

# WALNUT

BELIEVE IN US , WE KNOW HOW  
TO SECURE YOUR DATA



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# *PROPOSAL OVERVIEW*

- A Short Introduction
- Statistics of Breach
- What is our Solution ?
- Preventions
- Strategies
- Challenges Faced
- Limitations



# WHAT IS DATA?



- Written text
- Videos
- Photos
- Documents

# Data stored in which form?

Kind of data etc.

Cookies

Cache

Codes

Pixels code

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# Types of Data Leaks

1. Accidental Breach
2. ill-Intentioned Employee
3. Electronic Communications with Malicious Intent



# Where is our data being sold?

Places where our valuable data is sold



## Dark Web

- Stores
- Website
- Online Marketplace

The little drips of personal data leaked from every major data breach—your name, email, phone number, Social Security number, and mailing address—pool in a murky corner of the internet known as the dark web. Some of these leaks might seem relatively insignificant, but criminals exploit your personal data for profit and to help other criminal operations prosper. The dark web is where these transactions happen.

## Discord and Telegram

- Ads
- PR
- Social Media
- EmailSearch Engine
- Video

In order to submit new apps and app updates, you must provide information about your privacy practices in App Store Connect. If you use third-party code — such as advertising or analytics SDKs — you'll also need to describe what data the third-party code collects, how the data may be used, and whether the data is used to track users.

## New companies or startups

- Price
- Discounts
- Bundling deals
- Credit terms

1. To improve the customer experience
2. To refine a company's marketing strategy
3. To transform the data into cash flow

