



Transforming **privacy** challenges
into **competitive advantage**



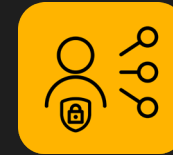


OUR SERVICES



PERSONAL DATA MAP

Manage personal data usage across company units, services and systems including privacy protocols.



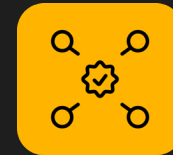
DISTRIBUTED IDENTITIES

Connect and synchronize multiple identities and create an interconnected profile of customers with self-sovereign identity.



CONSENT MANAGEMENT

Create, collect and manage user consents with a customized service or integrated into existing services.



VERIFIABLE CREDENTIAL

Increase quality of existing customer data and reduce information security risks and need for integrations with data minimization.



USER PRIVACY PROFILE

Provide users with an understandable overview of their personal data that can be updated and shared.



PERSONAL DATA API

Exploit our personal data API based on Web3 privacy vocabulary to unify, share and update personal data in an understandable format.



ACCESS REQUEST MANAGEMENT

Retrieve and respond to user access requests with secure authentication, data management and responses.



INTEGRATED PRIVACY

Integrate privacy features into your company's existing solutions and services.

The background features a pair of hands holding a glowing globe. The globe is covered in a complex network of golden lines and nodes, with a central human silhouette icon. The scene is set against a blue and orange gradient background with scattered light particles and network icons.

Standardized Dataprivacy vocabulary

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MAIN CHALLENGES

QUALITY



DATA DEPENDENCIES

COMPLEXITY



TIMECONSUMING

ACCESSIBILITY



LEGACY

USAGE



LIMITATIONS

PRIVACY



LEGAL REQUIREMENTS

MINE RETTIGHETER



RETT TIL Å BLI INFORMERT

Rett til å vite hvem som behandler mine opplysninger



RETT TIL AKSESS

Rett til tilgang til enhver opplysning som har blitt samlet om meg



RETT TIL ENDRING

Rett til å kreve organisasjoner til å rette uriktige opplysninger.



RETT TIL Å BLI GLEMT

Rett til at mine opplysninger blir slettet og forhindre videre innsamling.



RETT TIL Å BEGRENSE BEHANDLINGEN

Rett til å kreve behandlingen av gitte kategorier av personopplysninger



RETT TIL DATAPORTABILITET

Rett til å kreve data i et maskinlesbart format for å kunne gjenbrukes



RETT TIL Å AVSLÅ

Rett til å samtykke eller trekke tilbake samtykke – like enkelt som det ble gitt.



RETTIGHETER KNYTTET TIL AUTOMATISERING OG PROFILERING

Rett til å avstå fra at deres opplysninger anvendes i automatiserte prosesser, ex kunstig intelligens

THE PRIVACY TRANSPARENCY PLATFORM (PET)



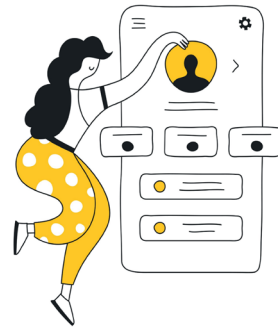
Solution X



Solution Y



APPROVE
CONFIRM
USE

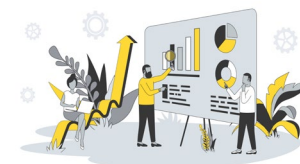


SHARE
UPDATE
DELETE

Company A



Company B





DATA PROTECTION PRINCIPLES

LAWFULNESS, FAIRNESS & TRANSPARENCY

To what purpose is the data collected?

INFORMATION SECURITY

Do we have the necessary security measures at place?

STORAGE LIMITATIONS

Are we still storing data that should have been deleted?



PURPOSE LIMITATIONS

To what purpose is the data collected?

