Demo Script

Step	Action	Script	Screen Shot
1.	Brand Site: Enter https://privacychain.iabtechlab.com/gr8_signup.html in the browser Blockchain Nodes: Open two browser windows, arrange them top and bottom and enter the links to display two nodes: Peer 1: https://privacychain.iabtechlab.com/log.html?node=peer2&length=5000 Peer 2: https://privacychain.iabtechlab.com/log.html?node=peer2&length=5000	This demo is a simple use case of PrivacyChain from the perspective of a consumer interacting with a brand	
2.	Switch to Brand Site Sign Up page	What you see is the membership sign up page of our brand, GR8 Shoes Our consumer Martha signs up as a member for her favorite brand, GR8 Shoes	VOUR ACCOUNT FOR EVERTHING ORD VOUR ACCOUNT FOR EVERTHING ORD
3.	Input an email address into "User Name". Click "Create Account" Make sure you use a new email address each time you run this demo otherwise email already exist message will display	Let's input Martha's email as her user name	YOUR ACCOUNT FOR EVERYTHING GRS OTH at your service, providing senses to utilized pass, sequel guidance, according to experience, and enduses monthstein. REGISTER WITH FACEBOOK OH Control Sprand Jone Frostward Last Name Last Name Last Name Last Name Control of Sprand to events in New of the bilant hour Name. By meeting an excess, you up the Office Sprand-Diso or Sprand GLEATE ACCOUNT Friends A remoter' SPICE.

Step	Action	Script	Screen Shot
4.	Click "Accept"	GR8 Shoes uses consent popup to collect consumer consents. Martha gives her consent to GR8 Shores to use her personal information for site personalization and marketing purposes	YOUR ACCOUNT FOR EVERTIFING GRB Giff of your service, previoling process to submission game, except global and graduation. For College of the first process of the college of the colleg
5.	Switch to the Peer 1 and Peer 2 windows to inspect the nodes	At this point Martha's consent is being written and sync to all the nodes in PrivacyChain	
6.	Highlight details in Peer 1 and Peer 2	I've brought up two of the PrivacyChain nodes here You can see that Martha's attributes, attributes ONLY NOT actual data, Name, Email, Gender, Location along with the consent expiry and purpose are captured in both nodes in the blockchain	Node: PEER1 2018-09-28 01:50:22.602 [http-nio-8088-exec-1] INFO com.acxiom.controller.SubscriptionController - [createSubscription]("subscriptionDate":"2018-09-2 20701:502.2562", "consentIQ":"242-646-7106/40690693be7c5f5067", "email":"feng.xu@acxiom.com", "entity":"t publisher", "status": "active"] 2018-09-28 01:502:206 [http-nio-8088-exec-1] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 01:502:2060 [http-nio-8088-exec-1] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 01:502:20.800 [http-nio-8088-exec-1] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 01:502:24.793 [http-nio-8088-exec-1] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 01:502:24.793 [http-nio-8088-exec-1] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" ["location", "Name", "Email", "Gender"], "entity": "CR87", "status": "valid") 2018-09-28 03:11:08.657 [http-nio-8088-exec-3] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 03:11:10.795 [http-nio-8088-exec-3] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 03:11:10.795 [http-nio-8088-exec-3] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 03:10:22.5062 "(nonsentIQ": "2018-09-22.700 [http-nio-8088-exec-3] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 03:502:20.600 [http-nio-8088-exec-3] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 01:502:20.600 [http-nio-8088-exec-1] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFCSampletest.properties" 2018-09-28 01:502:20.600 [http-nio-8088-exec-3] WARN com.acxiom.bean.SampleStore - Could not find the file "/tmp/HFC
7.	Switch to browser GR8 Shoes Brand Site Click "My Privacy" on the top right hand corner	Now Martha's account is created Let's go back to our brand website. Martha checks the status of her	file "/tmp/HFCSampletest.properties" MRX MOMES BIT SHIS CHEWARE MEDICAL MEDICAL Q Books NAMITHOGRANA.COM

