (Final, second edition); A Smaller State, a Graduated Flat Tax and a Ten-Year Path; The Build Britain Service: Learning & Earning While Restoring Britain.

Estimates: *all cost and revenue figures in Section 7 and the fraud illustration.* ***Pending:*** *the Danish bill L 49 was not law at the time of writing; SovereignMe is not yet built.*

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