



Krowdthink

The Krowd

Location Privacy via Co-Location

a data minimization use case

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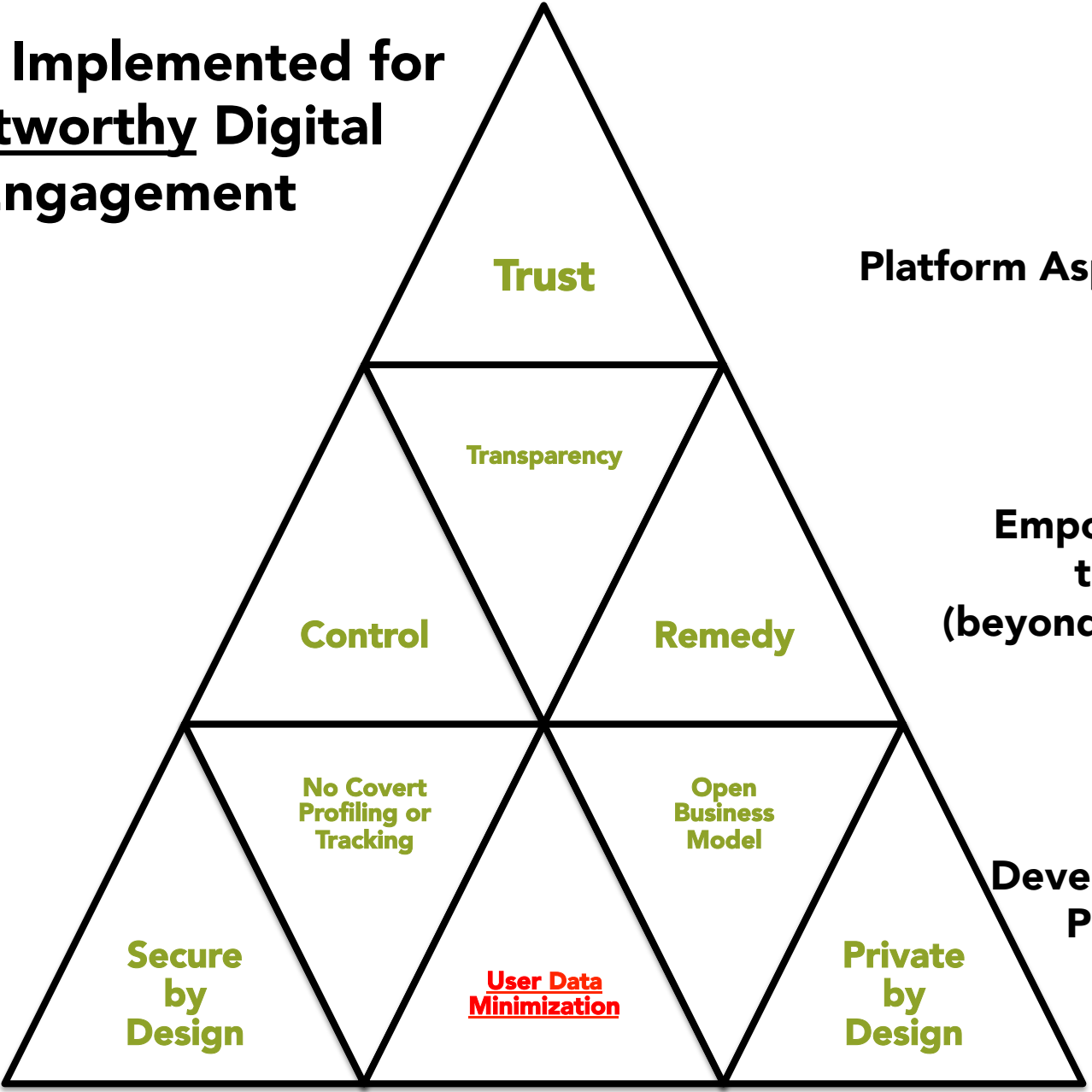


Krowdthink

Agenda

- Trustworthiness as a Business Objective
- Insecurity mandates PRIMARY focus on data minimization
- A data-less business model
- The opportunity of a Real-time Internet for Privacy
- Mapping the Internet Edge
- Co-location
- What to do with Co-location?
- Local Social Platform – data minimization follow through

