

PROJECT PROPOSAL



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Prepared For



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ABSTRACT

DATA COLLECTING AND PROCESSING HAS SURGED AS KEY PARTS OF BUSINESSES IN THE LAST DECADE, DEVELOPING NEW WAYS TO HELP THEM GROW. DATA IS BEING FREELY GIVEN FROM USERS IN ORDER TO ACCESS ONLINE SERVICES. THE PRIVATE USERS NEED TO TRUST THE COMPANIES TO USE AND PROCESS THEIR PERSONAL DATA IN A CORRECT AND RESPECTFUL WAY AND FOLLOWING THE CURRENT REGULATIONS.

THE GENERAL DATA PROTECTION REGULATION (GDPR) HAS SET A NEW STANDARD FOR DATA PROTECTION, COMPELLING BUSINESSES ACROSS THE EUROPEAN UNION AND BEYOND TO FUNDAMENTALLY CHANGE HOW THEY MANAGE PERSONAL INFORMATION.

THIS PAPER INTRODUCES A **BUSINESS-TO-BUSINESS (B2B) SOLUTION** DESIGNED TO ADDRESS THE CHALLENGES OF GDPR COMPLIANCE AND TO MAKE THE USERS ABLE TO TRUST COMPANIES IMPLEMENTING THIS SOLUTION. HARNESSING THE POWER OF BLOCKCHAIN TECHNOLOGY, BY DESIGN TRUSTLESS, OUR APPROACH PROVIDES A ROBUST AND TRANSPARENT MECHANISM FOR MANAGING DATA PERMISSIONS AND ACCESS, ENSURING THAT COMPLIANCE EFFORTS ARE NOT JUST CLAIMED BUT CAN BE DIRECTLY DEMONSTRATED AND VERIFIED.

THE MAIN IDEA BEHIND OUR PROJECT IS TO UPLOAD ALL THE PERSONAL DATA THAT USERS ARE GIVING TO THE COMPANY DIRECTLY ON-CHAIN, AFTER AN ENCRYPTION PROCESS, WITHOUT RELYING ON OFF-CHAIN SERVERS AND/OR DATABASES. THE COMPANY WILL HAVE TO USE SMART CONTRACTS ON THE BLOCKCHAIN TO ACCESS THESE DATA IN ORDER TO ANALYZE THEM. DOING SO, EVERY TIME THAT THE COMPANY WILL LOOK AT (AND SO USE) THE DATA, EVERY ACTION WILL BE RECORDED ALLOWING, ON ONE HAND, USERS TO KNOW EXACTLY WHEN THE COMPANY LOOKED AT THEIR DATA AND, ON THE OTHER, COMPANIES TO SHOW TRANSPARENTLY THEIR ACTIONS AND TO DEMONSTRATE COMPLIANCE WITH THE GDPR IN THE EVENT OF CONTROLS BY THE AUTHORITIES.

THE HEDERA NETWORK OFFERS THE IDEAL GROUND TO BUILD THIS SOLUTION DUE TO **THE HASH GRAPH MECHANISM**, THE FAST FINALITY TIMES AND THE LOW, FIXED FEES PEGGED TO THE DOLLAR.



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INTRO

IN THE EVOLVING DIGITAL LANDSCAPE, THE GENERAL DATA PROTECTION REGULATION (GDPR) HAS SET A NEW STANDARD FOR DATA PROTECTION, COMPELLING BUSINESSES ACROSS THE EUROPEAN UNION AND BEYOND TO FUNDAMENTALLY CHANGE HOW THEY MANAGE PERSONAL INFORMATION. SINCE ITS INTRODUCTION IN MAY 2018, GDPR HAS DEMANDED STRICT ADHERENCE TO PRINCIPLES OF TRANSPARENCY, SECURITY, AND THE PROTECTION OF INDIVIDUAL RIGHTS, REQUIRING BUSINESSES TO NOT ONLY SAFEGUARD PERSONAL DATA BUT ALSO TO DEMONSTRATE THEIR COMPLIANCE IN CLEAR AND VERIFIABLE WAYS. IT REQUIRES ORGANIZATIONS TO ADHERE TO STRICT PROTOCOLS AROUND CONSENT, DATA MINIMIZATION, AND THE HANDLING OF PERSONAL DATA, WITH A STRONG EMPHASIS ON INDIVIDUAL RIGHTS. ACHIEVING AND DEMONSTRATING GDPR COMPLIANCE POSES SIGNIFICANT CHALLENGES FOR BUSINESSES. THE REGULATION MANDATES DEMONSTRABLE PROOF OF LAWFUL PERSONAL DATA PROCESSING, EFFECTIVE DATA PROTECTION MEASURES, AND THE FULFILLMENT OF DATA SUBJECTS' RIGHTS, INCLUDING THE RIGHTS TO ACCESS, RECTIFY, AND DELETE THEIR PERSONAL DATA. MANY ORGANIZATIONS FIND IT DIFFICULT TO PROVIDE TANGIBLE EVIDENCE OF THEIR COMPLIANCE, ESPECIALLY WHEN IT COMES TO MANAGING THE COMPLEXITIES OF DATA ACCESS AND THIRD-PARTY RISK.

THIS PAPER INTRODUCES A BUSINESS-TO-BUSINESS (B2B) SOLUTION DESIGNED TO ADDRESS THE CHALLENGES OF GDPR COMPLIANCE HEAD-ON. BY HARNESSING THE POWER OF BLOCKCHAIN TECHNOLOGY, OUR APPROACH PROVIDES A ROBUST AND TRANSPARENT MECHANISM FOR MANAGING DATA PERMISSIONS AND ACCESS, ENSURING THAT COMPLIANCE EFFORTS ARE NOT JUST CLAIMED BUT CAN BE CLEARLY DEMONSTRATED AND VERIFIED.



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1. PROJECT IDEA

1.1 SOLUTION

TO SOLVE THE PROBLEMS WE HAVE LISTED ABOVE WE HAVE THOUGHT ABOUT A BLOCKCHAIN BASED SOLUTION ON HEDERA ECOSYSTEM THAT WILL WORK THANKS TO SEVERAL SMART CONTRACTS, EACH ONE OF THEM WITH A DIFFERENT ROLE.

THE MAIN IDEA BEHIND OUR PROJECT IS UPLOAD ALL THE PERSONAL DATA THAT USERS ARE GIVING TO THE COMPANY DIRECTLY ON-CHAIN, OF COURSE AFTER AN ENCRYPTING PROCESS, WITHOUT RELYING ON OFF CHAIN SERVERS AND/OR DATABASES, SO THEN THE COMPANY WILL HAVE, IN ORDER TO ANALYZE THESE DATA, TO CALL A FUNCTION (AND SO A SMART CONTRACT) ON THE BLOCKCHAIN FOR READING THESE DATA. DOING SO, EVERY TIME THAT THE COMPANY WILL LOOK AT (AND SO USE) THE DATA IT HAS, EACH OF THESE ACTIONS WILL BE RECORDED, ALLOWING USERS TO KNOW EXACTLY WHEN THE COMPANY LOOKED AT THEIR DATA. MOREOVER, IT WILL BE ALSO POSSIBLE FOR USERS TO CHECK WHO IS THE CURRENT OWNER (ON CHAIN) OF THEIR DATA.





