



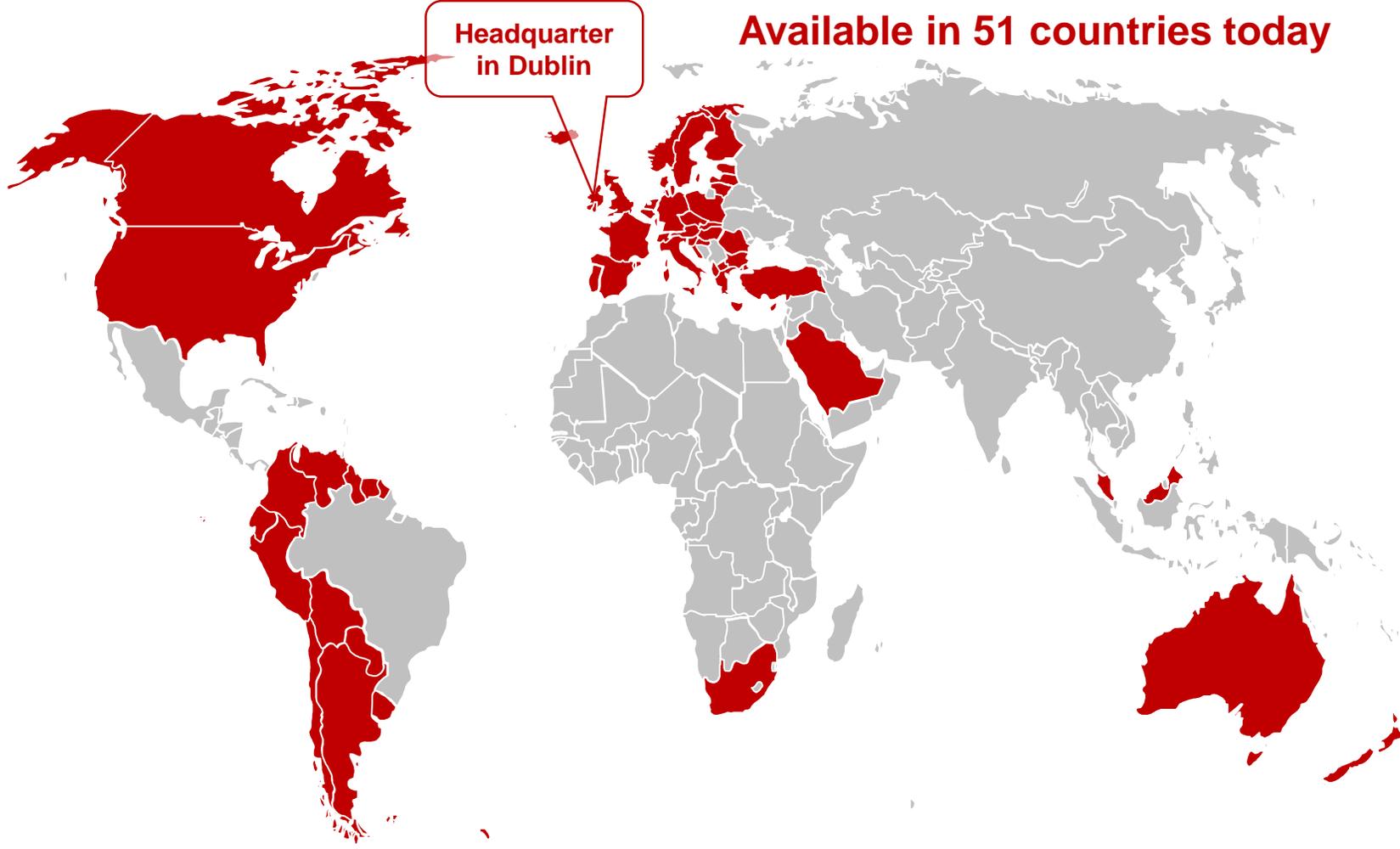
**The Power to Choose, the Option to Earn**

‘State of the art’ in data protection by design – current state and future trends

IPEN Workshop, Rome

June 12<sup>TH</sup> 2019

# Ernie at a glance



**Addressable Users: 439mn in 2018 (US included)**

Countries selected based on:

- a) Tot digital ads spending;
- b) Average ad-block penetration rates;
- c) Smartphone Android penetration;
- d) Strict privacy law opt-in requirement.

