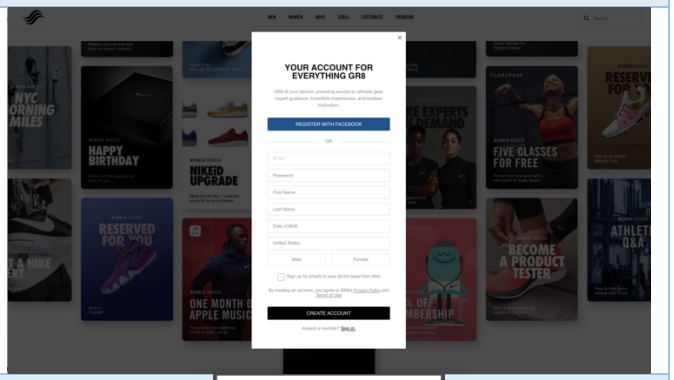
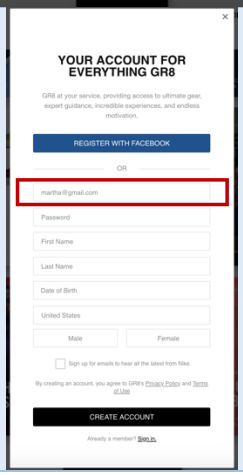
Demo Script

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=peer1&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	
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	

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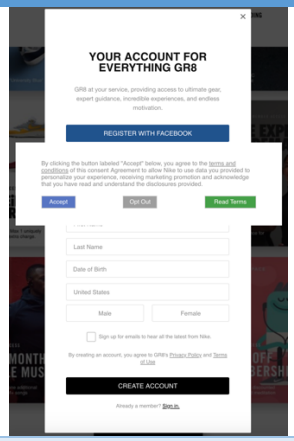
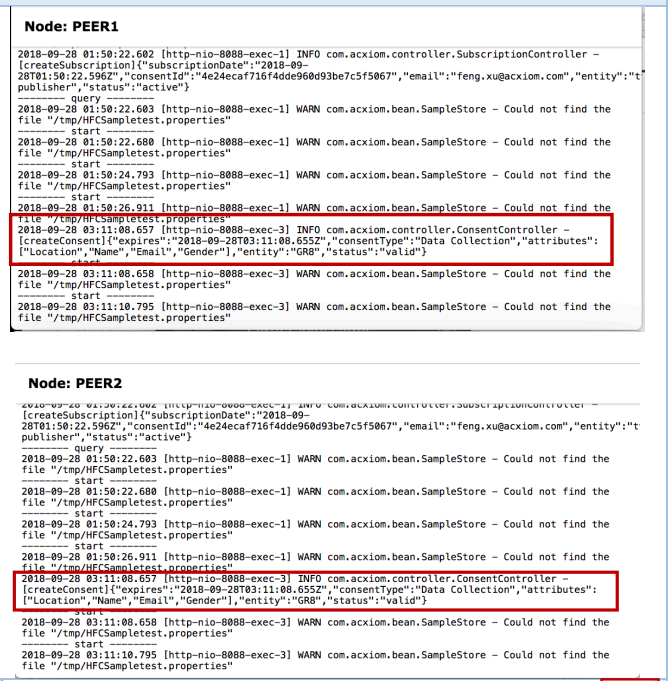
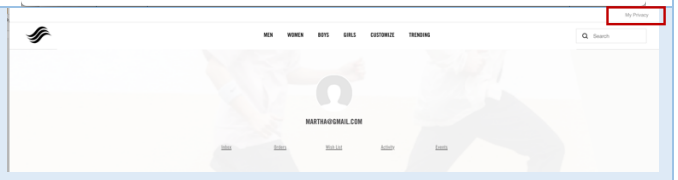
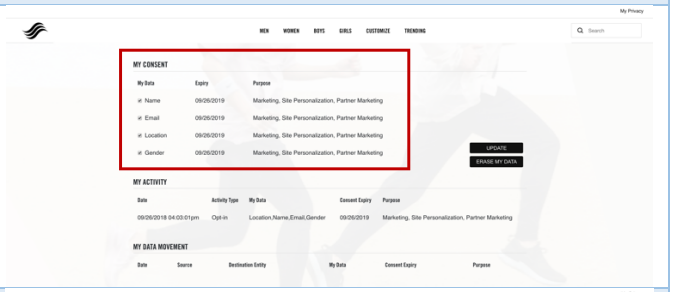
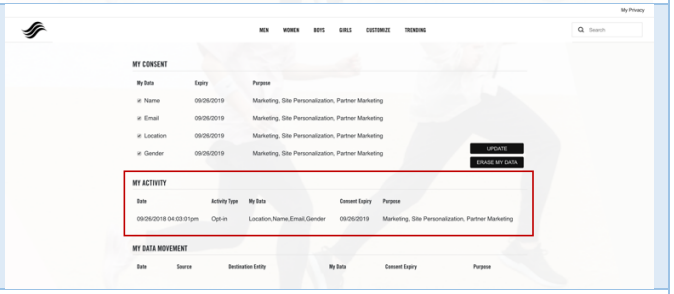
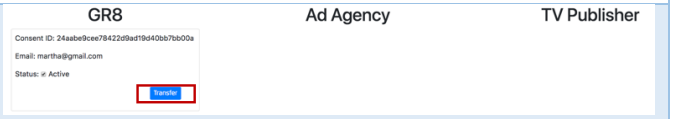
4.	Click “Accept”	GR8 Shoes uses consent popup to collect consumer consents. Martha gives her consent to GR8 Shores to use her personal information for site personalization and marketing purposes	
5.	Switch to the Peer 1 and Peer 2 windows to inspect the nodes	At this point Martha’s consent is being 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	
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	