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1. PROJECT IDEA

1.2 EXAMPLE

IN ORDER TO BE MORE CLEAR AND PRECISE, THIS EXAMPLE SHOWS HOW THE SOLUTION WORKS :

- MARCO WANTS TO BET SOME DOLLARS ON A BET PLATFORM, AND IN ORDER TO DO SO HE MUST UNDERGO A KNOW YOUR CUSTOMER (KYC) PROCESS TO PLACE BETS ON A BET PLATFORM. DURING THE VERIFICATION PROCESS, OUR SOFTWARE WILL ENCRYPT ALICE'S INFORMATION USING VARIOUS ENCRYPTION MODELS AND THEN UPLOAD THEM ONE BY ONE ONTO THE BLOCKCHAIN. THE ENCRYPTION KEYS WILL BE SENT TO BOTH ALICE AND THE PLATFORM HE IS REGISTERED WITH. IT IS IMPORTANT TO NOTE THAT THIS INFORMATION WILL ONLY BE STORED ON THE BLOCKCHAIN AND NOT IN EXTERNAL DATABASES, AS OUR SOFTWARE WILL INTERACT DIRECTLY WITH THE JAVASCRIPT ON THE WEB2 INTERFACE MARCO IS USING.
- THE BET COMPANY INTENDS TO ACCESS AND ANALYZE SPECIFIC DATA STORED ON THE BLOCKCHAIN, SUCH AS HOME ADDRESSES. TO ACHIEVE THIS, THE COMPANY WILL UTILIZE A SMART CONTRACT TO EXTRACT THE REQUIRED DATA FROM THE BLOCKCHAIN AND THEN APPLY DECRYPTION KEYS TO DECIPHER THE INFORMATION. ADDITIONALLY, IT'S POSSIBLE THAT THE COMPANY MAY HAVE OFF-CHAIN DATA, STORED IN A COMPANY DATABASE, THAT THEY WISH TO COMBINE WITH ON-CHAIN DATA FOR ANALYSIS. TO EFFECTIVELY LINK AND COMBINE THESE DATASETS, EACH ON-CHAIN INFORMATION WILL BE ASSOCIATED WITH A UNIQUE IDENTIFIER, ALLOWING OFF-CHAIN DATA RELATED TO SPECIFIC ON-CHAIN DATA TO BE CONNECTED ACCURATELY. FOR INSTANCE, DEMOGRAPHIC DETAILS OF USERS STORED ON THE BLOCKCHAIN CAN BE LINKED WITH OFF-CHAIN DATA, LIKE VIEWING HABITS, USING A COMMON IDENTIFIER SUCH AS A USER NUMBER.



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1. PROJECT IDEA

1.2 EXAMPLE

- MARCO WISHES TO AUDIT THE STORAGE AND ACCESS HISTORY OF HER DATA FROM THE BETTING PLATFORM. TO DO THIS, HE CAN LOG IN TO THE PLATFORM'S WEB INTERFACE AND REQUEST A LOG OF HIS DATA USAGE. THE SMART CONTRACT, LINKED TO THE WEB PAGE, WILL PROVIDE MARCO WITH A RECORD OF WHEN HIS DATA WAS UPLOADED TO THE BLOCKCHAIN. USING HIS DECRYPTION KEY, MARCO CAN VERIFY THE PRESENCE OF HIS DATA IN A SPECIFIC BLOCK AT A CERTAIN TIME. ADDITIONALLY, BY QUERYING THE BLOCKCHAIN, HE CAN TRACK THE UTILIZATION FREQUENCY OF HIS ENCRYPTED DATA BY SMART CONTRACTS.***
- IF THE BETTING COMPANY DECIDES TO TRANSFER MARCO'S DATA TO ANOTHER ENTITY FOR SALE, THEY CAN EXECUTE A BLOCKCHAIN TRANSACTION TO TRANSFER THE DECRYPTED KEYS TO THE RECEIVING PARTY.
- IN ORDER TO VERIFY THE OWNERSHIP OF HIS DATA, MARCO CAN ACCESS THE SAME WEB PAGE USED PREVIOUSLY (***)
- ADDITIONALLY, IF MARCO WISHES TO WITHDRAW HIS CONSENT FOR DATA SHARING WITH THE BETTING COMPANY, THEY MUST REMOVE THE DECRYPTION KEYS ASSOCIATED WITH HIS DATA. THIS REVOCATION ENSURES THAT THE DATA REMAINS INACCESSIBLE TO UNAUTHORIZED PARTIES.

ALSO IT'S IMPORTANT TO HIGHLIGHT THAT IN THE PROPOSED IDEA, **ALL READING OPERATIONS CAN BE PERFORMED FROM ANY ADDRESS ON THE BLOCKCHAIN.** HOWEVER, THE DATA IS ENCRYPTED, SO WITHOUT THE NECESSARY KEYS, THE DATA IS EFFECTIVELY UNREADABLE EVEN THOUGH IT CAN BE FREELY ACCESSED ON THE BLOCKCHAIN. THIS SETUP ENSURES PRIVACY AND SECURITY FOR THE STORED INFORMATION.



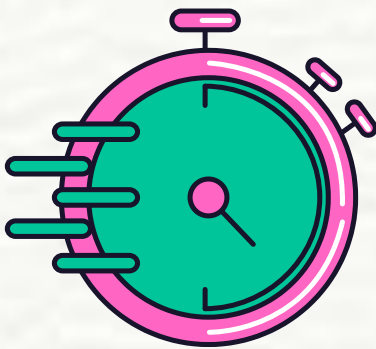
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1. PROJECT IDEA

1.3 WHY HEDERA?

ONE KEY REASON FOR SELECTING HEDERA AS OUR BLOCKCHAIN PLATFORM IS ITS TRANSACTION FINALITY WITHIN **3-5 SECONDS**, PREVENTING BRANCHES AND ENSURING DATA PERMANENCE. THIS MITIGATES RISKS OF DATA DELETION OR INCONSISTENCY. ADDITIONALLY, HEDERA'S FEE POLICY, WITH TRANSACTIONS PRICED AT A **STABLE 0.0001 USD**, OFFERS COST-EFFECTIVENESS AND STABILITY UNAFFECTED BY CURRENCY FLUCTUATIONS. THESE FACTORS POSITION HEDERA AS A ROBUST NETWORK FOR OUR SOLUTION REQUIRING SECURE DATA STORAGE AND SWIFT, CONCLUSIVE TRANSACTIONS.



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2. BUSINESS ANALYSIS

2.1 BUSINESS MODEL CANVAS

Business Model Canvas

KEY PARTNERS

Law firms

Companies specializing in the advancement of the technological components of products and service

KEY ACTIVITIES

Technical development

Problem solving

Marketing strategy

KEY RESOURCES

Transparency in Blockchain

Customer platform

VALUE PROPOSITIONS

Provide a service to companies that demonstrates transparency on the custody of sensitive customer data

CUSTOMER RELATIONSHIPS

Personal Assistance

CHANNELS

Retail in-company sales

Online sales

CUSTOMER SEGMENTS

Bet platform

COST STRUCTURE

Platform development costs

Value driven approach

REVENUE STREAMS

Service sales

Maintenance and assistance

KEY PARTNERS: AMONG THE KEY PARTNERS HAVE BEEN TAKEN INTO ACCOUNT THE LAW FIRMS THAT FOLLOW ALL REGULATIONS AFFECTING SENSITIVE DATA. IN ADDITION, WE HAVE INCLUDED SUPPORT COMPANIES THAT WORK IN THE BLOCKCHAIN FIELD AND ARE ABLE TO PROVIDE APPROPRIATE COLLABORATION IN TERMS OF PROGRAMMING.

KEY ACTIVITIES: THE KEY ACTIVITIES IN WHICH OUR PROJECT IS FOCUSED ARE THE FOLLOWING ONES:

- **TECHNICAL DEVELOPMENT:** CONSISTS OF THE TEAM MEMBERS KNOWLEDGE PROVIDED TO THE PARTNERS AND CONTRIBUTING TO THE PROJECT CORE DEVELOPMENT FROM A TECHNICAL PERSPECTIVE.
- **PROBLEM SOLVING:** THE GROUP SYNERGY WILL BE USEFUL IN SOLVING THE ARISING ISSUES ALONG THE DEVELOPMENT PHASE OF THE PROJECT.
- **MARKETING STRATEGY:** WILL BE PROVIDED A FORMULATION OF THE MOST ADEQUATE AND RELEVANT MARKETING STRATEGIES NEEDED FOR THE REFERENCE MARKET PENETRATION.