\*The service is now available in Argentina, Australia, Austria, Belgium, Bolivia, Bulgaria, Canada, Chile, Colombia, Croatia, Cyprus, Czech Republic, Denmark, Ecuador, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Malta, Mexico, Netherlands, New Zealand, Norway, Paraguay, Peru, Poland, Portugal, Romania, Saudi Arabia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom, United States, Uruguay, Venezuela.

# Regulators are more and more concerned about privacy violations

## Apple, Amazon, Twitter to testify before Senate on data privacy

Congress has more questions for the tech industry.

### Facebook is breaking law in how it collects your personal data, court rules

As Facebook prepares to roll out a new privacy center, a German court rules against its data-collection practices.

By David Meyer for The German Wire | February 23, 2019 | 11:29 GMT | 12:09 GMT | Topic: Mobility

DigitalNewsDaily

### YouTube Faces New Scrutiny Over Children's Privacy

by Wendy Davis @wendyndavis, September 18, 2018

### AP Exclusive: Google tracks your movements, like it or not

By RYAN NAKASHIMA August 13, 2018

NEWS ANALYSIS

### Just Don't Call It Privacy

Amazon, Google and Twitter executives are heading to Congress. Should legislators give consumers control over the data companies have on them?

ErnieApp

Bundeskartellamt | 7 February 2019

**Bundeskartellamt prohibits Facebook from combining user data from different sources**

**Background information on the Bundeskartellamt's Facebook proceeding**

NEWS >

### US telcos agree to curb location sharing amid rising concerns over online privacy

By Ronan Shields - 20 June 2018 09:30am

CBSIAP | September 5, 2018, 9:17 AM

### Facebook, Twitter chiefs face lawmakers amid security, censoring concerns

### Information Commissioner lines up £500k data fine for Facebook

The UK Information Commissioner has served Facebook with notice of its intent to levy a maximum £500,000 fine to punish its failures to protect the personal data of UK users as part of the Cambridge Analytica affair.

