



Welcome to the **mEinstein** Marketplace

A screenshot of a tablet displaying the mEinstein Marketplace. On the left, the login form shows the mEinstein logo, a "Sign in to the mEinstein Marketplace" button, and "Seller" and "Buyer" tabs. It includes fields for "Email" (hello.vyaskrati@gmail.com) and "Password", a "Keep me logged in" checkbox, and a purple "Sign In" button. On the right, a large promotional banner features a dark background with a glowing network of orange lines and dots. A silhouette of a person holding a circular emblem with the "mE" logo is centered. Text on the banner reads: "\$ Harness The True Value And Power Of Your Personal Data And Insights In The New Era Of AI And Web3". At the bottom of the banner, there are links for "Partnerships", "Terms and Conditions", and "Privacy".

Introduction

Welcome to the mEinstein Data Marketplace, a pioneering platform that champions ethical data monetization and user sovereignty.

Powered by blockchain technology and Stripes secure payment processing, our marketplace enables organizations to procure **consensual, anonymized, high-quality user data for purposes like AI training, market research, and customer insights**

This guide outlines the steps for buyers to register, discover data, create contracts, and complete transactions while adhering to global privacy standards such as GDPR and CCPA.



Why Choose mEinstein?

The mEinstein Data Marketplace redefines data acquisition by prioritizing **transparency, user consent, and ethical practices**. By engaging **directly with users who share their data willingly**, your organization can

- **Build Trust:** Foster stronger relationships with users through consensual and transparent data exchanges.
- **Access Accurate Data:** Procure high-quality, up-to-date data directly from users, reducing reliance on traditional data brokers.
- **Ensure Compliance:** Adhere to global privacy regulations like GDPR and CCPA, safe guarding against legal risks
- **Enhance Engagement:** Leverage data to personalize services, improve offerings, and align with user preferences
- **Save Costs:** Access data at a lower cost compared to conventional methods, with clear, predictable fees via Stripe.

Our blockchain-based protocol ensures **secure, traceable Data Contracts**, empowering both companies and consumers in a fair, user-centric ecosystem.

Getting Started: Buyer Registration

To participate, buyers must create an account on the mEinstein Data Marketplace, enabling access to browse data packages, view seller profiles, and initiate contracts.

Registration Stages

Basic Access

- What You Get: Browsesample data packages (e.g., Finance, Health, Travel), explore seller profiles by country, and apply demographic filters.
- How: Sign up with an email and password at marketplace.meinstein.ai.

Verified Buyer

- Requirements:
 - Business identity and incorporation documents (e.g., certificate of incorporation).
 - Organizational address and contact details.
 - Bank account details for Stripe escrow verification.
 - KYC documents for the authorized representative (e.g., government-issued ID)
- Process::Submit documents via the secure mEinstein portal. Verification takes 2–3 business days

Ready to Transact

- What You Get: Full access to list contracts, purchase data, and transact securely via Stripe.
- How: Complete Stripe payment setup and escrow arrangements in your account dashboard.

Note: Only verified buyers can create contracts and access seller data.

Buyer Verification

Verification ensures trust and compliance with platform policies. mEinstein verifies:

- **Address:** Official documents (e.g., utility bill, lease agreement).
- **Identity:** Government-issued ID of the authorized representative.
- **Ensure Anonymization:** Verify that data contains no personally identifiable information (PII), complying with GDPR and CCPA.
- **Business:** Registration certificate and tax ID.
- **Banking:** Stripe-connected bank account for escrow and payments.

Verification is mandatory for contract creation and data transactions.

Discovering Data

The mEinstein Marketplace offers two modes for finding anonymized user data:

- **Proactive Discovery:** Browse data packages listed by sellers, tagged by:
 - Category: Finance, Health, Home Maintenance, Travel, Daily Routine, etc.
 - Location: Country, region, or city
 - Demographics: Age, gender, income level, etc.
- **Reactive Discovery:** Post a contract with specific data requirements, and sellers opt in to provide matching data
 - Browse buyer-initiated contracts in the apps Contracts section.
 - Select contracts that match your data and submit packages to fulfill them, adhering to the buyers price.