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2. BUSINESS ANALYSIS

2.1 BUSINESS MODEL CANVAS

KEY RESOURCES:

- **TECHNICAL KNOWLEDGE:** THE TECHNICAL KNOWLEDGE OF THE TEAM IS ONE OF THE MAIN ASSETS INVOLVED IN THE PROJECT DEVELOPMENT.
- **BLOCKCHAIN:** BLOCKCHAIN TECHNOLOGY IS INDISPENSABLE TO OUR GOAL OF TRACKING SENSITIVE DATA.
- **USER PLATFORM:** PLATFORM THROUGH WHICH ANY USER CAN SEE WHERE SENSITIVE DATA, THEY HAVE GRANTED TO THE COMPANY, ARE LOCATED.

CUSTOMER RELATIONSHIP:

DEDICATED PERSONAL ASSISTANCE: GIVEN THE DEGREE OF CUSTOMIZATION AND ASSISTANCE RELATED TO THE USER PLATFORM, PERSONAL AND PERSONALIZED ASSISTANCE WILL BE PROVIDED TO CUSTOMERS.

VALUE PROPOSITION:

SOLUTION BASED ON BLOCKCHAIN DATA RECORDING USING TWO LAYERS, THE PRIMARY LAYER CONSISTING OF HEDERA AND THE SECONDARY LAYER CONSISTING OF A PRIVATE BLOCKCHAIN ON WHICH DATA IS STORED. DATA TRACKING ENSURED BY THE PRESENCE OF SMART CONTRACTS.

COST STRUCTURE:

- **PLATFORM DEVELOPMENT COSTS (BOTH VARIABLE AND FIXED):** THE COSTS NEEDED FOR THE BLOCKCHAIN DEVELOPMENT ARE MAINLY FIXED, BUT MAY BE VARIABLE DEPENDING ON THE SIZE OF THE PROJECT AND THE EFFORTS REQUIRED TO DEVELOP IT.
- **VALUE DRIVEN APPROACH:** THE APPROACH FOR THE COST'S DETERMINATION IS BASED ON THE VALUE PROVIDED TO THE CUSTOMERS, ACCORDINGLY TO THE HIGH DEGREE OF TRANSPARENCY.



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2. BUSINESS ANALYSIS

2.1 BUSINESS MODEL CANVAS

REVENUE STREAMS:

- **SALE OF THE DEVELOPED SERVICE:**
MOST OF THE PROJECT'S EXPECTED REVENUE STREAMS COME FROM THE SALE OF THE SERVICE OFFERED TO CUSTOMERS.
- **MAINTENANCE AND SERVICE:**
MAINTENANCE AND AFTER-SALES SERVICE.

CHANNELS

- RETAIL IN-COMPANY SALES (DIRECT)
- ONLINE SALES (DIRECT)

CUSTOMER SEGMENTS:

- BET PLATFORM
- OTHER ACTIVITIES IN WHICH THERE IS A KYC PROTOCOL





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2. BUSINESS ANALYSIS

2.2 SWOT ANALYSIS



FOR ENTERING SUCCESSFULLY TO THE MARKET, A SWOT ANALYSIS IT IS CLEARLY NEEDED, ESPECIALLY IF IN CORRELATION WITH A CLEAR AND WELL-DEFINED BUSINESS-MODEL AND/OR A RISK ANALYSIS, FOR LET COMPANIES THAT ARE INTERESTED IN OUR PROJECT TO HAVE A BETTER IDEA OF WHAT WE ARE DOING, WHAT COULD BE THE ADVANTAGES OF OUR SOLUTION AND WHAT THEY SHOULD BE AWARE OF.

I WILL, IN THIS FILE, GO DEEPLY IN THE SWOT ANALYSIS, ANALYZING ONE BY ONE THE FOUR POINTS THAT THIS ANALYSIS IS COMPOSED OF.

SWOT ANALYSIS: STRENGTH, WEAKNESSES, OPPORTUNITIES AND THREATS.

PLEASE NOTE THAT THE FIRST TWO POINTS ARE DIRECTLY CONTROLLED BY THE SOLUTION'S DESIGNER, THEY ARE SOMETHING THAT IS DEPENDING EXCLUSIVELY ON INTERNAL ISSUES.

MOREOVER, FOR OPPORTUNITIES AND THREATS, THEY ARE MORE DEPENDENT ON THE ENVIRONMENT WE ARE PROPOSING OUR SOLUTION IN, IT IS MORE DEPENDENT ON EXTERNAL FACTORS AND THE ONLY THING WE CAN DO IS ADAPTING OUR SOLUTIONS IN ORDER TO BE VALORIZED BY OPPORTUNITIES AND NOT PENALIZED BY THREATS.



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2. BUSINESS ANALYSIS

2.2 SWOT ANALYSIS

STRENGTH: OUR SOLUTION IS BLOCKCHAIN-BASED, PROVIDING ALL THE STRENGTHS THAT BLOCKCHAIN SYSTEMS CAN ENSURE. THANKS TO THIS TECHNOLOGY, WE CAN GUARANTEE A TRANSPARENT AND IMMUTABLE LEDGER, ENABLING US TO PROVE THE PRECISE TIME AT WHICH DATA WERE REGISTERED AND REQUESTED FROM THE BLOCKCHAIN. MOREOVER, IT WILL BE POSSIBLE TO ACCESS ALL THE SMART CONTRACTS AND CODE USED THROUGHOUT THE ENTIRE PROCESS. OUR SOLUTION WILL BE PARTICULARLY USEFUL FOR COMPANIES THAT NEED TO PROVE THE WHEREABOUTS OF DATA AND THE ANALYSES CONDUCTED ON THEM (THUS ENHANCING THEIR CREDIBILITY), AS WELL AS FOR USERS AND AUTHORITIES TO VERIFY AND TRACK SENSITIVE DATA USAGE (ENSURING THAT COMPANIES USE THEIR DATA IN ACCORDANCE WITH CONSENT AND AGREEMENTS).



OPPORTUNITIES: OUR PROJECT OPERATES AT THE INTERSECTION OF CUTTING-EDGE TECHNOLOGIES LIKE BLOCKCHAIN AND WEB3, OFFERING SOLUTIONS FOR THE PRESSING CHALLENGES OF PERSONAL DATA TRACKING AND SECURITY. WITH INCREASING INTEREST IN THESE TECHNOLOGIES AND GROWING CONCERNS ABOUT DATA SECURITY, OUR PROJECT STANDS TO CAPITALIZE ON THE MARKET DEMAND. MOREOVER, THE ABSENCE OF SIGNIFICANT COMPETITORS PROVIDES US WITH A LEVEL PLAYING FIELD TO ESTABLISH OURSELVES IN THE MARKET. OVERALL, OUR PROJECT IS WELL-POSITIONED TO MEET THE EVOLVING NEEDS OF BUSINESSES AND CAPITALIZE ON THE OPPORTUNITIES PRESENTED BY EMERGING TECHNOLOGIES AND REGULATORY LANDSCAPES.