### California Passes Sweeping Law to Protect Online Privacy

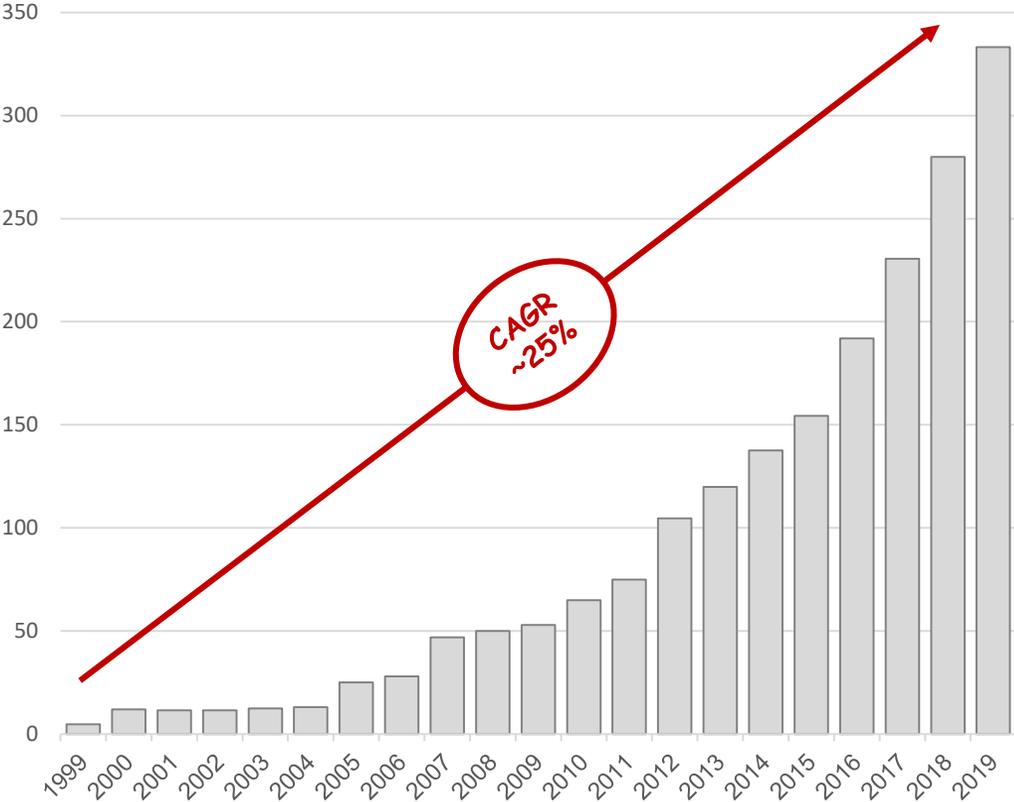
WU News | Mar 18, 2016, 09:00am

### Germany's Competition Agency Cracks Down On Facebook: But Is Antitrust The Right Tool For The Job?

Hal Singer, Contributor  
Washington Bytes, Contributor Group  
Enterprise & Cloud

# Enabled by digital, user data has become more and more valuable

Worldwide Digital Ad Spending (\$ bn)

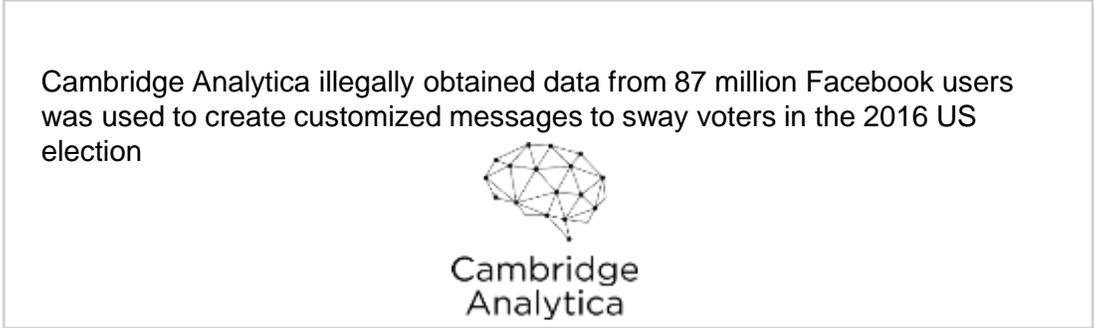


**Data Hungry Economy = User Data = Gold Mine**

... to the point there are companies that scout for data and sell it ...



