THE DATA MARKET, JOIN BLOCKCHAIN

**DATA IN OUR CURRENT VIRTUALIZED WORLD**

The digital revolution has led to significant social and cultural transformations. Everything virtual is usually valued positively and as a sign of modernity that brings us progress, prosperity and comfort. However, a more specific look can show us that the pleasant lights of the network are also accompanied by numerous shadows, including rights and private ownership of data.

Google, Amazon and social networks know everything about us. Your business consists largely in trading with such information. Each step, every action we take in the virtual territory is stored. And these data, which integrate our privacy, are supplied packaged to third parties without any control or analysis of existing rights conflicts. Several agencies have stated that the conditions of use on data transfer would be abusive, confusing, non-negotiated and contrary to European standards.

Information is power. And here it is not limited to business. Any state could access the information that affects each citizen in relation to their right to privacy: their way of being, their ideology or the places they have visited, always under the illusion that our virtual profiles are really ours. In fact, Facebook's relations with US intelligence services remain undeveloped. And, as in Orwell's worst omens, it would be a peculiar control in which we all contribute our data to a potential digital surveillance system that can almost read our thoughts.

**DATUM AS ALTERNATIVE**

“The Datum network allows anyone to store structured data securely in a decentralized way on a smart contract Blockchain. The DAT smart token enables optional selling and buying of stored data while enforcing data usage rules as set by the data​ ​owner. “

As highlighted in their presentation document and after a pre sale round of successful tokens, datum is presented as an alternative, on the control, distribution and remuneration of our personal and business data.

Using Blockchain, they are able to grant that security that we find to be missing on the internet about our data, and create a business around it.

One of its competitive advantages in its proposal are the following:

* A fast decentralized data store allowing users to store structured data securely running​ ​on​ ​a​ ​smart​ ​contract​ ​Blockchain
* The​ ​DAT​ ​token​ ​enabling​ ​this​ ​data​ ​storage​ ​and​ ​sharing
* The​ ​data​ ​marketplace, ​ ​enabling​ ​individuals​ ​to​ ​monetize​ ​their​ ​data​ ​on​ ​their​ ​terms
* Datum leverages Bigchain DB and IPFS to provide an infinitely scalable, decentralized​ ​data​ ​storage​ ​backend.
* Data​ ​storage​ ​and​ ​data​ ​sharing​ ​is​ ​paid​ ​for​ ​by​ ​the​ ​DAT​ ​token.

In short, what does this company offer us?

*A decentralized and distributed high performance NOSQL database backed by a Blockchain ledger. This technology enables anyone to back up structured data such as social networking data, wearable data, smart home and other IOT devices securely, privately and anonymously. Datum provides a market where users can share or sell data on their own terms.*

**BENEFITS OF BLOCKCHAIN ​​TO THE DATA MARKET**

**Transparency:** Any member can access the event book to verify and / or consult without being able to modify any of the registered transactions. This ensures the accuracy and transparency of the information contained in the block chain.

**Trust:** The immutability of Blockchain makes it almost impossible to make changes once the information has been verified, thereby increasing confidence in the integrity of the data and reducing the chances of fraud.

**Decentralization:** being a decentralized system, trust is based on transparency by recording and verifying transactions without the intervention of third parties (eliminating the costs of these), since they are based on the universal consensus of the nodes that make up the network.

**Security**: Through the cryptographic protocol based on the use of public and private keys, the confidentiality and security of Blockchain becomes virtually unbreakable.

**Economic:** The Blockchain system allows a significant reduction of operating costs as it eliminates tasks of registration, control and distribution of data and therefore reduces the use of personnel.

**Scalability:** An important advantage for developers. High responsiveness and response without subjecting the quality of the system or interrupting the exchange of information.

**Collaboration:** Blockchain can be programmed to perform specific transactions when others are completed. This helps both parties involved to collaborate without increasing risk in multi-unit operations or authorized by different parties.

**CREATION OF A CRYPTOMONEDA, AS A SOLUTION**

A few years ago some of the ways that were more fashionable when creating a business, or raising funds was through crowdfunding and business angels able to develop and collaborate with business projects.

Since the appearance and confirmation of Cryptocurrency, one of the most attractive routes, is the creation of an ICO. (Initial Coin Offering), especially in an initial state to businesses focused on technology and computer development, but increasingly to any field that sees an opportunity in the decentralization of its market as a viable business opportunity.

Most ICOS, receive their Blockchain, from the mother ETHEREUM. That is to understand it in a simple way, the Operating System, which offers, Blockchain nodes, for any business or company that wants to create its own Cryptocurrency.

That way, you adapt your business, based on the ETHER code received, for your business.

It is decided, a complete quantity of "TOKENS" coins, that you want to implement in your company, how many are going to be in the market, how many will exist in their totality, and different possible situations, which are already more strategic and business decisions, than another thing.

In this way, a first PRE-SALE of currencies is produced, appealing to both investors, own and external, and investors in ICOS in long-term.

A good marketing campaign puts you in the investment landscape.

If this first step works, and your TOKEN, passes the pre-financing round, you access the second step, the sale of tokens, both privately and in exchanges of great draft.

And there you have your project Cryptocurrency, funded, and ready to incorporate as an investment option in the new world of Blockchain.

At this point, it is up to you to decide whether you are happy with your data protection online, and if you are interested in investing in this new ICO, the world of Cryptocurrency offers you.