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2. BUSINESS ANALYSIS

2.2 SWOT ANALYSIS

WEAKNESS: OUR SOLUTION RELIES ON BLOCKCHAIN TECHNOLOGY, WHICH IS INHERENTLY BASED ON SMART CONTRACTS. CONSEQUENTLY, ANY SECURITY VULNERABILITIES OR FLAWS IN THE SMART CONTRACT CODE COULD POTENTIALLY BE EXPLOITED BY MALICIOUS ACTORS TO COMPROMISE THE INTEGRITY OF OUR SYSTEM AND EXFILTRATE SENSITIVE DATA. IT'S CRUCIAL TO ACKNOWLEDGE THAT EVERY DATA TRANSACTION AND REQUEST IS LOGGED, FACILITATING, IN THEORY, THE IDENTIFICATION OF THE SOURCE ADDRESSES INVOLVED, AND WITH THE AID OF EXTERNAL FORENSIC TOOLS, POTENTIALLY REVEALING THE INDIVIDUALS BEHIND THESE ADDRESSES.

FURTHERMORE, DESPITE THE ENCRYPTION OF DATA, IF UNAUTHORIZED PARTIES MANAGE TO OBTAIN THIS ENCRYPTED DATA, THERE EXISTS A RISK THAT, GIVEN SUFFICIENT TIME AND RESOURCES, THEY COULD DECRYPT IT, THEREBY GAINING ACCESS TO ITS CONTENTS FOR ILLICIT PURPOSES SUCH AS UNAUTHORIZED USAGE OR SALE.

LASTLY, IT'S IMPORTANT TO NOTE THAT COMPLETE DELETION OF DATA FROM A PRIVATE BLOCKCHAIN IS NOT FEASIBLE. CONSEQUENTLY, IN SCENARIOS WHERE A USER REVOKES CONSENT FOR DATA USAGE, ALTHOUGH THE DATA MAY NO LONGER BE UTILIZED FOR FUTURE ANALYSES, IT REMAINS STORED WITHIN THE BLOCKCHAIN, POSING POTENTIAL PRIVACY CONCERNS.



THREATS: AS MENTIONED IN THE DISCUSSION OF OPPORTUNITIES, REGULATIONS IN THIS DOMAIN ARE PROGRESSIVELY BECOMING MORE STRINGENT WORLDWIDE, OFTEN IN THE FORM OF NEWLY ENACTED LEGISLATION. FOR INSTANCE, IN EUROPE, THE GENERAL DATA PROTECTION REGULATION (GDPR) WAS RATIFIED IN 2016, MAKING IT APPROXIMATELY 8 YEARS OLD AT THE TIME OF WRITING. ONE SIGNIFICANT IMPLICATION OF RELATIVELY RECENT REGULATIONS IS THEIR ONGOING EVOLUTION AND THE EXISTENCE OF UNRESOLVED DEBATES CONCERNING THE INTERPRETATION OF RULES, ARTICLES, AND PRINCIPLES OUTLINED IN THESE LEGAL FRAMEWORKS. THIS PRESENTS A POTENTIAL THREAT TO OUR PROJECT AS WE RELY ON CURRENT LEGAL UNDERSTANDING, WHICH MAY UNDERGO CHANGES OR REINTERPRETATION.

ANOTHER SIGNIFICANT THREAT TO OUR PROJECT IS THE POTENTIAL FOR EARLY-STAGE ISSUES TO DETER COMPANIES FROM ADOPTING OUR SOLUTION. ADDITIONALLY, THERE IS INHERENT RISK IN PLACING SUBSTANTIAL RELIANCE ON SMART CONTRACTS AND CODE, DESPITE SIMILAR RISKS EXISTING IN TRADITIONAL DATABASE SYSTEMS REGARDING DATA SECURITY AND THREATS SUCH AS DATA THEFT.





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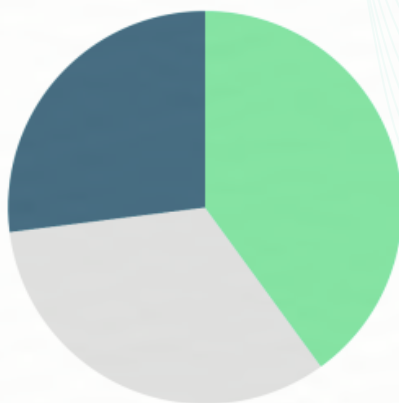
2. BUSINESS ANALYSIS

2.3 CONSUMER DATA AWARENESS

IN A RECENT STUDY BY ZEOTAP CONDUCTED ON OVER 3,000 CONSUMERS, WE DISCOVERED THAT NOT ONLY DO THEY HAVE A GREATER AWARENESS OF HOW DATA IS USED AND A BETTER UNDERSTANDING OF THEIR RIGHT TO PROTECT IT, BUT ALSO THAT DATA PRIVACY HAS BECOME A PART OF THE CRITERIA THEY USE TO DECIDE WHICH COMPANIES TO BUY FROM (AND ESPECIALLY WHICH ONES TO AVOID). IN SHORT, CONSUMERS NOW ASSESS A BRAND'S REPUTATION USING DATA PRIVACY AS A PARAMETER ALONGSIDE MORE TRADITIONAL FACTORS SUCH AS PRODUCT QUALITY OR CUSTOMER SERVICE.

PARTICIPANTS WERE ASKED IF THEY FEEL IN CONTROL OF HOW THEIR PERSONAL INFORMATION IS BEING USED BY THE COMPANIES THEY INTERACT WITH, AND 60% STATED THAT THEY EITHER DISAGREE OR ARE UNDECIDED.

I feel that I have control over how my personal information is used by companies I interact with.



● Agree/strongly agree ● Neither agree or disagree ● Disagree/strongly disagree

THIS DATA SUGGESTS THAT THE MAJORITY OF SURVEYED INDIVIDUALS DO NOT FEEL COMPLETELY SECURE ABOUT CONTROLLING THEIR PERSONAL INFORMATION BY COMPANIES. THIS HIGHLIGHTS THE NEED FOR GREATER TRANSPARENCY AND AWARENESS FROM COMPANIES REGARDING THE USE OF THEIR CUSTOMERS' PERSONAL DATA, IN ORDER TO ESTABLISH A MORE SOLID TRUST RELATIONSHIP WITH THE PUBLIC.



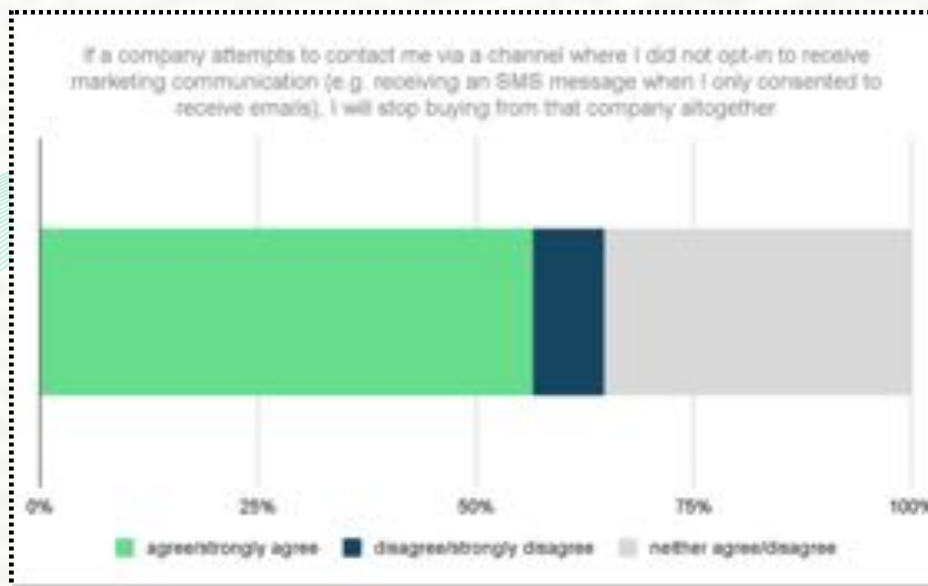
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2. BUSINESS ANALYSIS

2.3 CONSUMER DATA AWARENESS

WHEN ASKED WHAT THEY WOULD DO IF CONTACTED THROUGH A CHANNEL THEY DID NOT CONSENT TO, 57% OF PARTICIPANTS STATED THAT THEY WOULD SEVER ALL TIES WITH THE COMPANY.