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	
9.	Highlight the "Activity" section	And this data collection operation is being tracked under "Activity"	
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 <https://privacychain.iabtechlab.com/dataTransfer?company=GR8&email=><*email_address*> in the browser where <email_address> is the email address in Step 3 Click "Transfer" under GR8 Shoes	Let's simulate an audience data transfer where data is sent from GR8 Shoes to the Advertising Agency 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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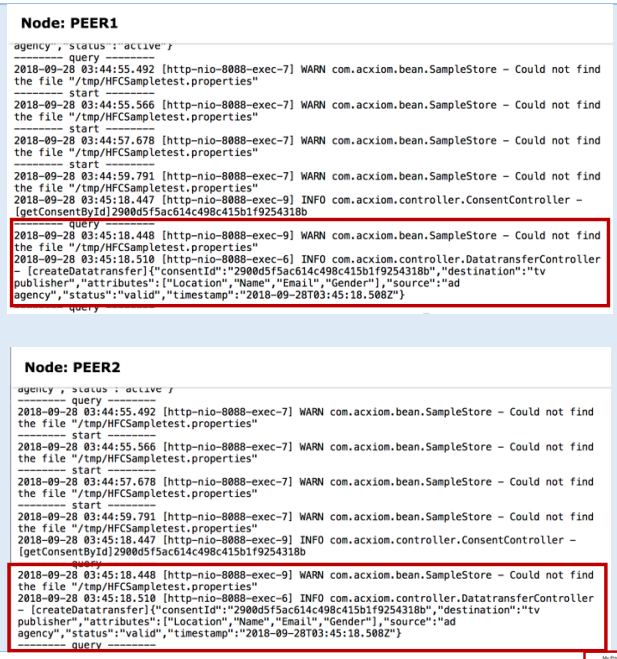
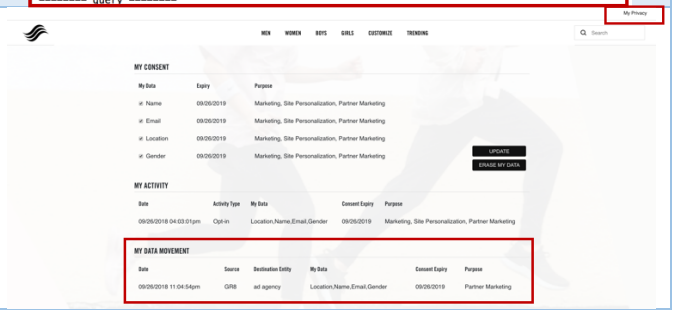
12.	Click “Transfer” under Advertising Agency	Let’s go ahead and assume the Advertising Agency send the same audience segment to a TV Publisher Again a consent transfer record is written to PrivacyChain tracking downstream movement of Martha’s data and consent	