Krowd Implemented for Trustworthy Digital Engagement



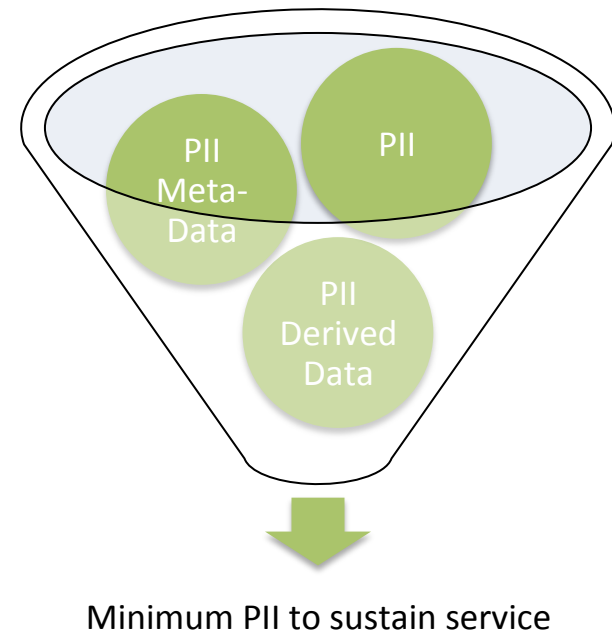
Platform Aspiration

Empowering the User (beyond **GDPR)**

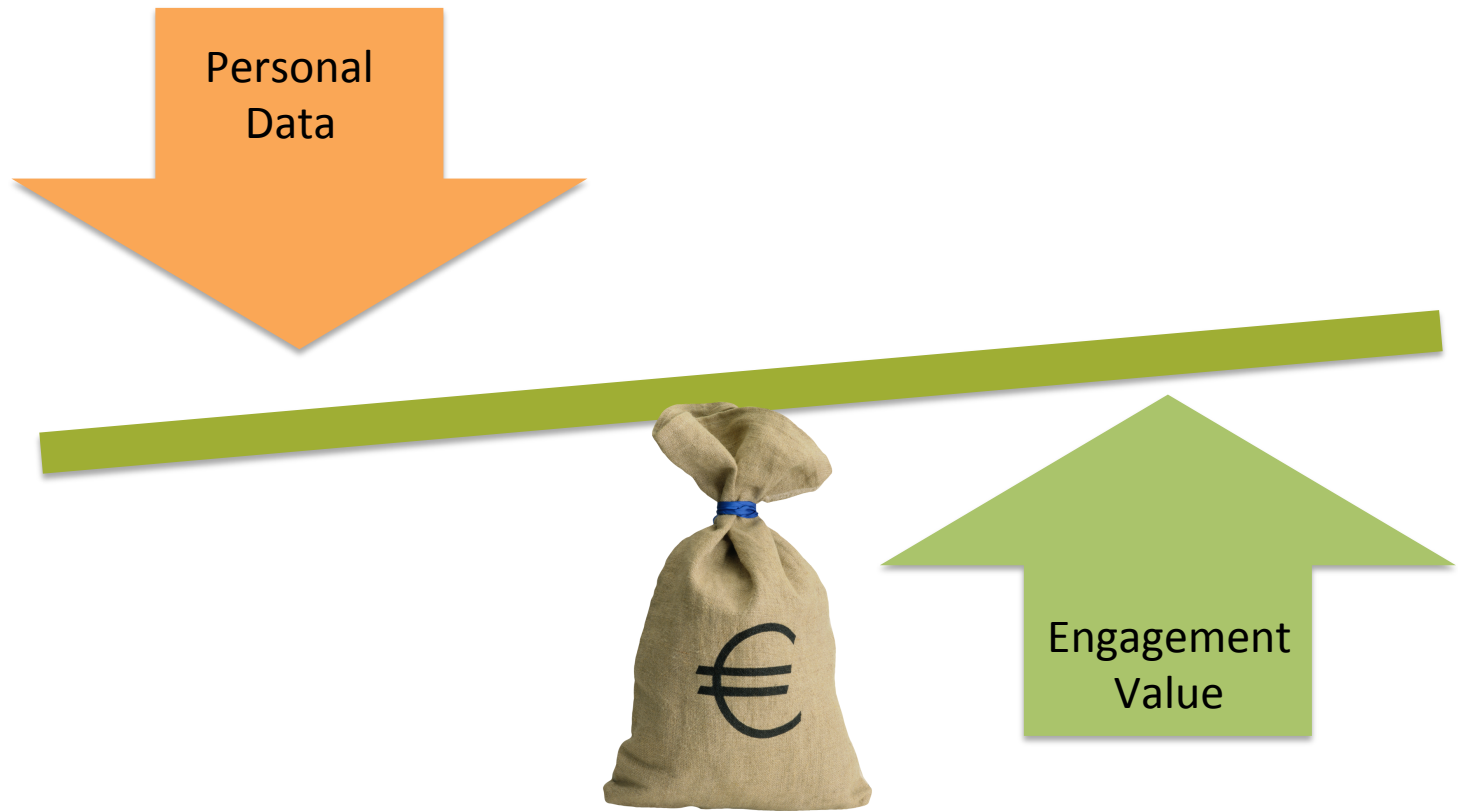
Development Principles

Insecurity mandates **PRIMARY** focus on data minimization

- Social platforms need to keep data for life
- No security system can provide assurance over a 50+ year timeframe
 - Breach consequence falls on the individual