All data is anonymized, ensuring no personally identifiable information (PII) is exposed, in compliance with GDPR, CCPA, and other regulations



Creating Data Contracts

Data Contracts, powered by blockchain technology, define the terms of data usage, pricing, delivery, and dispute resolution. Buyers can initiate contracts in two ways:

Proactive Contracts (Buyer-Initiated)

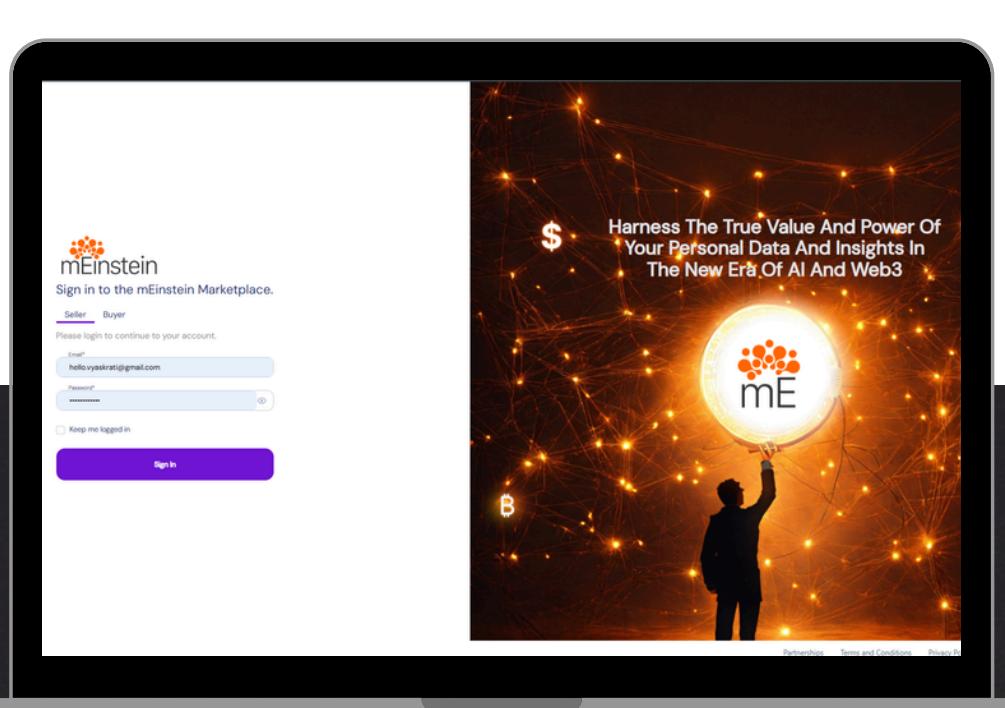
- **Define contract terms in the mEinstein portal:**
 - **Purpose:** Specify usage (e.g., AI training, market research).
 - **Retention Period:** Duration data can be stored (e.g., 6 months)
 - **Deletion Policy:** Commitment to delete data after use (e.g., within 30 days post retention)
 - **Delivery Window:** Timeframe for data submission (e.g., 7 days)
 - **Dispute Timeframe:** Window to raise issues (48 hours).
 - **Data Specifications:** Categories (e.g., Healthcare, Financial), demographics, and location
- **Submit the contract for listing**
- **Pay the non-refundable listing fee via Stripe.**

Outcome: The contract is listed publicly, and sellers can opt in to fulfill it.



Contract Management

- **Draft Stage:** Save contracts as drafts for editing before submission.
- **Listing:** Once submitted, contracts are immutable unless amended formally via mutual agreement.
- **Visibility:** Listed contracts are visible to sellers matching the criteria, who can opt in to submit data.
- **Amendments:** Changes require written consent from both parties, logged on the blockchain for transparency.



Fees and Payments

The mEinstein Marketplace uses Stripe for secure, transparent payments. Fees include:

- **Listing Fees:**

- Purpose: Covers platform costs for listing contracts.
- Details:
 - Charged via Stripe upon listing, non-refundable
 - Based on:
 - Number of users/orders requested.
 - Rarity of demographics (niche audiences cost more).
 - Data categories (e.g., Healthcare, Financial data have higher fees). Number of users/orders requested.
 - Rarity of demographics (niche audiences cost more).
 - Data categories (e.g., Healthcare, Financial data have higher fees).
- Example: A contract for 1,000 users in the Finance category may cost \$50–\$100

Fees and Payments

- **Escrow Fees**

- Purpose: Secures funds for sellers upon order fulfillment..
- Details:
 - Deposited via Stripe, proportional to the Total Contract Value (TCV).
 - Refundable for unfulfilled orders.
 - Released to sellers upon buyer acceptance.
- Example: A \$5,000 TCV contract may require a 10% escrow fee (\$500)



Order Fulfillment

- **Definition:** An “order” is one user’s data package fulfilling the contract.
- **Process:**
 - Sellers submit data packages via the mEinstein UI.
 - **mEinstein** verifies metadata integrity (e.g., category, demographic match).
 - Verified packages are forwarded to the buyer for review.
- **Tracking:** Monitor order status (Pending, Submitted, Accepted, Disputed) in your dash board



Reviewing Data

- **Process:**
 - Review data packages against contract terms within 48 hours.
 - Take action:
 - Accept: Approves the order, releasing escrow funds
 - Flag for Dispute: Initiates the dispute process.
- **Tools:** Use mEinstiens comparison tool to verify data quality and compliance.

