What is claimed is:

1. An information processing device possessed by a user comprising:

an input device;

an output device;

a PDS (Personal Data Store) unit that stores user data so that only the user or a person authenticated by the user is allowed to access the user data;

a dialogue unit that acquires an answer as the user data by outputting a question to the user via the output device and receiving an answer for the question that the user input by operating the input device, and stores the acquired user data in the PDS unit, wherein the dialogue unit changes a content of a question outputted subsequently in accordance with a content of the acquired answer; and

a matching unit that acquires catalog data including information relating to commercial items and services from a business-operator system, generates a recommendation of at least one of the commercial items and the services from the catalog data on a basis of the user data output from the PDS unit, and outputs the generated recommendation to the user via the output device.

2. The information processing device according to claim 1, wherein

the dialogue unit further acquires, as the user data, user's evaluation of the commercial items and the services included in the catalog data.

3. The information processing device according to claim 1 or 2, wherein

the matching unit further outputs a degree of contribution of respective portions of the user data to the recommendation.

4. A program for causing a computer possessed by a user including a storage unit, an input device, and an output device to realize:

a PDS (Personal Data Store) unit that stores user data so that only the user or a person authenticated by the user is allowed to access the user data;

a dialogue unit that acquires an answer as the user data, by outputting a question to the user via the output device and receiving an answer for the question that the user input by operating the input device, and stores the acquired user data in the PDS unit, wherein the dialogue unit changes a content of a question outputted subsequently in accordance with a content of the acquired answer; and

a matching unit that acquires catalog data including information relating to commercial items and services from a business-operator system, generates a recommendation of at least one of the commercial items and the services from the catalog data on a basis of the user data output from the PDS unit, outputs the generated recommendation to the user via the output device, and further outputs a degree of contribution of respective portions of the user data to the recommendation.