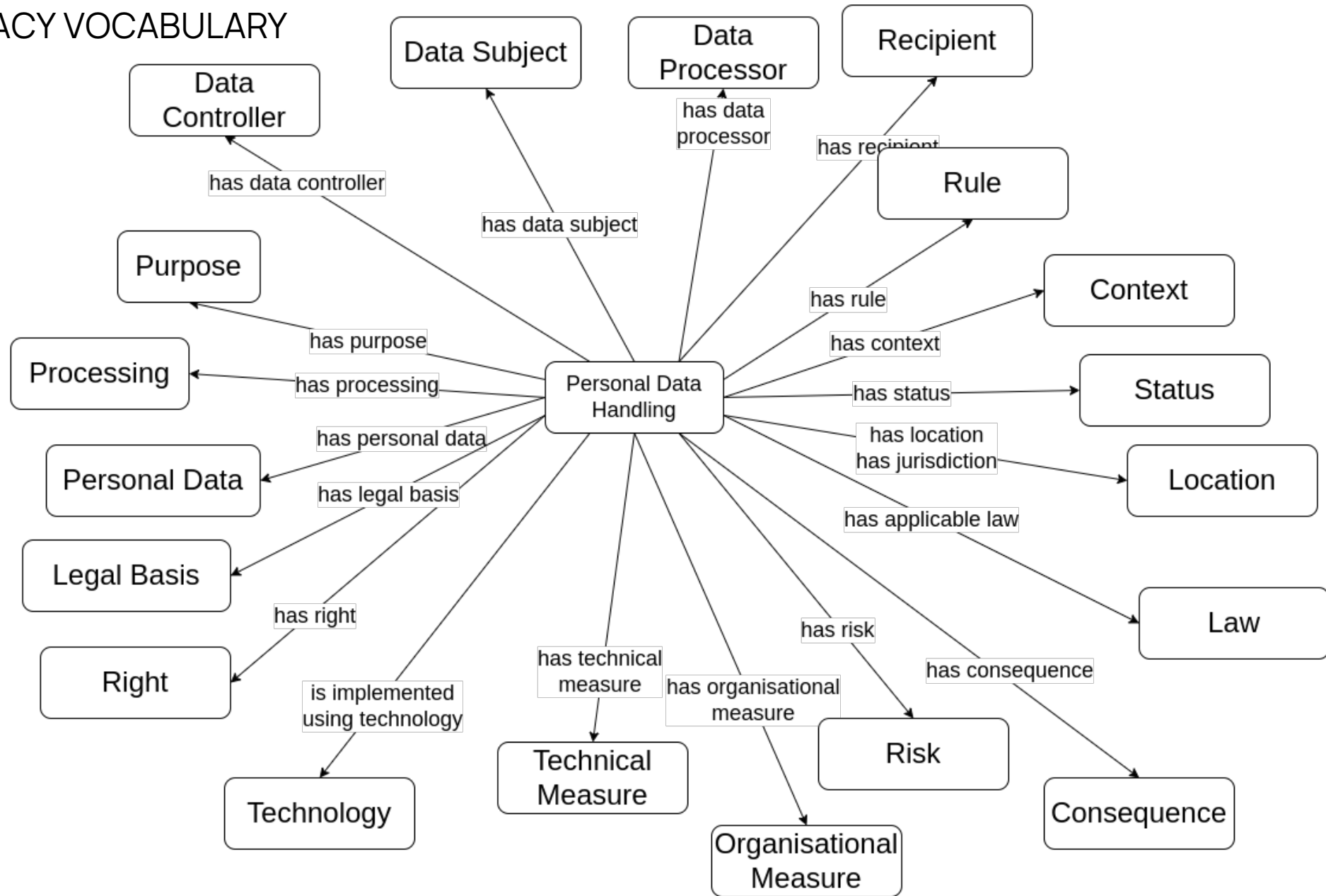
DATA MINIMISATIONS

Can we reduce the need to distribute data?