## Data Researchers and Providers

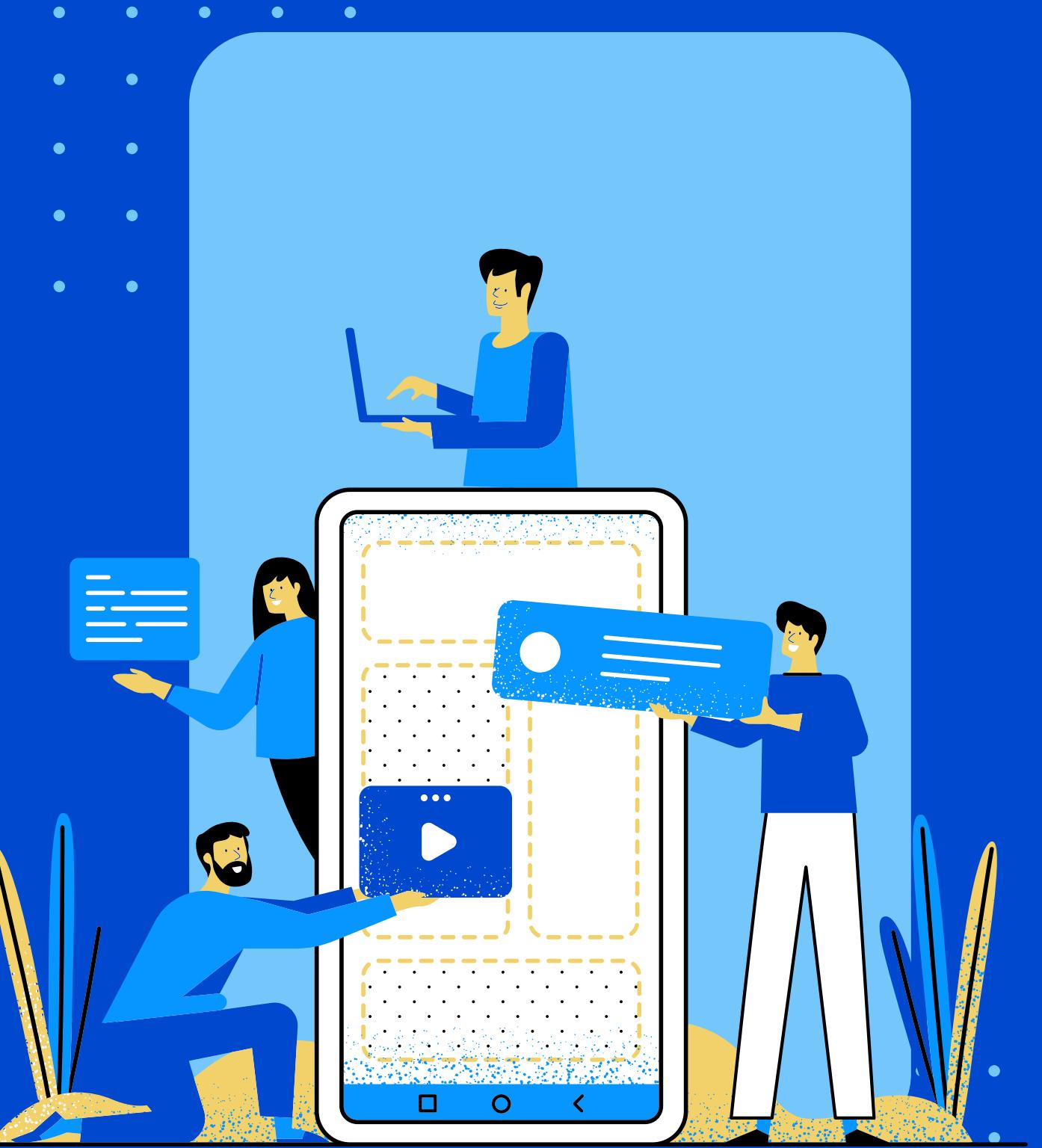
- Market
- People
- Manipulate

Various data researchers and providers can use our data to cross-check their predictions. They can use this to manipulate trends. Data helps them to understand the market

# From TOI News

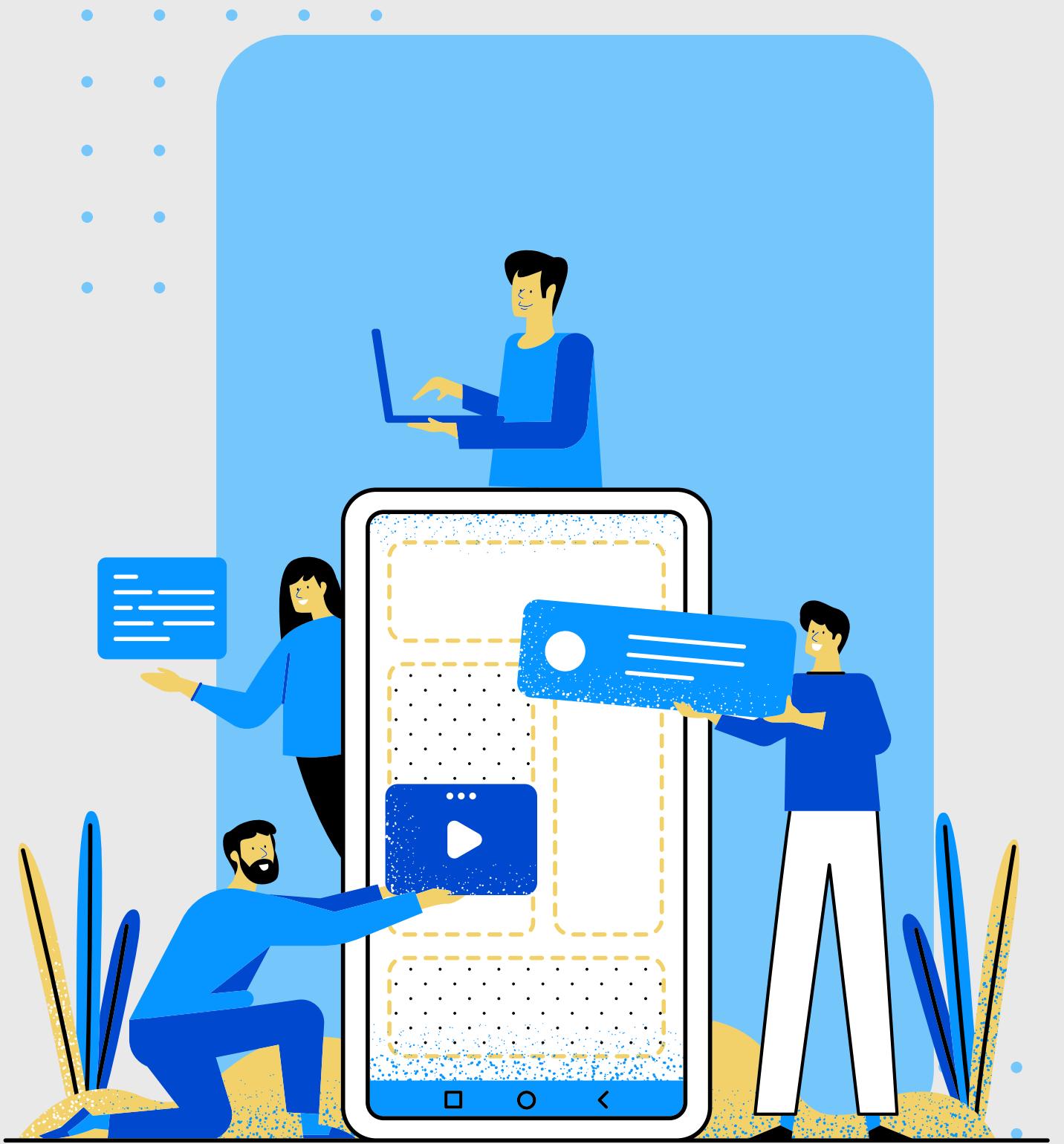
Several companies are feeding a COVID data industry which passes on health data to advertisers, insurance companies and hospitals.