... and others that simply steal it

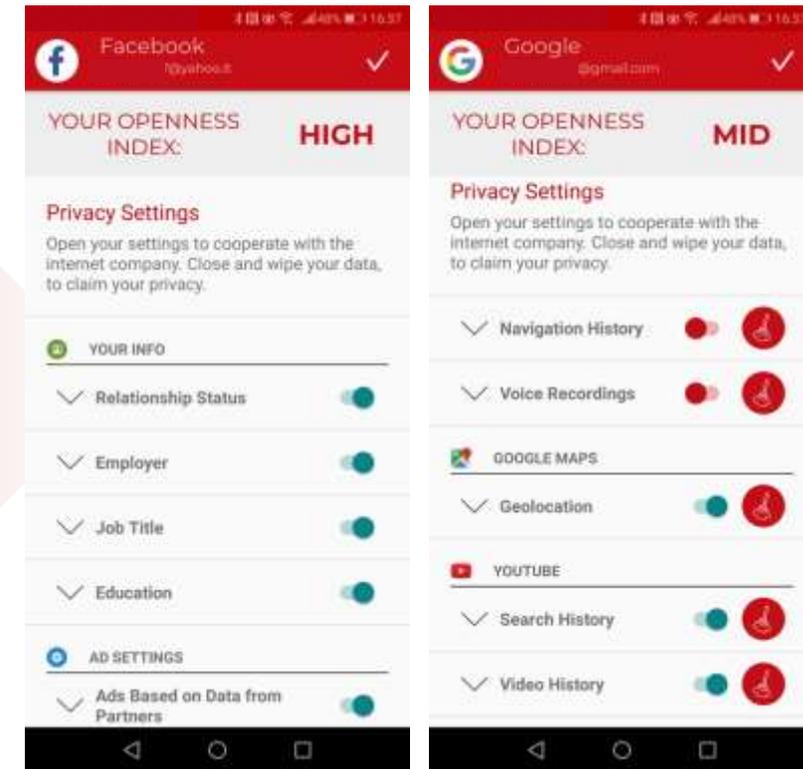


# Art. 7 GDPR – Conditions for consent

General Data Protection Regulation (GDPR) **Art.7 “Conditions for consent”** is key for ErnieApp – it defines the requirements around which the platform has been designed



1. Consent needs to be freely given.
2. Consent needs to be specific, per purpose.
3. Consent needs to be informed.
4. Consent needs to be an unambiguous indication.
5. Consent is an act: it needs to be given by a statement or by a clear act.
6. Consent needs to be distinguishable from other matters.
7. The request for consent needs to be in clear and plain language, intelligible and easily accessible



# Scandals, awareness and education is reversing consumer apathy



Consumers International found that all types of social media scams are severely underreported. This is due to a range of reasons, including embarrassment, **apathy** and consumers being **uncertain** of where and how to report online scams. **Consumer education** to 'normalise' scams could help to overcome the stigma wrongly attached to it.

Market Insights

## Cybersecurity awareness is high, but consumer apathy may be higher

While consumer apathy may be high, their support for services that can protect their personal data is just as high.

By Paige Schaffer | March 15, 2019 at 05:30 AM

tmforum

Insight

## What telcos need to know about trust, data security, and a regulatory reckoning

Contributed by [Rob Van Der Dam, Global Telecom Industry Leader](#) May 2019

The truth is that privacy has been under assault in the digital age for some time. Until recently, though, **it just didn't seem to bother a lot of people**. One big reason: free stuff....

The past year has seen **a rising wave of discomfort** and controversy, as consumers, technology industry observers, investors and governments have begun to **question the tradeoff** at the heart of these free services

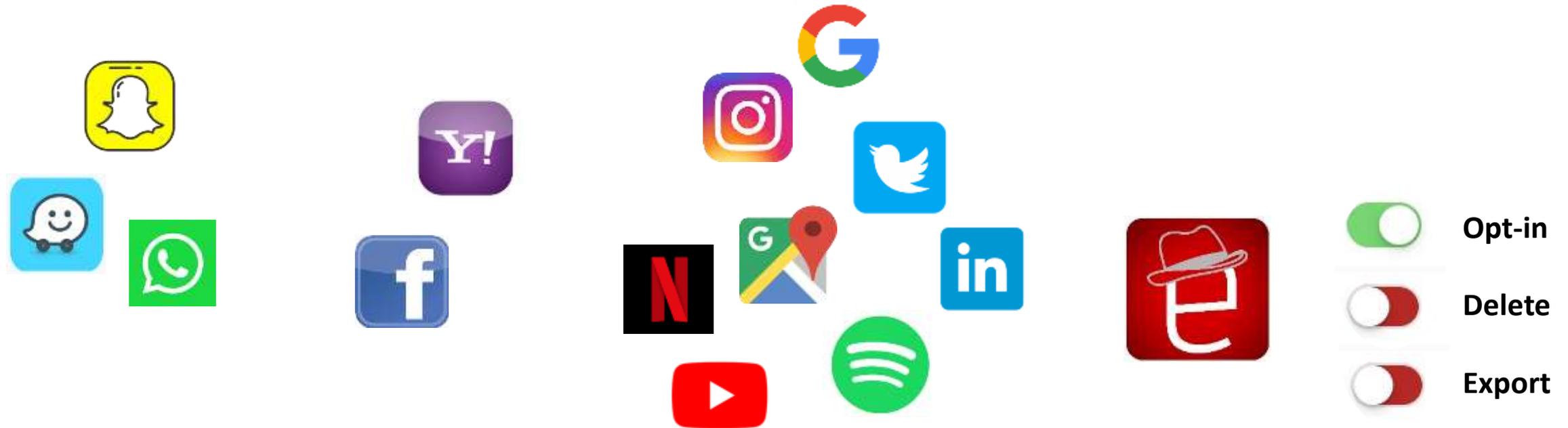


**84% of consumers** globally say that they have become **moderately to very concerned** with how companies are collecting and using their data.