The screenshot shows a mobile application interface titled "Order Details". At the top, there's a "Back" button. Below it is a grid of order details:

Order ID ME-ORD-25062700022	Contract ID 156	Contract Date 27 Jun, 2025 5:00:30 PM	Contract Expiry Date 4 Days	Data Retention 4 Days
Data Deletion Period 4 Days	Delivery Period 3 Days	Dispute Period 4 Days	Order Type buyer	Order Date 24 Jul, 2025
Size (KB) 0	Request Quantity 2	Fulfilled Quantity 2	Disputed Quantity 0	Amount \$20.00

Below this is a green "Download All" button. Underneath is a table of transaction history:

Transaction ID	Transaction Date	Seller First Name	Seller Last Name	Size	Fulfilled Price (USD)	Status	Actions
155	2025-07-01	sam	rao	0	\$100.00	Fulfilled	Download Dispute
154	2025-07-01	Krati	Vyas	0	\$100.00	Fulfilled	Download Dispute

At the bottom right are links for "Deletion Policy", "Terms & Conditions", and "Privacy Policy".

Dispute Resolution

If data doesn't meet contract terms:

- **Raise a Dispute:** Flag issues within 48 hours via the Disputes section, detailing non compliance with evidence
- **Seller Response:** Seller is notified and must propose remediation (e.g., corrected data) within 24 hours.
- **Re-Review:** Buyer reviews the updated package
- **Resolution:**
 - If accepted, funds are released via Stripe.
 - If rejected, the dispute escalates to mEinstiens resolution team or may lead to contract termination.
 - If no dispute is raised within 48 hours, funds are automatically released to seller.
- **Escalation:** Unresolved disputes may proceed to arbitration in [Seller Jurisdiction], governed by its laws
- **Costs:** Each party bears its own costs; mediation/arbitration fees are shared equally unless otherwise ruled.

Policy: Disputes adhere to the mEinstein Dispute Policy.

Data Usage and Compliance

Buyers must adhere to strict data usage and compliance standards:

- **Permitted Uses:** Use data only for the contracts specified purpose (e.g., AI training, market analysis)
- **Restrictions:**
 - No sharing, reselling, or distributing data without sellers written consent.
 - No unlawful, unethical, or harmful use of data.
- **Security:** Implement robust measures (e.g., encryption, access controls) to protect data
- **Compliance:** Adhere to GDPR, CCPA, and industry-specific regulations
- **Misuse Notification:** Report any unauthorized access or breach to the seller immediately
- **Consequences:** Unauthorized use may lead to termination of data rights and legal action.



Data Retention and Deletion

- **Retention:** Retain data only for the contracts specified period (e.g., 6 months).
- **Deletion:** Securely delete data within 30 days post-retention or upon sellers request, providing written certification.
- **Active Transactions:** Data cannot be deleted if part of an active transaction to ensure integrity.
- **Inactive Data:** Sellers may delete inactive data packages after 7 days of no activity, or mEinstein may auto-delete after 30 days per GDPR guidelines, with prior notification.
- **Storage Fees:** Data stored beyond 30 days may incur fees (e.g., \$10/week), payable via Stripe, unless deleted



Finalizing Payments



Process:

- Once all orders are accepted, escrow funds are released to sellers via Stripe.
- Reviews must be completed within 48 hours to avoid auto-approval.

Transparency

- Access transaction logs, including Stripe payment IDs, in your dashboard

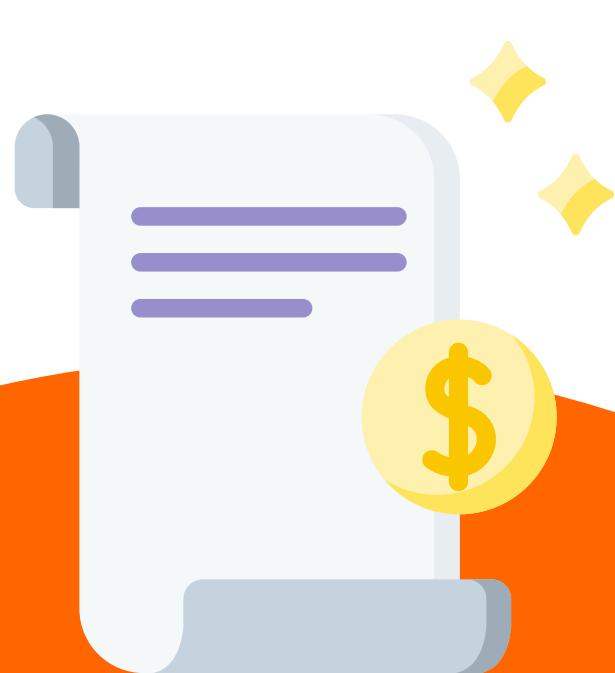
Fund Distribution

- **How It Works:**
 - Reviews must be completed within 48 hours to avoid auto-approval.
- **Timing:** Funds are released within 1–2 business days post-approval.
- **Records:** Access payment receipts and logs for auditing.