THIS DATA SUGGESTS THAT INDIVIDUALS HIGHLY VALUE THEIR CONSENT WHEN IT COMES TO COMMUNICATION CHANNELS AND ARE WILLING TO TAKE STRONG ACTION, SUCH AS CUTTING TIES WITH A COMPANY, IF THEIR PREFERENCES ARE NOT RESPECTED. IT UNDERSCORES THE IMPORTANCE OF BUSINESSES OBTAINING EXPLICIT CONSENT AND RESPECTING INDIVIDUALS' COMMUNICATION PREFERENCES TO MAINTAIN POSITIVE RELATIONSHIPS WITH THEIR CUSTOMERS.



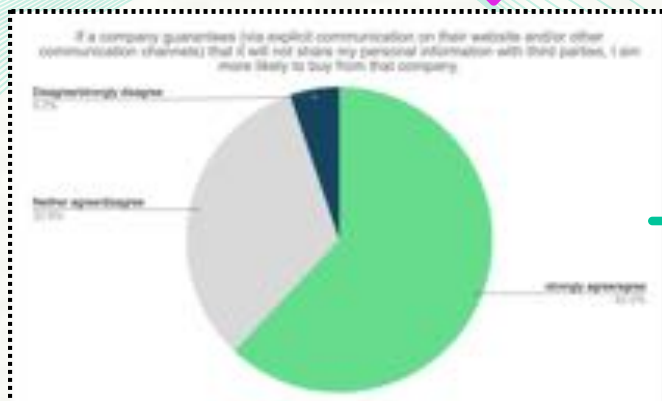
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2. BUSINESS ANALYSIS

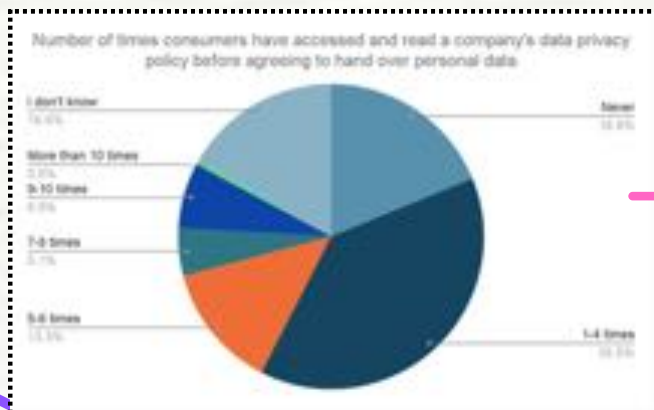
2.3 CONSUMER DATA AWARENESS

THE GOOD NEWS, HOWEVER, IS THAT MARKETERS CAN LEVERAGE THIS NEW CONSUMER ATTENTION TO DATA PRIVACY TO THEIR ADVANTAGE BY SIMPLY OUTPERFORMING THE COMPETITION. FOR INSTANCE, A SIGNIFICANT 57% OF CONSUMERS BELIEVE THAT COMPANIES THEY SHARE THEIR DATA WITH SELL IT. THEREFORE, COMPANIES SHOULD FIRST LEARN TO EXPLICITLY STATE THAT THEY WILL NOT DO SO: ALMOST TWO-THIRDS (62%) OF THE RESPONDENTS HAVE SAID THAT THEY ARE MORE LIKELY TO PURCHASE FROM A COMPANY THAT GUARANTEES IT WILL NOT SHARE CONSUMERS' PERSONAL INFORMATION WITH THIRD PARTIES.



NOT ONLY THAT, BUT 60% OF THE RESPONDENTS WOULD RECOMMEND TO FRIENDS AND FAMILY A COMPANY THAT EXPLICITLY GUARANTEES DATA PRIVACY.

MOREOVER, DESPITE COMPANIES MAY THINK THAT CONSUMERS DO NOT PAY ATTENTION TO DATA PRIVACY POLICIES, THIS ACTUALLY DOES NOT SEEM TO BE TRUE. THE RESULTS SHOW THAT IN THE LAST 12 MONTHS, ALMOST A QUARTER OF CONSUMERS HAVE READ A PRIVACY POLICY MORE THAN 5 TIMES.



THESE DATA DEMONSTRATE HOW A SOLUTION AIMED AT PROVIDING CONSUMERS WITH TOOLS TO HAVE GREATER CONTROL OVER HOW THEIR DATA IS TREATED BENEFITS NOT ONLY THE COMPANY, WHICH THUS HAS TOOLS TO DEMONSTRATE COMPLIANCE WITH REGULATIONS TO NATIONAL DATA PROTECTION AUTHORITIES, BUT ALSO AN INDEX OF TRANSPARENCY AND SERIOUSNESS THAT ENCOURAGES MORE CONSUMERS TO JOIN THE CONSUMPTION NETWORK.



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3. REGULATION FEASIBILITY

3.1 GDPR (EU REG. N° 679/2016)

IN 2018, THE REGULATORY ENVIRONMENT FOR CONSUMER DATA PRIVACY UNDERWENT SIGNIFICANT EXPANSION WITH THE INTRODUCTION OF THE EUROPEAN UNION'S EXTENSIVE AND INTRICATE GENERAL **DATA PROTECTION REGULATION (GDPR)**, WHICH TOOK EFFECT IN MAY OF THAT YEAR. FAST FORWARD OVER TWO YEARS LATER, AND WE STILL SEE A RAPID PACE OF TRANSFORMATION, ACCOMPANIED BY ONGOING UNCERTAINTY AMONG BUSINESSES AND CONSUMERS REGARDING REGULATIONS. THE DATA PRIVACY REGULATIONS OF THIS EMERGING CATEGORY FREQUENTLY SHARE COMMON PRINCIPLES OR PROVIDE A COMPARABLE SET OF RIGHTS TO INDIVIDUALS WHOSE DATA IS BEING HANDLED. FOR INSTANCE, BOTH THE GDPR AND THE CCPA GRANT INDIVIDUALS THE RIGHTS TO RECTIFY, UPDATE, OR DELETE THEIR PERSONAL DATA FROM A COMPANY'S DATABASE, AND MANDATE THAT BUSINESSES OBTAIN CONSENT FOR SPECIFIC ACTIVITIES INVOLVING THE COLLECTION, PROCESSING, TRANSFER, OR SALE OF PERSONAL DATA. DEVELOPERS NEED TO BE READY TO TAKE INTO ACCOUNT THESE AND OTHER CORE PRINCIPLES WHEN CRAFTING APPLICATIONS AND BUSINESS STRATEGIES. PRIVACY REGULATIONS LIKE THE GDPR ARE FREQUENTLY VIEWED AS CHALLENGING TO HARMONIZE WITH THE POTENTIALLY PERMISSIONLESS, GEOGRAPHICALLY DISTRIBUTED, AND UNCHANGEABLE CHARACTERISTICS OF PUBLIC LEDGERS. THE PRIMARY HURDLE IN RECONCILING DATA PRIVACY REGULATIONS WITH DISTRIBUTED LEDGER TECHNOLOGIES (DLTS) INCLUDE AND CONCERNS IN PARTICULAR THE ISSUE OF **DATA MUTABILITY**.





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3. REGULATION FEASIBILITY

3.2 DATA MUTABILITY & ART 17 GDPR

UNDER THE GDPR AND OTHER REGULATIONS, SOME DATA SUBJECT RIGHTS REQUIRE THE MODIFICATION OF PREVIOUSLY COLLECTED PERSONAL DATA. FOR EXAMPLE, DATA SUBJECTS MAY HAVE THE RIGHT TO CORRECT INACCURATE OR OUTDATED PERSONAL DATA, COMMONLY REFERRED TO AS THE RIGHT OF RECTIFICATION, AND THE RIGHT TO DELETED COLLECTED PERSONAL DATA, REFERRED TO AS **THE RIGHT OF DELETION OR RIGHT OF ERASURE [ART 17 679/2016 (GDPR)]**.