**89%** stated that companies need to **be more transparent** about how their personal data is stored and used.\*

# Service providers don't always make it easy for consumers

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Deliberate  
obfuscation and  
obstruction

Difficult and  
restricted

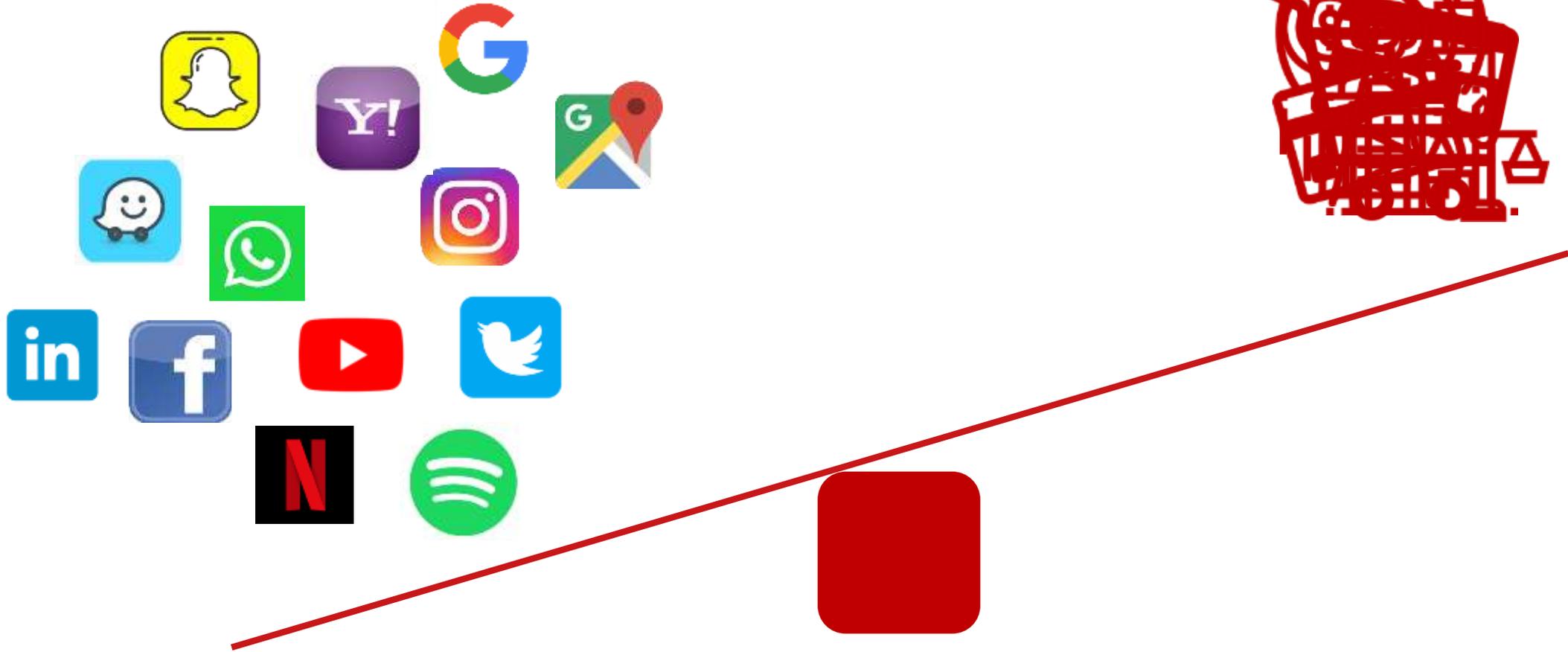
Possible, with  
limitations

Open and  
transparent

**Settings enabling data accessibility and control**

# Service providers have enjoyed a balance of power

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**POLITICO**

A hand holding a glowing lightbulb, symbolizing an idea or innovation. The background features a network of blue nodes and lines, suggesting technology or data. The lightbulb is the central focus, with a bright glow emanating from it.

