

# Privvy

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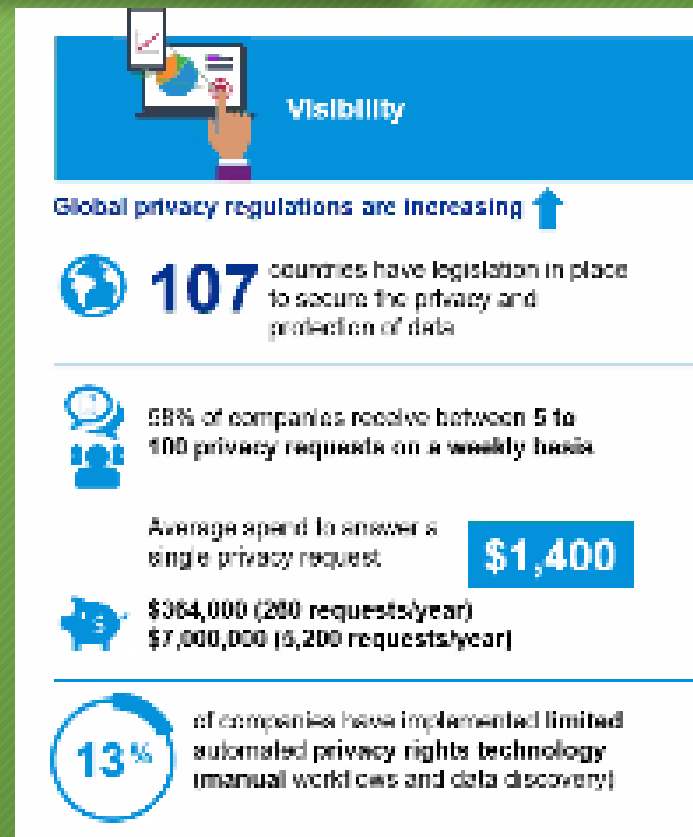
Data management just became easy!



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# Background

- New and increasingly stricter local and national laws, such as GDPR, CCPA, and LGPD, are providing citizens and consumers with data access, modification and deletion rights.
- These laws give individuals the choice to consent to cookies and to consent to the selling of their personal information.
- These laws also allow individuals to submit privacy requests.
- Companies collect, process, and manage personal information, but individuals do not have a way to manage their new privacy rights.





# Problem Statement

- The global data governance market size is expected to grow from USD \$2 billion in 2020 to USD 5.7 billion in 2025, at Compound Annual Growth Rate (CAGR) of 22.3% during the forecast period.
- The data privacy market is growing exponentially and people want more control over their data.
  - See <https://www.marketsandmarkets.com/Market-Reports/data-governance-market-108243043.html>
- There are many companies working on detecting if your personal information has been exposed by a data breach. These methods are reactive in nature, because they occur after the personal information is exposed.





# Our Approach

There is an unmet market need is catering to proactively detecting at the right time what users are consenting to and signing up for, while they navigate through different websites and online applications.

We propose a data management application that proactively

- Helps individuals exercise their privacy rights
- Automates consent
- Handles access and deletion requests
- Tracks the companies that have their data
- Monitors privacy for children





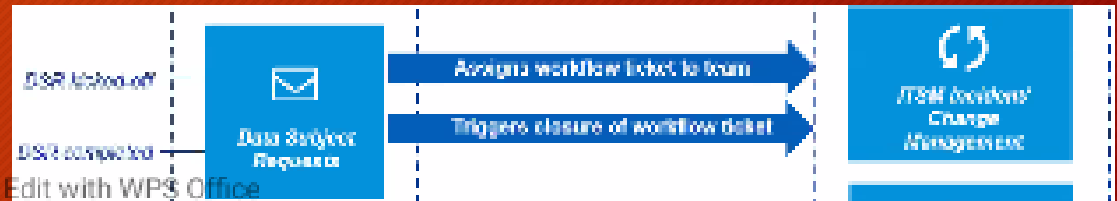
# B2C Solution

## Managing Privacy Notifications

- The application works as a web crawler that crawls over website information, finds the “do not sell” or cookies notification, and allows you to opt-in or opt-out of cookies or selling information.
- A notification pops up with default “No” option considering that user does not intend to share the information which gets highlighted in a certain section of the cookies/Information capturing service.

## Managing Access and Deletion Requests

- The application can draft an automatic email for the user to send a request to delete or access their personal identifiable information.
- The application also sends a reminder to the company if the company does not respond to a user’s email.





# B2C Solution Continued

## Tracking Information a User Inputs to Webpages

- The application tracks whether the user has shared personal identifiable with the businesses in a conglomerated fashion.
- When the user makes a payment or registration the application will track who the user has shared personal information with and save the identity of the company and the type of information submitted in a secure encrypted Vault.
- This list of business will also be used to make deletion and access requests.

## Managing Children's Privacy

- The application will provide passive surveillance to monitor children's privacy rights.
- The application's web crawler gathers data about what websites the child is visiting and informs of the parents if the child inputs their personal information.
- The application blocks adult websites until the parent gives consent.





# Value Proposition

## Why this Solution is Unique

- There is no application out there that manages privacy rights optimally.
- Privacy laws are new and continually changing and software needs to keep up with this change.
- Gives individuals power and control over how their privacy is managed.





# Competitors

## Similar Applications

- LastPass manages and saves passwords individuals input to online forms
- Honey is an online coupon manager that uses a web crawler to manage online coupons
- Another company has used web crawlers to identify information from the Terms and Conditions of a website, then extracts relevant critical information from there to showcase to the user





# Technical Specifications

- The product is a browser extension app or a phone app
  - Compatible across all browsers: Firefox, Chrome, Safari, etc.
  - Compatible across phones: Android, Apple, etc.
- Data is encrypted locally in a 'vault' that is stored on the end user's device and on the company's servers
  - Could use Node.js to communicate with the Vault (where information is stored)
- Could use Hashicorp or Amazon Web Services for the infrastructure





# Conclusion

- The application will help users manage their privacy rights and is the first of its kind.
- We envision enabling this as a plugin software for users across the globe to manage their data being shared in a more transparent fashion and to have enhanced control over their data.