Cancelling Contracts

- **When Allowed:** Cancel within the termination window (e.g., before order fulfillment).
- **Process:**
 - Submit a cancellation request via the dashboard
 - mEinstein closes the contract and refunds escrow for unfulfilled orders (minus Stripe fees)
- **Note:** Listing fees are non-refundable



Refunds

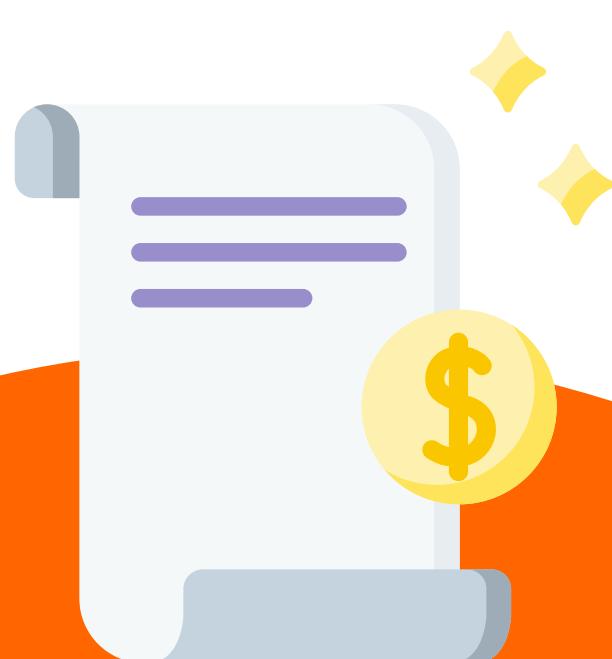
- **Eligible Cases:**

- Orders not delivered within the specified window
- Unresolved disputes where data is non-compliant.

- **Process:**

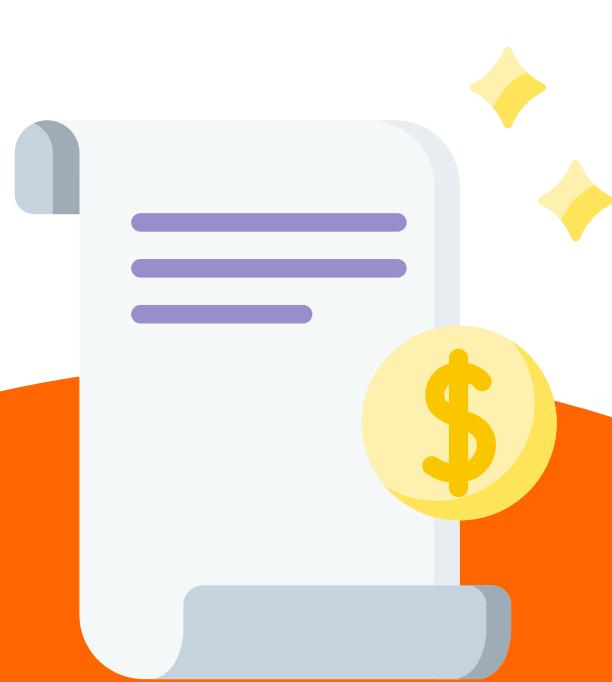
- Refunds are processed via Stripe within 7–10 business days.
- Stripe processing fees (2.9% + \$0.30) may apply.

- **Tracking:** Monitor refund status in your dashboard



Contract Termination

- **Conditions:**
 - Material breach by either party, with a 30-day notice to cure.
 - Insolvency or bankruptcy of either party.
 - Mutual agreement
- **Consequences:** Buyers must delete or return data, certifying compliance in writing
- **Survival:** Confidentiality, data security, and compliance obligations survive termination.



Best Practices for Buyers

- **Clear Contracts:** Specify detailed data requirements to attract quality submissions.
- **Timely Reviews:** Complete reviews within 48 hours to avoid auto-approval.
- **Secure Payments:** Use Stripes secure checkout for all transactions.
- **Ethical Use:** Adhere to Data Ethics Guidelines for responsible data handling.
- **Monitor Dashboard:** Regularly check the mobile app or web dashboard for contracts, offers, and earnings.
- **Support:** Contact support@meinstein.ai for assistance





READY TO BEGIN?

- **Sign** Up for a buyer account.
- **Complete** verification to unlock full access
- Start **discovering** data or listing **contracts** today!

For questions, visit our Help Center or
email support@meinstein.ai



Disclaimer

This guide is subject to updates. Refer to the mEinstein Terms of Service, Policy Framework, and Data Ethics Guidelines for complete details. mEinstein is not liable for the quality, accuracy, or legality of data exchanged, acting solely as a facilitator.