BLOCKCHAINS ARE INVARIABLY DESCRIBED AS AN IMMUTABLE OR UNEDITABLE LEDGER OR DATABASE. THIS IMMUTABILITY IS PORTRAYED AS A KEY ENABLER OF THE TRUST IN THE BLOCKCHAIN THROUGH RESISTANCE TO MALICIOUS MODIFICATIONS. SUCH IMMUTABILITY, SO VALUABLE TO PROTECT THE INTEGRITY OF A CRYPTOCURRENCY OR SIMILAR, IS A DOUBLE-EDGED SWORD. IMMUTABILITY WOULD APPEAR TO MAKE IT DIFFICULT, OR PERHAPS IMPOSSIBLE, TO SATISFY THE REQUIREMENTS OF THE RIGHT OF ERASURE, AT LEAST WITH RESPECT TO ANY DATA STORED ON-CHAIN. IN THIS BRIEF ANALYSIS, PARTICULAR ATTENTION IS DRAWN TO THE DIFFICULTY OF ERASING PERSONAL DATA INSERTED INTO A BLOCKCHAIN AND WHAT IS MEANT BY ERASURE IN LIGHT OF DOCTRINE AND JURISPRUDENCE GUIDELINES. THAT'S WHAT IS CALLED **"THE BLOCKCHAIN GDPR PARADOX?"**

IF ENCRYPTION OF DATA WITHOUT STORING THE CORRESPONDING ENCRYPTION KEYS UPON DELETION IS SUFFICIENT FOR 'ERASURE OF DATA', THEN PERSONAL DATA CAN BE STORED ON A BLOCKCHAIN. IF NOT, STORING PERSONAL DATA DIRECTLY ON A BLOCKCHAIN IS SIMPLY NOT ALLOWED BECAUSE IT 'CANNOT BE ERASED'.

TO OVERCOME THE PROBLEM OF THE IMMUTABILITY OF THE LOGICAL REGISTER, DATA RELATED TO TRANSACTIONS CAN BE STORED IN AN EDITABLE DATABASE, WITH ONLY A REFERENCE TO THEM INSERTED IN THE BLOCKCHAIN. SOME COMPANIES ARE COLLABORATING TO DEVELOP BLOCKCHAIN SOLUTIONS FOR BUSINESSES AND GOVERNMENTS THAT COMPLY WITH GDPR. SPECIFICALLY, A SERVICE HAS BEEN DEVELOPED FOR MANAGING BUSINESS PROCESSES, BASED ON **BLOCKCHAIN, WHICH OPERATES ON TWO LEVELS. THE FIRST LEVEL CONSISTS OF A PUBLIC BLOCKCHAIN, AND THE SECOND LEVEL CONSISTS OF A SERIES OF PRIVATE DATABASES.**

COMPANIES THAT COLLABORATE OR ENGAGE IN COMMERCIAL RELATIONSHIPS USE THE PRIVATE DATABASES TO RECORD DATA CONCERNING THEM: THE DATABASE IS ONLY ACCESSIBLE TO COMPANIES THAT HAVE RELATIONSHIPS WITH EACH OTHER. THE DATA RECORDED IN THIS WAY ARE THEN SUBJECTED TO A HASHING PROCESS, AND A UNIQUE REFERENCE TO THEM IS INSERTED INTO THE PUBLIC BLOCKCHAIN. THIS **HYBRID APPROACH** ALLOWS THE USE OF BLOCKCHAIN IN A MANNER COMPLIANT WITH GDPR.





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3. REGULATION FEASIBILITY

3.3 JURISPRUDENCE & COMPLIANCE

ARTICLE 17 OF THE GDPR, ENTITLED "RIGHT TO ERASURE," PROVIDES FOR TWO SPECIFIC RIGHTS THAT THE DATA SUBJECT CAN EXERCISE UNDER CERTAIN CONDITIONS. THESE RIGHTS ARE THE RIGHT TO ERASURE OF DATA BY THE DATA CONTROLLER AND THE "RIGHT TO BE FORGOTTEN" PROPER. THE LATTER IS BROADER THAN THE FORMER BECAUSE IT IMPOSES AN OBLIGATION ON THE CONTROLLER WHO HAS COMMUNICATED THE RELEVANT DATA TO THIRD PARTIES NOT ONLY TO ERASE THIS DATA BUT ALSO TO INFORM OTHER CONTROLLERS OF THE DATA SUBJECT'S REQUEST, SO THAT THEY ALSO DELETE ANY LINKS, COPIES, OR REPRODUCTIONS OF THEIR PERSONAL DATA. SO IT IS VERY IMPORTANT TO UNDERSTAND HOW **THE TERM "ERASURE" IS INTERPRETED AND TRANSLATED WITHIN OUR LEGAL SYSTEM.** NOTE HOW THE TERM "ERASURE," USED IN **ARTICLE 17 OF THE GDPR, IS NOT PRECISELY DEFINED WITHIN THE REGULATION,** LACKING A TECHNICAL EXPLANATION DESCRIBING WHAT SUCH ERASURE SHOULD ACTUALLY ENTAIL. IN THE UNCERTAINTY OF ITS MEANING, SOME NATIONAL AND SUPRANATIONAL AUTHORITIES HAVE POINTED OUT THAT ALTERNATIVES TO THE COMPLETE DESTRUCTION OF DATA ARE POSSIBLE, WHICH STILL COMPLY WITH THE PROVISIONS OF ARTICLE 17.



-FOR EXAMPLE, **THE AUSTRIAN DATA PROTECTION AUTHORITY**

HAS RECOGNIZED A CERTAIN FLEXIBILITY REGARDING THE USE OF TECHNICAL MEANS NECESSARY FOR ERASURE, CONSIDERING **DATA ANONYMIZATION** AS A SUITABLE MEANS TO ACHIEVE DATA ERASURE.

-**THE UK AUTHORITY** HAS ALSO STATED THAT **"MAKING DATA UNUSABLE" CAN BE SATISFACTORY** FOR THE PURPOSES OF ARTICLE 17 OF THE GDPR. THEREFORE, PERSONAL DATA IS CONSIDERED UNUSABLE, EVEN IF NOT EFFECTIVELY ERASED, IF THE DATA CONTROLLER: (A) CANNOT USE SUCH DATA FOR DECISIONS CONCERNING A CERTAIN INDIVIDUAL; (B) DOES NOT GRANT ACCESS TO SUCH DATA TO ANY OTHER ORGANIZATION; (C) IMPLEMENTS TECHNICAL AND ORGANIZATIONAL SOLUTIONS TO SECURE THE DATA; (D) COMMITS TO PERMANENTLY ERASE THE INFORMATION WHEN AND IF THIS BECOMES POSSIBLE.



-ANOTHER SOLUTION THAT CAN BE ADOPTED, RENDERING THE **DATA INACCESSIBLE, WOULD BE THE DESTRUCTION OF THE PRIVATE KEY CORRESPONDING TO THE PUBLIC KEY** HELD BY EACH USER OF THE LEDGER. THIS IS THE SOLUTION SUGGESTED BY THE **FRENCH AUTHORITY**, WHICH ADVISES ALSO DESTROYING ANY INFORMATION RELATED TO THE PRIVATE KEY CONTAINED IN OTHER RECORDS.