Next Gen Social Platforms need a new business model



The Opportunity of Internet Everywhere for Privacy

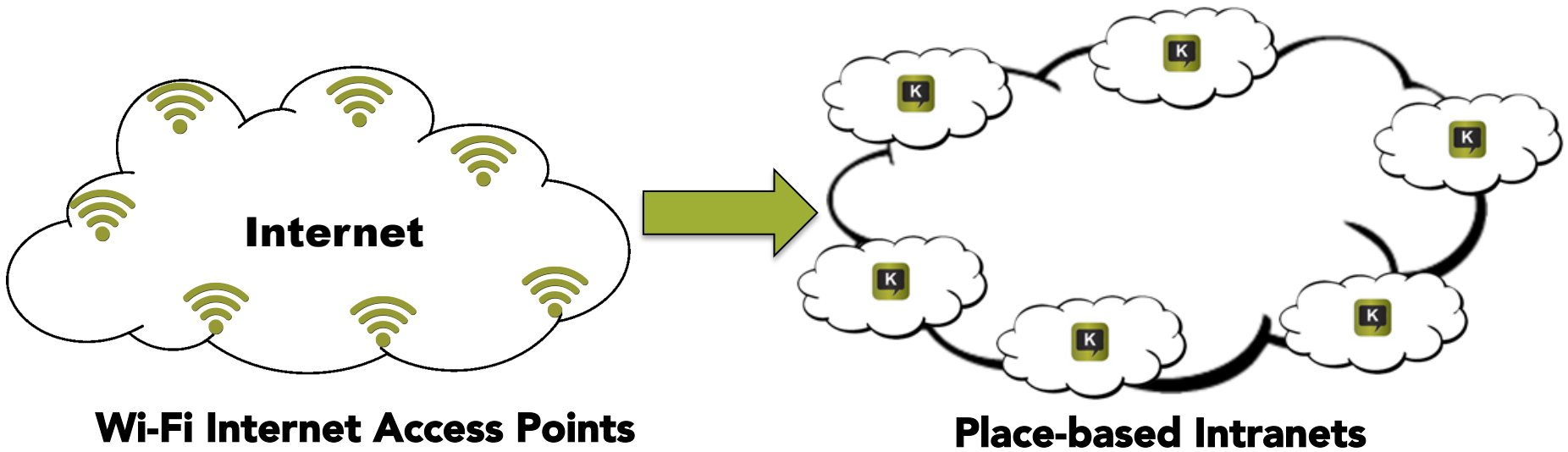


- Operate on Real-Time Data
 - Not stored PII sustained for processing at a future date

The Privacy-sustaining value of relative real-time hashed
comparators
over absolute GPS & anonymization

CO-LOCATION

Mapping the Internet Edge



**No pre-configuration, no setup
Just localised engagement opportunity
& content delivery**

Co-Location Data Needs

- Hashed Access Point ID
 - Usable with any Open API access (Wi-Fi)
 - Could work in 5G if SDN opens up AP IDs
- Other non-personal non-identifiable real-time comparators from mobile device
- Algorithms to identify 'sets' of hotspots as co-located (Krowd forming)

Co-located Intranet value

- Location owner authenticates Public Intranet Access
- Content that can be accessed only by being there
- Discovery of who's here only if you are there



People make Places
Digitally Connecting Communities

The Krowd Data Minimisation

- **Location Data – None!**
 - Just a list of co-located people
- **No required ID – Pseudonymous Krowd identity**
 - We are all strangers in a crowd
 - Email used for account recovery & opt-in exchange
- **Cloud-Based Information**
 - Profile Pic and text Introduction
 - Index of Followers and types of follows
 - **# profile tags** – solely opt-in self-profiling – all deletable
 - **Krowd Public Data**
 - Krowd name
 - Data of registration
 - Number of followers
 - Number of ignores
- **Device Stored Information**
 - Personal messages – all deletable
 - History of Wi-Fi hotspots visited – all deletable
 - Enables remote re-visit



The Krowd Use Cases





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COLLABORATION OPPORTUNITIES?

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