# How Silicon Valley gamed Europe's privacy rules

The region's data protection overhaul was supposed to help citizens. Instead, it's helped Big Tech.

By **MARK SCOTT, LAURENS CERULUS AND STEVEN OVERLY** | 5/22/19, 10:40 AM CET | Updated 5/29/19, 2:29 PM CET

# ErnieApp seeks to re-balance the conversation

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# The ErnieApp approach - educate, incentivise, reward

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## CONSUMERS

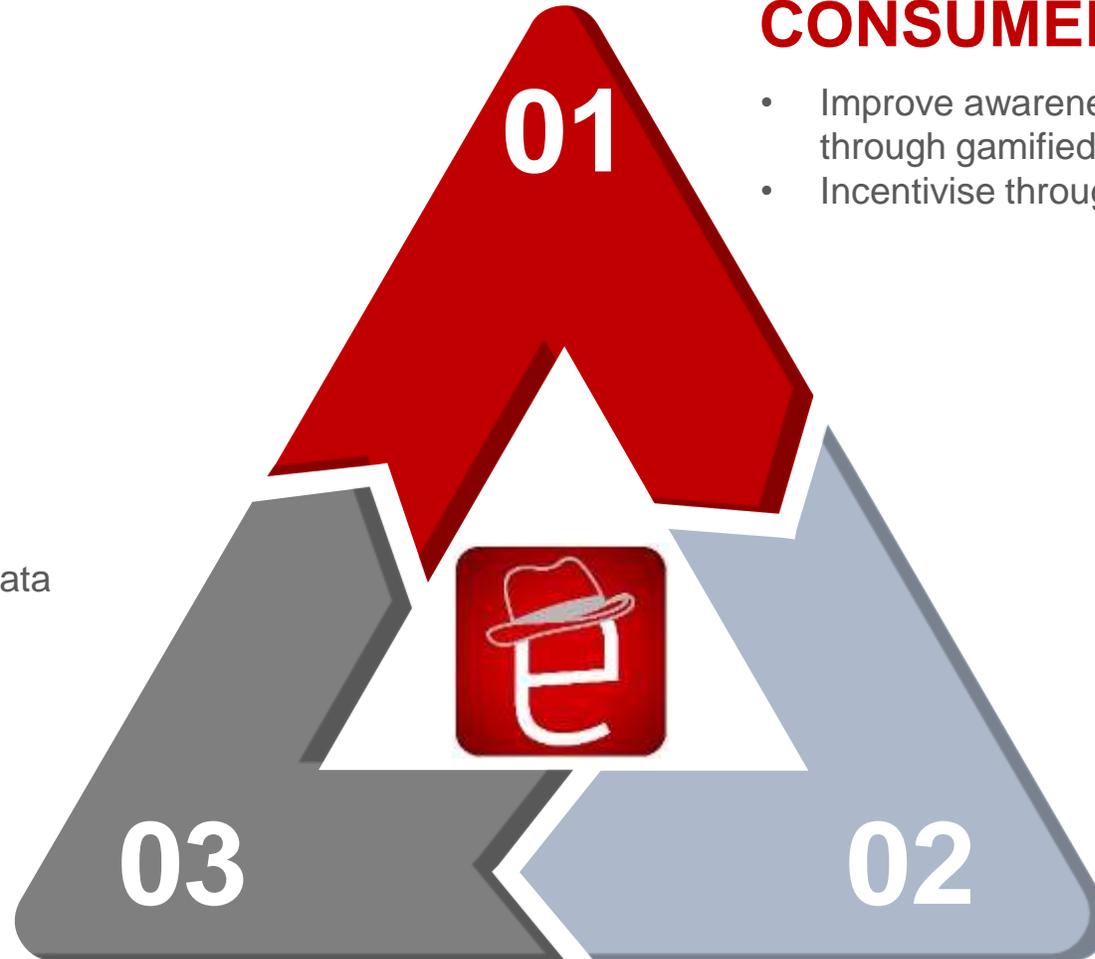
- Improve awareness and engagement through gamified education
- Incentivise through rewards and cash-back