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3. REGULATION FEASIBILITY

3.3 JURISPRUDENCE & COMPLIANCE

-NOTE HOW, STILL REGARDING THE RIGHT TO BE FORGOTTEN, SOME **JUDGMENTS OF THE EUROPEAN UNION COURT OF JUSTICE** EXPLAIN THAT THIS RIGHT SHOULD NOT BE CONSIDERED ABSOLUTE AND THAT ERASURE SHOULD NOT BE MEANT AS THE COMPLETE DESTRUCTION OF ALL DATA RELATED TO A SUBJECT. TAKE, FOR EXAMPLE, THE FAMOUS JUDGMENT **GOOGLE SPAIN** AND THE MORE RECENT JUDGMENT RELATING TO CASE C-507/17 **GOOGLE LLC, SUCCEEDING GOOGLE INC. / COMMISSION NATIONALE DE L'INFORMATIQUE ET DES LIBERTÉS (CNIL)**, THE FRENCH SUPERVISORY AUTHORITY:

- **IN THE FIRST CASE**, THE COURT RULED THAT THE OPERATOR OF AN INTERNET SEARCH ENGINE IS RESPONSIBLE FOR THE PROCESSING OF PERSONAL DATA APPEARING ON WEB PAGES PUBLISHED BY THIRD PARTIES. HOWEVER, THE SEARCH ENGINE CANNOT ERASE THE PERSONAL DATA FOUND ON THESE WEB PAGES, BUT ONLY THE LINK TO SUCH DATA: THE RIGHT TO BE FORGOTTEN IS THEREFORE INTERPRETED AS A SIMPLE RIGHT TO **DE-INDEXING**.
- **IN THE SECOND JUDGMENT**, ALSO CONCERNING DELISTING, THE COURT RULED THAT THE OPERATOR OF A SEARCH ENGINE THAT ACCEPTS A DE-INDEXING REQUEST IS NOT OBLIGATED TO CARRY OUT SUCH DE-INDEXING ON ALL VERSIONS OF ITS SEARCH ENGINE: THIS OPERATION MUST ONLY BE DONE ON VERSIONS OF ITS SEARCH ENGINE RELATING TO THE MEMBER STATES OF THE EUROPEAN UNION, WHICH ARE SUBJECT TO COMPLIANCE WITH THE GDPR.





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4. TECHNICAL SOLUTION

4.1 STRUCTURE & MIRROR NODES

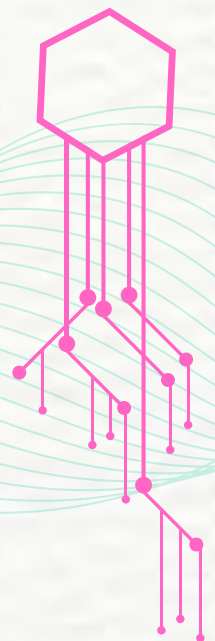
WE WILL GO FURTHER INTO DETAIL, FROM A **TECHNICAL POINT OF VIEW**, OF THE STEPS OCCURRING WHEN USING OUR SOLUTION.

1) THE PRIVATE USER ENTERS ON THE BETTING COMPANY WEBSITE AND SIGNS UP ADDING ALL THE NECESSARY DATA TO PERFORM A KYC IDENTIFICATION

2) THROUGH THE WEBSITE OUR SOFTWARE DIRECTLY SENDS THE PERSONALLY IDENTIFIABLE (PI) DATA, AFTER PROPER ENCRYPTION, TO THE HEDERA BLOCKCHAIN. THE BETTING COMPANY WILL SUSTAIN THE PRICE OF THE FEES TO REGISTER THESE TRANSACTIONS CONTAINING THE SINGULAR PIECE OF DATA TOGETHER WITH A NUMBER OR STRING THAT IS ASSOCIATED WITH THE USER. AFTERWARDS, BOTH THE USER AND THE BETTING COMPANY RECEIVE, THROUGH THE WEBSITE, THE NUMBER TO IDENTIFY THE USER AND THE KEY TO DECRYPT THE DATA. THIS NUMBER AND KEY MUST BE SAVED BY THE USER AND ON THE COMPANY SERVERS.

3) THE BETTING COMPANY WISHES TO ANALYZE THE DATA RELATIVE TO A CERTAIN GROUP OF USERS AND INVOKES SMART CONTRACTS GIVING AS INPUT THE NUMBERS THAT IDENTIFY SUCH USERS. ONCE THE CLUSTERED DATA IS RETRIEVED THE BETTING COMPANY CAN PERFORM ANALYSIS IN CONJUNCTION WITH THEIR OFF-CHAIN DATA, SUCH AS MONEY SPENT ON BETTING, NUMBER OF BETS PLACED AND SO ON

4) THE USER CAN LOG ONTO OUR COMPANY WEBSITE TO CONTROL THE BLOCKCHAIN IN ORDER TO SEE WHEN AND HOW HIS/HER DATA HAS BEEN ACCESSED SIMPLY BY CONTROLLING THE STRING ASSOCIATED TO HIM/HER AND USING THE DECRYPTION KEY.





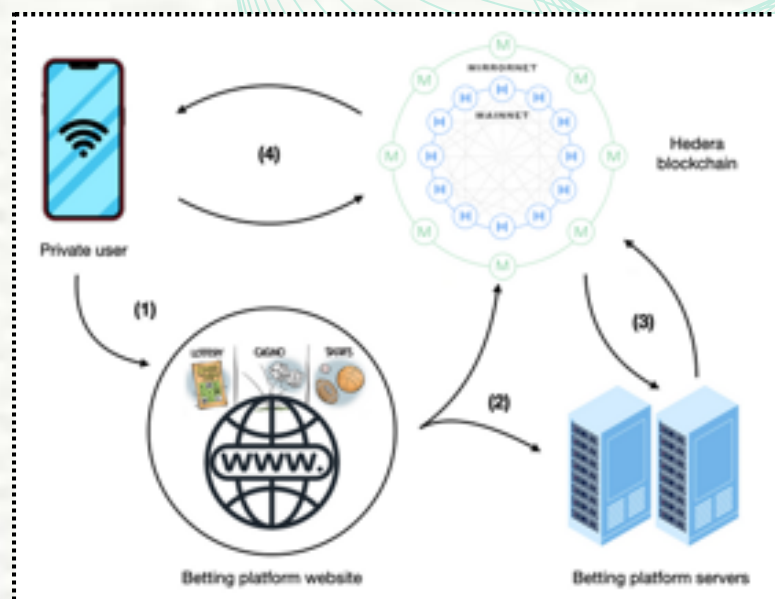
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4. TECHNICAL SOLUTION

4.1 STRUCTURE & MIRROR NODES

A USEFUL ADDITION TO OUR SOLUTION, IN TERMS OF SPEED AND PERFORMANCE, IS MADE POSSIBLE BY THE HEDERA STRUCTURE USING MIRROR NODES. WHEN NEW DATA IS RECORDED ON THE BLOCKCHAIN, IT CAN BE ADDED TO A TOPIC BY SETTING A TOPIC-ID; THIS CAN BE SPECIFIC TO OUR PRODUCT, TO THE SINGLE CLIENT COMPANY, OR EVEN MORE SPECIFIC AND TAILORED AS THE CLIENT NEEDS IT TO BE. OUR COMPANY WILL HOST MIRROR NODES THAT SUBSCRIBE TO A CERTAIN TOPIC ID IN ORDER TO RECEIVE AND COLLECT IN A SINGLE NODE ALL THE MESSAGES AND UPDATES RELATIVE TO THAT TOPIC. THE MIRROR NODE WILL NOT BE PARTICIPATING IN THE CONSENSUS MECHANISM BUT WILL ONLY PULL FROM THE MAINNET THE INFORMATION CONNECTED TO ITS OWN TOPIC; IT IS TO BE NOTED THAT THIS SOLUTION WILL REQUIRE THE PAYMENT OF ADDITIONAL FEES THAT WILL BE SUSTAINED BY THE CLIENT COMPANY, MAKING THIS AN ADDITIONAL PREMIUM FEATURE. THE RESULT OF USING SUCH NODES IS A FASTER AND MORE DIRECT ACCESS TO THE DATA, ALWAYS PROPERLY ENCRYPTED, THAT ARE CONVENIENTLY CLUSTERED AS EXPLAINED ABOVE.