ACCURACY

*To what extent is the data correct?
How about our AI datamodel?*

W3C PRIVACY VOCABULARY



DIFFERENT PERSONAL DATA MODELS



- MyData Dictionary <https://dictionary.mydata.org/>
- Person Ontology (previously called MyOntology) <https://opensource.ieee.org/myontology-group/myontology-project> (create free account to access) (part of emerging hierarchy of standard ontologies at <https://sagroups.ieee.org/oswg>)
- Schema.org/person <https://schema.org/Person/>
- HL7 FHIR person profile <https://build.fhir.org/person.html>
- DBpedia Persona <https://dbpedia.org/ontology/Person>
- The FOAF (Friend-Of-A-Friend) Vocabulary <http://xmlns.com/foaf/0.1/#sec-foafproject>
- SEMIC Core Person Vocabulary <https://joinup.ec.europa.eu/collection/semantic-interoperability-community-semantic/solution/core-person-vocabulary> (There are also other ones for Businesses and Public Organisations)
- Cotton Data Model <https://cotton-data-model.vercel.app/>
- W3C Data Privacy Vocabulary <https://w3c.github.io/cg-reports/dpvvcg/CG-FINAL-dpv-20221205/>
- ChatGPT <https://chat.openai.com>: Type in, "What are the most common data fields in forms, including definitions."



OUR APPROACH

**PERSONAL DATA &
CONCEPTUAL MODELS**

SYSTEM APIs

INDUSTRI STANDARDS

**STANDARDIZED PERSONAL
DATA API**

Multiple datasources

AI/ML to detect

Conversion model

Translation

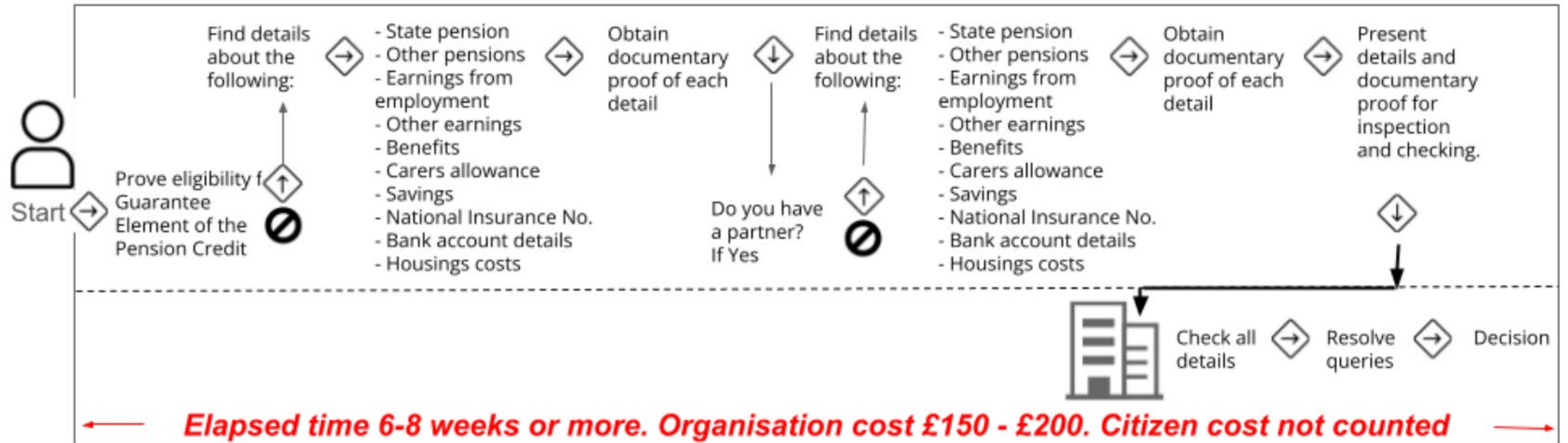
**INCREASED DATA
QUALITY & USAGE**

PRIVACY BY DEFAULT

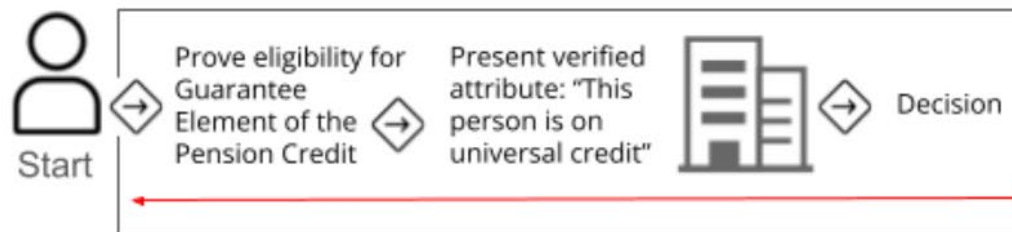
**INDIVIDUAL
SELF-SOVEREIGNTY**

VERIFIED CREDENTIALS + SPDM

Status quo process (without verified attributes)

