



IDENTITY





NEW STANDARD FOR DATA PROTECTION

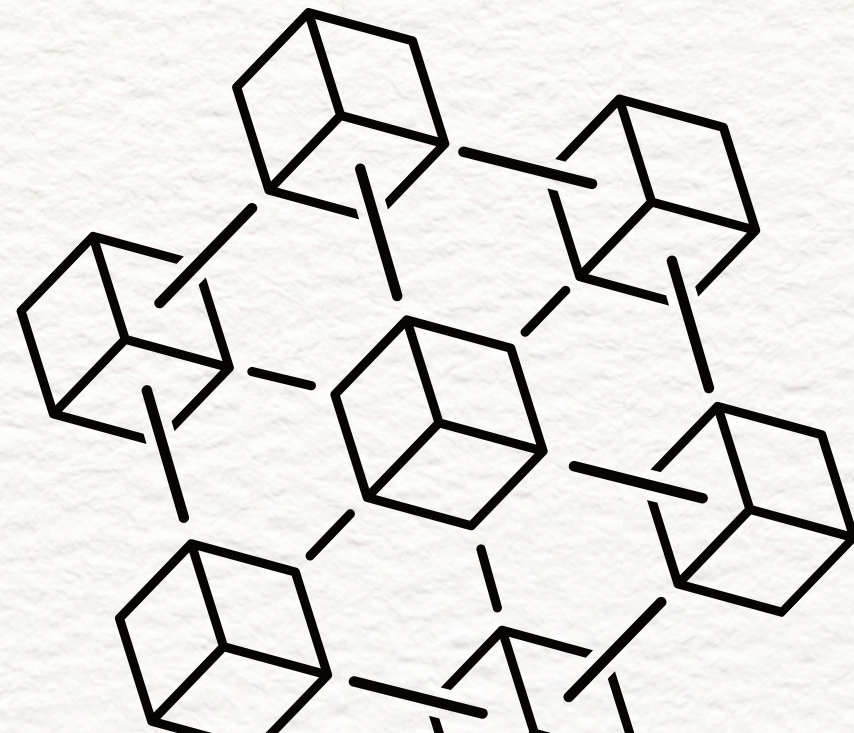


- GDPR, implemented in May 2018, sets **new standards for data protection**, requiring businesses to change how they manage personal information.
- Compliance demands strict adherence to **transparency, security, and individual rights**, posing challenges for companies to demonstrate lawful data processing