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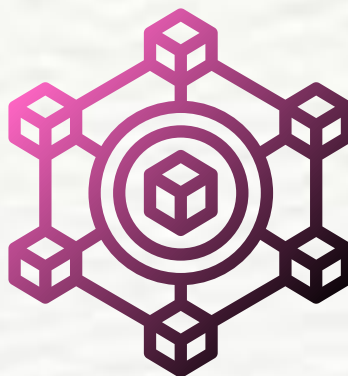


4. TECHNICAL SOLUTION

4.2 HEDERA HASHGRAPH

PROTOCOL BENEFITS

THE HEDERA HASHGRAPH PROTOCOL PROVES VERY EFFICIENT IN IMPLEMENTING OUR SOLUTION. **THE FIRST MAIN REASON** IS THE COMPLETE ABSENCE OF PRUNING OF BRANCHES; THIS IS VERY IMPORTANT BECAUSE, BY DOING SO, IT PREVENTS THE UNWANTED DELETION OR DIFFUSION OF PERSONAL DATA WITHOUT SECURE REGISTRATION ON THE PUBLIC LEDGER. IF OUR SOLUTION WERE TO BE IMPLEMENTED IN A CLASSICAL BLOCKCHAIN MECHANISM, AS SOON AS THE NODE IS CREATED THE DATA WOULD BE AVAILABLE FOR ANALYSIS AND THE BETTING COMPANY OF OUR USE CASE COULD ACCESS IT AS EXPLAINED BEFORE. AFTER A NUMBER OF NODES IF THIS DATA APPEARS TO BE REGISTERED IN A BRANCH TO BE PRUNED A TWOFOLD ISSUE WOULD OCCUR: ON THE FIRST HAND THE DATA WHICH WAS THOUGHT TO BE SECURELY SAVED ON THE BLOCKCHAIN WOULD BE LOST, REQUIRING THE BETTING COMPANY TO ASK AGAIN FOR THE DATA, OR DIFFERENTLY TO SIMPLY LOSE IT WITHOUT THE OPTION TO RECOVER IT; ON THE OTHER HAND IF THE COMPANY ACCESSES THE DATA FOR THEIR ANALYSIS BEFORE THE CONFIRMATION OF THE BRANCH, AFTER PRUNING THIS WOULD CAUSE AN ACCESS OF DATA THAT WOULD NOT BE DOCUMENTED IN HISTORY, OTHERWISE IF THE COMPANY HAD TO WAIT FOR FINALITY IT COULD CAUSE A DELAY THAT COULD BE VERY RELEVANT FOR THE DATA ANALYZER. BOTH THESE PROBLEMS WOULD REALLY AFFECT OUR SOLUTION, HENCE THE HEDERA NETWORK, WITH THE HIGH SPEED IN REACHING FINALITY, IS IDEAL FOR MANAGING LARGE DATASETS DIRECTLY ON CHAIN.





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4. TECHNICAL SOLUTION

4.2 HEDERA HASHGRAPH

PROTOCOL BENEFITS

THE SECOND MAIN ADVANTAGE OF HEDERA ARE LOW AND FIXED FEES, PEGGED TO THE DOLLAR, THAT ARE KEY TO MAKE POSSIBLE THE REGISTRATION OF A LARGE AMOUNT OF DATA. IT PREVENTS THE COSTS FROM BECOMING TOO LARGE FOR THE SOLUTION TO BE RELIABLE AND TO BE APPEALING IN THE FIRST PLACE TOWARDS POTENTIAL CLIENT COMPANIES. ADDITIONALLY, THE PRICE CONFERRED TO THE DATA, WHICH HAS TO BE SUSTAINABLE, BRINGS AN ACTUAL VALUE TO THE DATA THAT THE USER GIVES TO THE CHOSEN COMPANY; AT THE CURRENT TIME DATA IS FREELY GIVEN AND USED WITHOUT ANY COST SUSTAINED TO PROPERLY MANAGE THE DATA ITSELF AND THE USER IS NOT AWARDED IN ANY WAY, WITH OUR SOLUTION PART OF THE VALUE OF THE DATA IS EFFECTIVELY PAID BY THE COMPANY TO OWN IT SAVED SECURELY ON THE BLOCKCHAIN IN AN ENCRYPTED MANNER.

ADDITIONAL BENEFITS OF USING THE HEDERA NETWORK RESIDE IN THE CORE BENEFITS OF HEDERA ITSELF, THE MASSIVE SCALABILITY, INCREDIBLE EFFICIENCY, THE USAGE OF CLEAN ENERGY TO SUSTAIN THE NETWORK AND STRONG NETWORK OF PERMISSIONED NODES.





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CONCLUSION

IDEA SUMMARY: SO THE SYSTEM UTILIZES ENCRYPTION AND ON-CHAIN STORAGE TO SECURELY HANDLE USER DATA ON A BETTING PLATFORM. WHEN USERS LIKE MARCO PROVIDE INFORMATION FOR KYC, IT IS ENCRYPTED AND STORED ON THE BLOCKCHAIN WITH UNIQUE KEYS PROVIDED TO BOTH THE USER AND THE PLATFORM. DATA ANALYSIS CAN BE PERFORMED BY EXPORTING ENCRYPTED DATA FROM THE BLOCKCHAIN, DECRYPTING IT USING KEYS, AND COMBINING ON-CHAIN AND OFF-CHAIN DATA. USERS CAN ACCESS, MONITOR ACCESS TO THEIR DATA, AND REVOKE CONSENT BY INTERACTING WITH A SMART CONTRACT-ENABLED WEB INTERFACE CONNECTED TO THE BLOCKCHAIN. TRANSACTIONS OF DECRYPTED KEYS ALLOW FOR DATA SHARING BETWEEN COMPANIES, WITH USERS ABLE TO TRACK OWNERSHIP AND REVOKE CONSENT BY DELETING KEYS.

ECONOMIC CONCLUSION :THESE DATA DEMONSTRATE HOW A SOLUTION AIMED AT PROVIDING CONSUMERS WITH TOOLS TO HAVE GREATER CONTROL OVER HOW THEIR DATA IS TREATED BENEFITS NOT ONLY THE COMPANY, WHICH THUS HAS TOOLS TO DEMONSTRATE COMPLIANCE WITH REGULATIONS TO NATIONAL DATA PROTECTION AUTHORITIES, BUT ALSO AN INDEX OF TRANSPARENCY AND SERIOUSNESS THAT ENCOURAGES MORE CONSUMERS TO JOIN THE CONSUMPTION NETWORK.

IN CONCLUSION OF THIS BRIEF ANALYSIS, IT CAN BE ARGUED THAT THE APPLICATION OF THE RIGHT TO BE FORGOTTEN AS OUTLINED IN THE GDPR SHOULD NOT DETER THE ADOPTION OF INNOVATIVE SOLUTIONS SUCH AS BLOCKCHAIN TECHNOLOGY.

NEVERTHELESS, IT'S CRUCIAL TO HIGHLIGHT THAT THOSE CONSIDERING THE ADOPTION OF SUCH A TOOL MUST PRIORITIZE THE INCLUSION OF MECHANISMS DURING THE DEVELOPMENT AND DESIGN PROCESS THAT FACILITATE DATA ADJUSTMENT DOWN THE LINE. THIS COULD INCLUDE, FOR INSTANCE, INCORPORATING OFF-CHAIN DATA STORAGE METHODS TO ENABLE DATA MODIFICATIONS AS NEEDED



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