## ADVERTISERS

- Higher value *consented* data
- Data fluidity & reusability
- Data interoperability

## PARTNERS

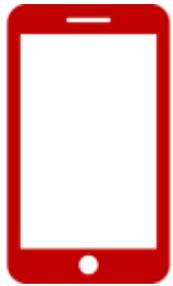
- Become privacy champions
- Differentiation and control over OTT
- New revenue stream



# Privacy Knowledge Management (PKM) digital platform

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 Ernie app



App



SaaS platform



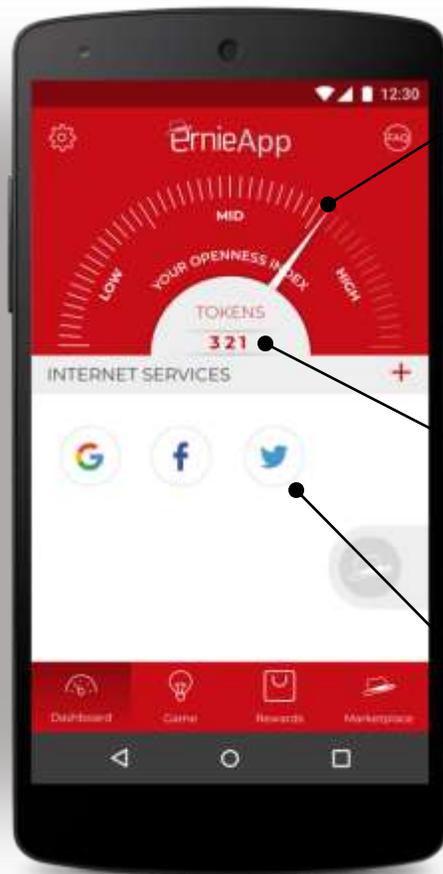
Analytics

- **Increases** first party data opt-in rates
- **Enriches** Personally Identifiable Information (PII) data cross-fertilization
- **Transforms** businesses conversations with consumer around trust
- **Converts** Privacy into a strategic company asset
- Plus: deters adblocks, fights fake traffic, eliminates opacity in audience measurement

# Informing users and giving them 1-click control

**ErnieApp** lets you manage privacy rights of all major apps... in one single app and 1 click!

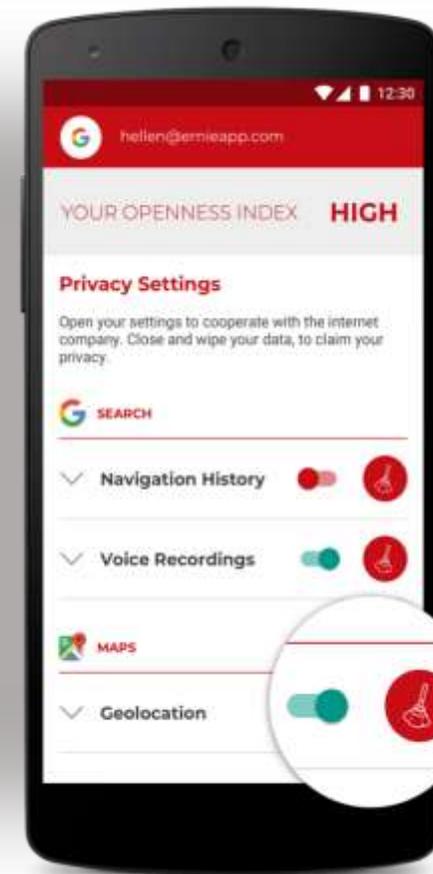
You can easily manage and decide what you want to share and who to share it with