BLOCKCHAIN & GDPR

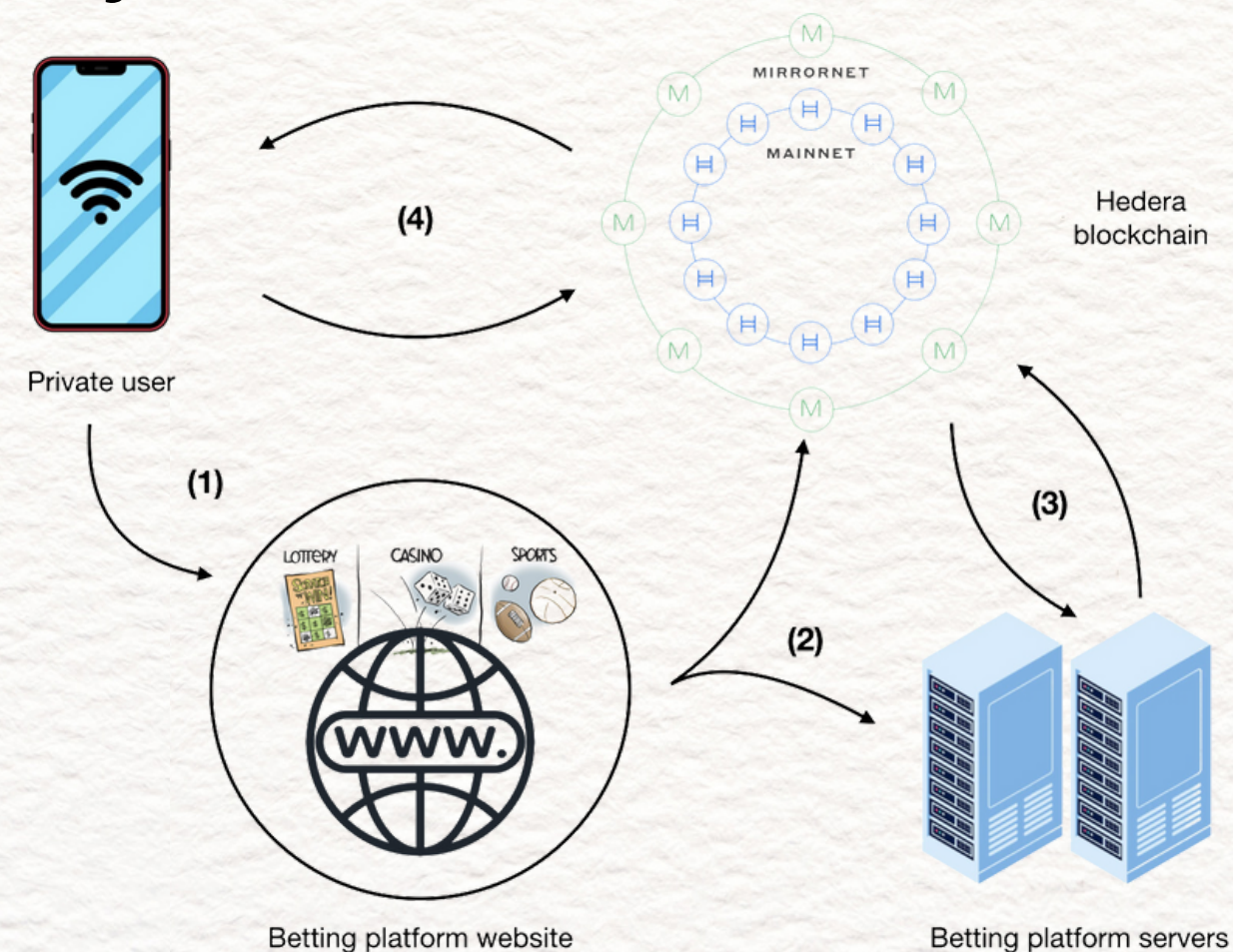
- Our Business-to-Business (B2B) solution is designed to address the challenges of **GDPR compliance** leveraging the **power of blockchain** technology in the **Hedera ecosystem** to enhance data security.
- Our approach provides a robust and transparent mechanism for **managing data permissions and access**.