"Medical data can lead to a form of profiling that can be very invasive. It can lead to inferences about their sexual orientation, genetic and family history in terms of susceptibility to diseases and can be commercially utilised without their consent."



# According to statista

A GERMAN COMPANY SPECIALIZED  
IN MARKET AND CONSUMER DATA  
IN 2019, THE NUMBER OF DATA  
BREACHES IN THE UNITED STATES  
AMOUNTED TO 1,473 WITH OVER  
164.68 MILLION SENSITIVE RECORDS  
WERE EXPOSED.



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# Annual number of data breaches and exposed records in the United States from 2005 to 1st half 2020 (in millions)



Source

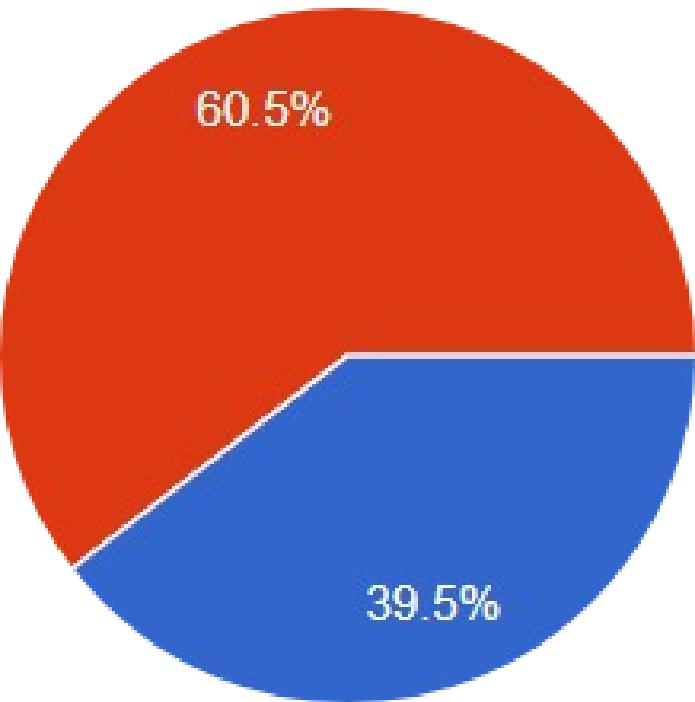
Identity Theft Resource Center  
© Statista 2021

Additional Information:

United States; Identity Theft Resource Center; 2005 to H1 2020; sensitive records exposed; excluding non-sensitive records

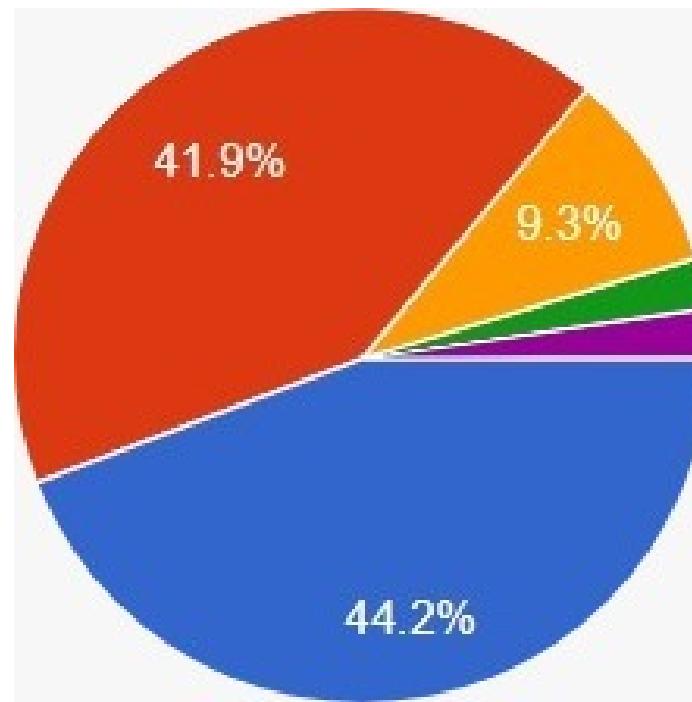
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Are you aware that some apps use your data without permission?