**Easy visualisation of privacy permissions across chosen 3rd party services**

**Earned tokens exchanged for rewards, offers, experiences in-app**

**Control & delete by privacy settings and on an account basis**

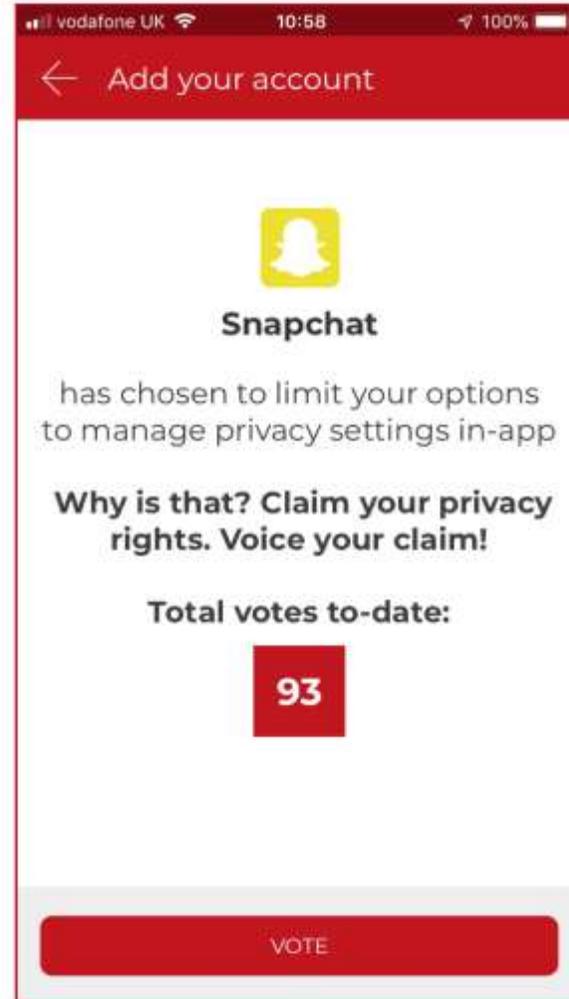


**Opt-in**

**Delete**

**Opt-in status changed at any time, real-time visualisation of impact**

# Raising awareness, enabling change



## Not all services play by the same rule book

- ErnieApp enables users to be more aware of those applications and services.
- Crowd-sourced up-voting helps drive priority and pressure to change.

# The ErnieApp game creates further engagement

**Tutorial game, in the form of quizzes. It's made of 5 playgrounds, each with 8 levels**

It mimics the real world and how internet connects with your real life, how companies grab your data and how different business models compete to collect user data to grow their monetization opportunities



By answering the quizzes you will grow your knowledge on how the digital economy works, which type of digital companies needs which data from you and why or for what purpose

What are the biggest trends in technology innovation that you should be aware of if you intend to exercise your Right to Monetize option

Through the game you will also learn that companies compete with each other, at all levels. Including in how they collect data from you

The more you know the easier for you to claim your fair part compensation if you wish to exercise your Right to Monetize option

# Mobile app variants at a glance

## PKM Base

Free for consumer use.  
Includes games and Ernie  
Tokens



## PKM Custom

Adds rewards and customisation  
options for Partners



## PKM +

Adds the **Right to Monetize**  
data marketplace



# Consent and the Right to Monetize *increases* the value of the data market



- Consent is an un-tapped digital assets
  - Do not leave data for others to exploit
  - Profit sharing
- Create a market to trade data
  - Directly with advertiser
  - Disintermediating those who trade data on behalf of third parties



- Increase opt-in rate
- Purchase quality data, which is scarce
- Deters adblocks, fights fake traffic, eliminates opacity in audience measurement
- Only those companies that have persistent 1<sup>st</sup> party data consents will be able to continue to grow and avoid regulatory fines

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# Ernieapp

*The Power to Choose, the Option to Earn*

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A better Internet for All

Ernieapp LTD Guinness Enterprise Centre Taylor's Ln, Ushers, Dublin 8, Ireland

[www.ernieapp.com](http://www.ernieapp.com); Contacts: [info@ernieapp.com](mailto:info@ernieapp.com)