THE SOLUTION

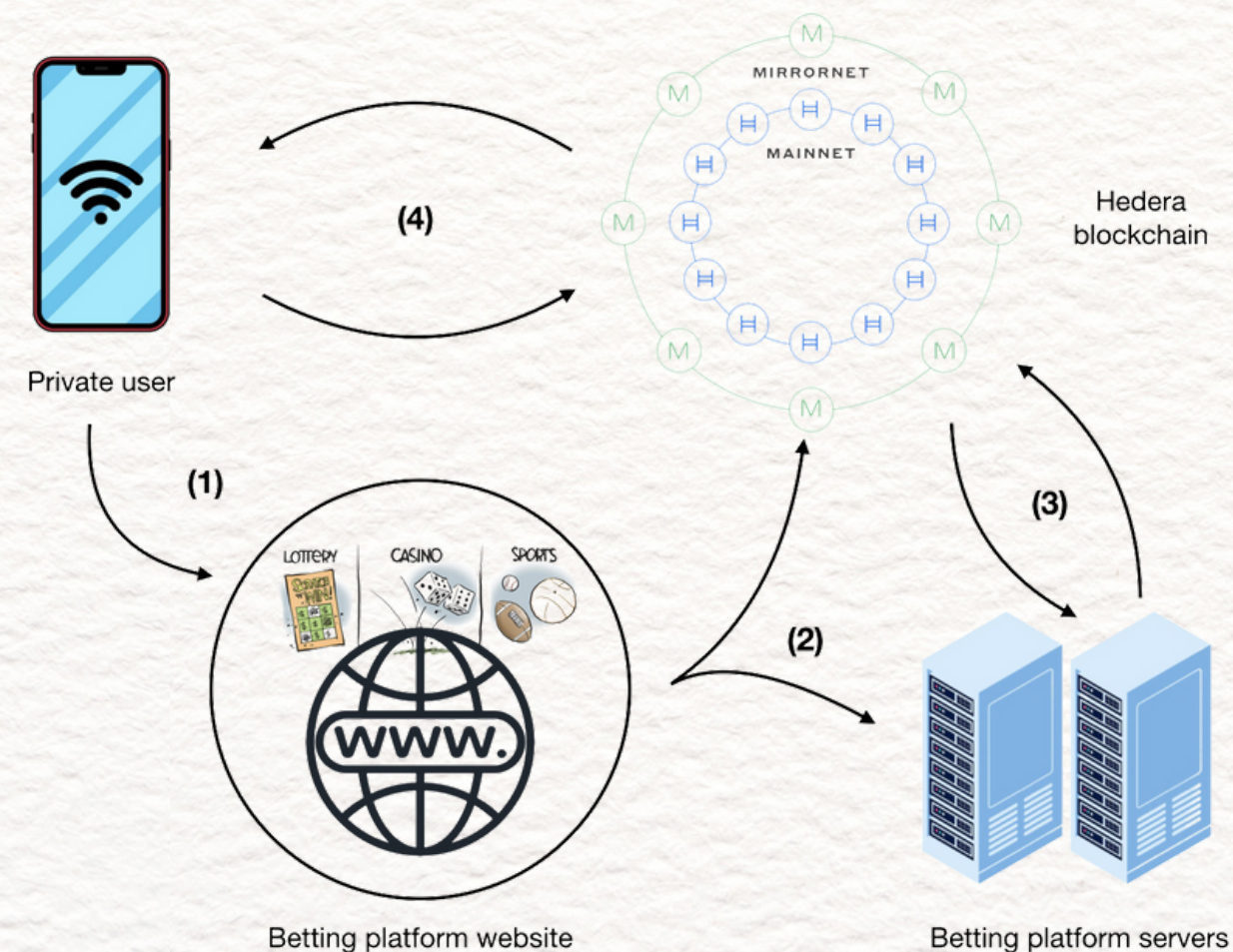
- The solution works by **encrypting and uploading** the user private data to the blockchain, without need for external servers.
- The company uses **smart contracts** to access data ensuring that **each interaction is transparently recorded** on the blockchain.





THE SOLUTION

- Users can **access, monitor** their data, and **revoke consent** by interacting with a smart contract-enabled web interface connected to the blockchain.
- Transactions of decryption keys allow for **data sharing** between companies, with users able to **track ownership** and revoke consent by asking deletion of keys





WHY HEDERA?

- The Hedera Hashgraph protocol **avoids pruning branches**, ensuring secure data registration on the public ledger.
- It prevents premature access to data, eliminating the **risk of loss** or **unregistered access**.
- The high speed in reaching **finality** and **low fees** make Hedera ideal for managing large datasets directly on the chain.
- The ability to create **mirror nodes** opens up possibilities in expanding our solution in terms of **new features**





CONCLUSION



- Usage of **encryption and on-chain storage** of KYC information demonstrates a robust approach to **secure data** and **allow their analysis** together with off-chain data
- The solution described **benefits both companies and users** encouraging **transparency** and consumer participation, serving the **proper tools** to join the consumption network to both parties
- GDPR should not hinder the **adoption of blockchain** technologies



SOURCES

BUSINESS SOURCES:

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- [HTTPS://HEDERA.COM](https://hedera.com)

TECHNICAL SOURCES:

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THANK YOU



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