Step	Action	Script	Screen Shot
		consent from GR8 Shoes' Privacy Portal	
8.	Highlight the "My Consent" section	It shows that Martha gives permission for GR8 Shoes to use her data	MY CODERT My Sold Birl Birl CECTORICE TROMAN Of Invent MY CODERT My Low Low Prepara # Name 00000019 Makening Size Presonations Partner Makening # Email 00000019 Makening Size Presonations Partner Makening # Control 00000019 Makening Size Presonations Partner Makening # MAKENINT Tax Maken Size Birth Size Size Size Size Size Size Size Size
9.	Highlight the "Activity" section	And this data collection operation is being tracked under "Activity"	MI CONSENT By Sea Survey A Name Opposition Process Makening Size Personalization Profess Makening a Cross Opposition Opposition Opposition Process Makening Size Personalization Profess Makening a Cross Opposition Opp
10.		Now GR8 Shoes is working with their advertising agency to target millennial members for their new sneakers GR8 Shoes creates an audience segment of their opt-in millennial members and transfer to the Advertising Agency	
11.	Open a new browser tab or window Enter email_address> in the browser where email_address > is the email address in Step 3	Let's simulate an audience data transfer where data is sent from GR8 Shoes to the Advertising Agency	GR8 Ad Agency TV Publisher Consent D: 24abridice/78422dbaff6440bb7bb00a Email: nexthalignail.com Status: # Active
	Click "Transfer" under GR8 Shoes	And at this point in time a consent transfer record is written to PrivacyChain tracking movement of Martha's data and consent	

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12.	Click "Transfer" under Advertising Agency	Let's go ahead and assume the Advertising Agency send the same audience segment to a TV Publisher Again a consent transfer record is written to PrivacyChain tracking downstream movement of Martha's data and consent	GR8 Ad Agency Convert D: Askadeloeer 64229841944002784009 Email mar/Delignari.com Status: # Active
13.	Switch to the Peer 1 and Peer 2 windows to inspect the nodes Highlight details in Peer 1 and Peer 2	Let's look at our two blockchain nodes which has recorded the same information about this data transfer and consent movement	Node: PEER1 agency , 'status': "active' ? ————————————————————————————————————
14.	Switch to Brand Site My Privacy Portal page Click "My Privacy" to refresh the page Highlight "My Data Movement" section	Back to the consumer Privacy Portal at GR8 Shoes, she can see from GR8 Shoes' Privacy Portal that certain elements of her data has been transferred to an Advertising Agency and a TV Publisher	MY CONCEST We SHARE ARTS CREWING STREET STREET We Dead Copy Pages If Name (S0000019) Advanting, Sile Presonalization, Parlew Marketing If Location (S0000019) Advanting, Sile Presonalization, Parlew Marketing If Location (S0000019) Advanting, Sile Presonalization, Parlew Marketing If Location (S0000019) Advanting, Sile Presonalization, Parlew Marketing If Concept (S0000019) Advanting, Sile Presonalization, Parlew Marketing If Concept (S0000019) Advanting, Sile Presonalization, Parlew Marketing If Concept (S0000019) Advanting, Sile Presonalization, Parlew Marketing If SATE SOURCEST Sate Advant (S0000019) Location-Name Canad Grant Occasion, Parlew Marketing If SATE SOURCEST Sate Sate Sate Sate Sate Sate Sate Sate

Step	Action	Script	Screen Shot
15.	Go to "My Consent" section Uncheck "Location" Click "Update"	Now Martha is not very comfortable that her "Location" is being shared and so she decided to opt-out of sharing her location	NX 1990 915 683 00988 100898 00 00988 W CHRIST By 100 formy Prysic # Have 00900009 Makening Side Preventations Printer Makening # Email 00900009 Makening Side Preventations Printer Makening # Could No 00000009 Makening Side Preventations Printer Makening # United 009000009 Makening Side Preventations Printer Makening # United 009000009 Makening Side Preventations Printer Makening # MACHINITY Rob Making for Sign Preventations Printer Makening WH GLISTON MY GLI
16.	Click "My Privacy" to refresh the page Highlight Activity section	Martha's location permission is being revoked	NO WHAT BY SEA GETWAN THANK HT CENSION IN ION Early # Roam
17.	Click browser refresh of the Data Transfer browser Ensure this screen is what you see. If not, enter the link in Step 11		GR8 Ad Agency TV Publisher Consent ib: 24sabelsece7442298st19640bb78b0bs Email: marthalligmail.com Status: # Active
18.	Click "Transfer" under GR8 Shoes	Now let us do a second data transfer	GR8 Ad Agency TV Publisher Consent ID: 24aabril/ce0784220fbd10640bb1/bb00a Email: martha@gmail.com Status: # Active
19.	Switch to Brand Site Privacy Portal page Click "My Privacy" to refresh the page Highlight "My Data Movement" section	We can see that Martha's location is no longer being sent downstream And the downstream entities will also be notified of the fact that Martha revoked her consent for this piece of data	SSS WINDS BET DESI GESSIGN TABLES NET CROCKET Nation Surgy Private # Nation Stripy National Stripy National Strip Proceediation Private Marketing # Chester Classification Stripy National Strip Private Marketing # National Stripy National Strip Private Marketing # National Strip Private Marke