13.	Switch to the Peer 1 and Peer 2 windows 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	
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	

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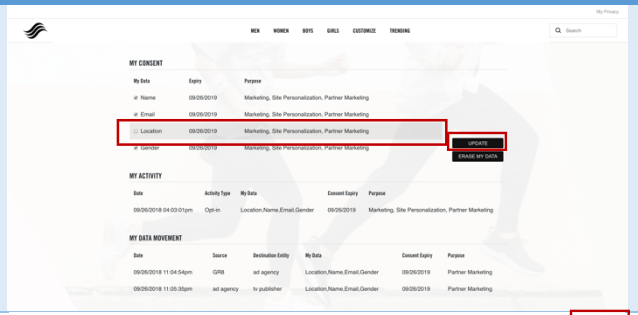
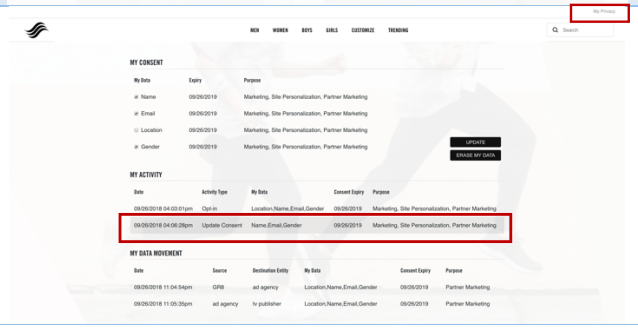
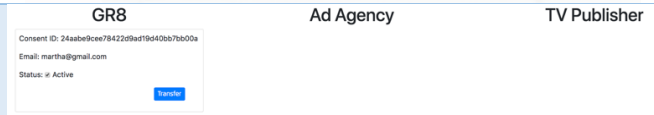
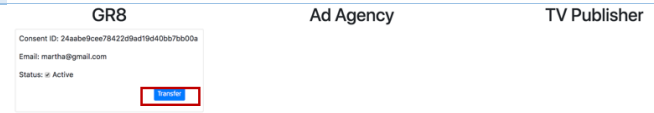
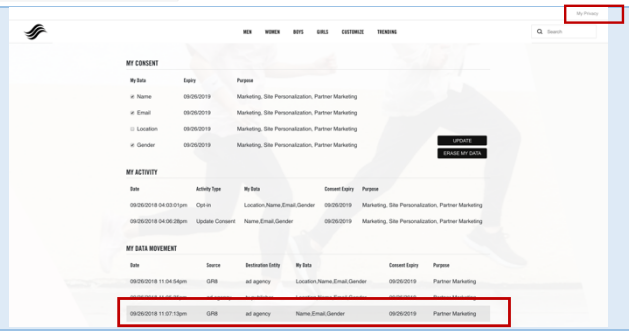
15.	Go to “My Consent” section Uncheck “Location” Click “Update”	Now Martha is not very comfortable that her “Location” is being shared and so she decided to opt-out of sharing her location	
16.	Click “My Privacy” to refresh the page Highlight Activity section	Martha’s location permission is being revoked	
17.	Click browser refresh of the Data Transfer browser Ensure this screen is what you see. If not, enter the link in Step 11		
18.	Click “Transfer” under GR8 Shoes	Now let us do a second data transfer	
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