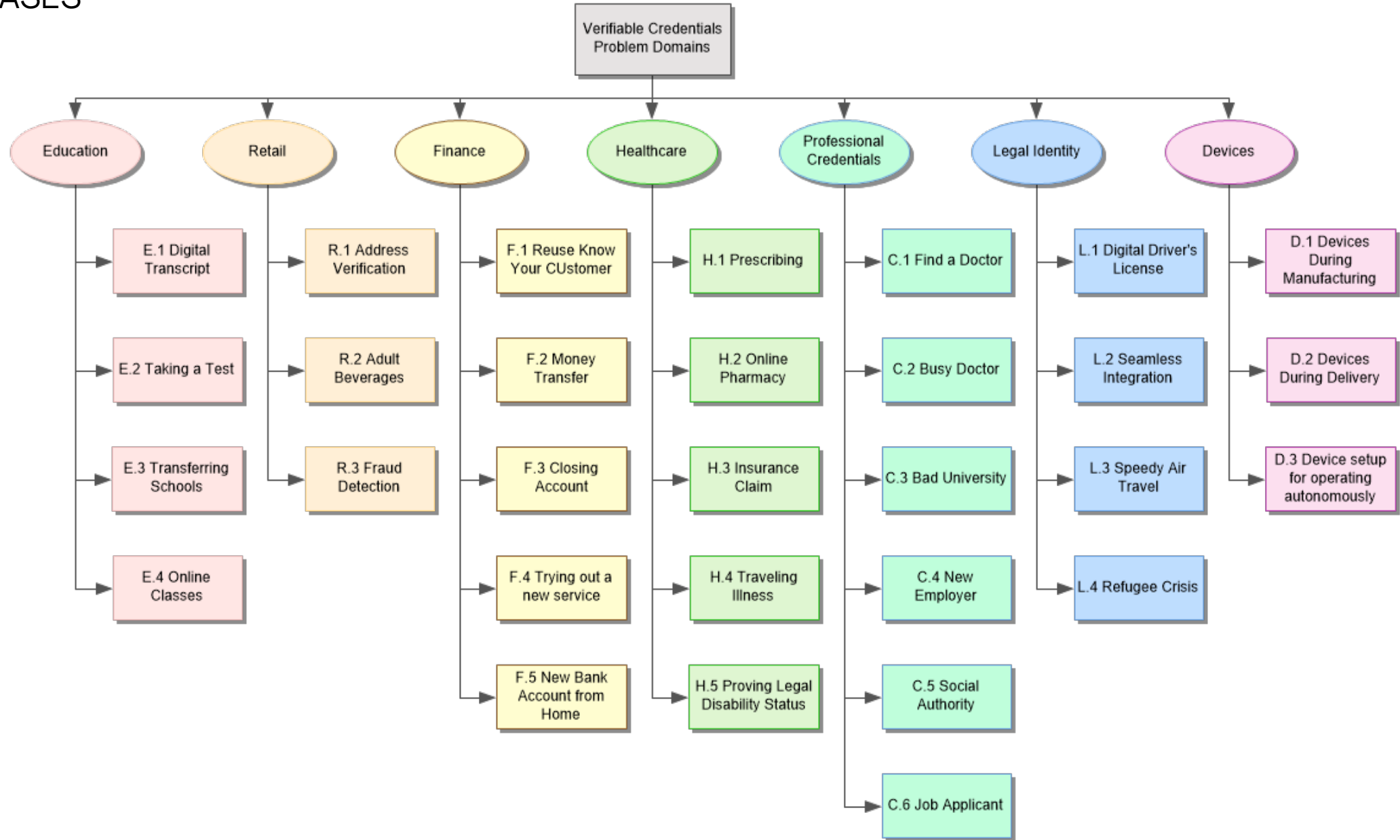


Person-centric process (with verified attributes and PDS)



**Elapsed time minutes or hours.
Organisation cost £0.50p. Citizen cost £0.50p**

USECASES



WHAT'S NEXT?





Thank you!

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