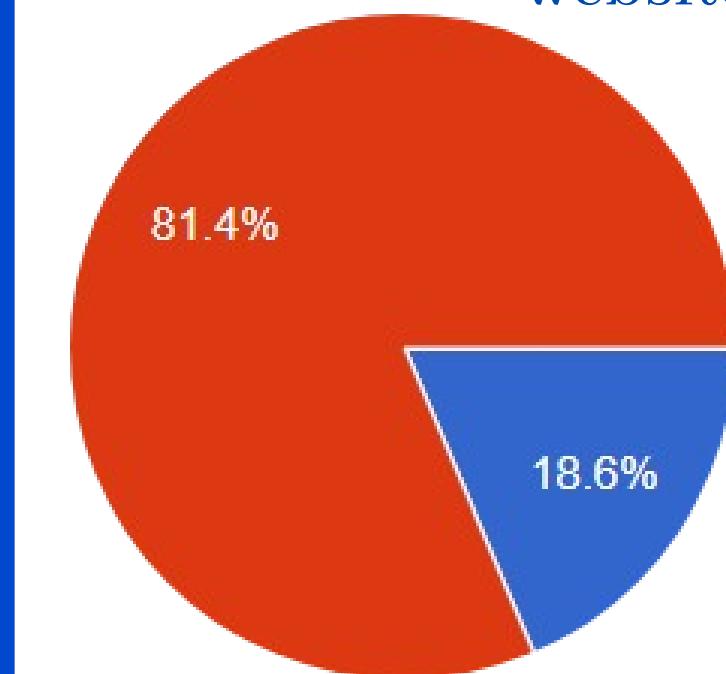
- Yes
- No

Do you trust every app blindly while giving them permission?



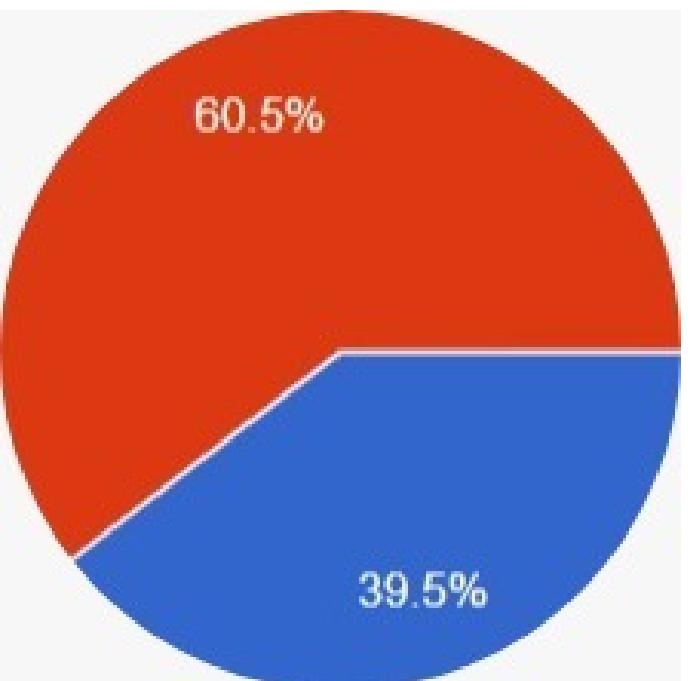
- Yes
- No
- Trusted source only
- Depends on what kind of app. Renowned Banking apps can be trusted more than some social media apps.
- Some apps

Are you a victim of any personal information leaked by apps and websites?



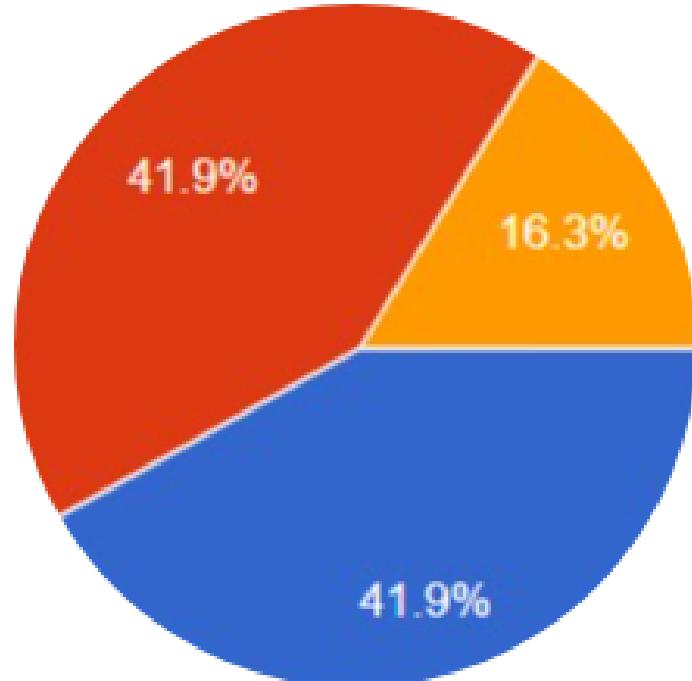
- Yes
- No

Do you read all the permissions required by an app before installing them?



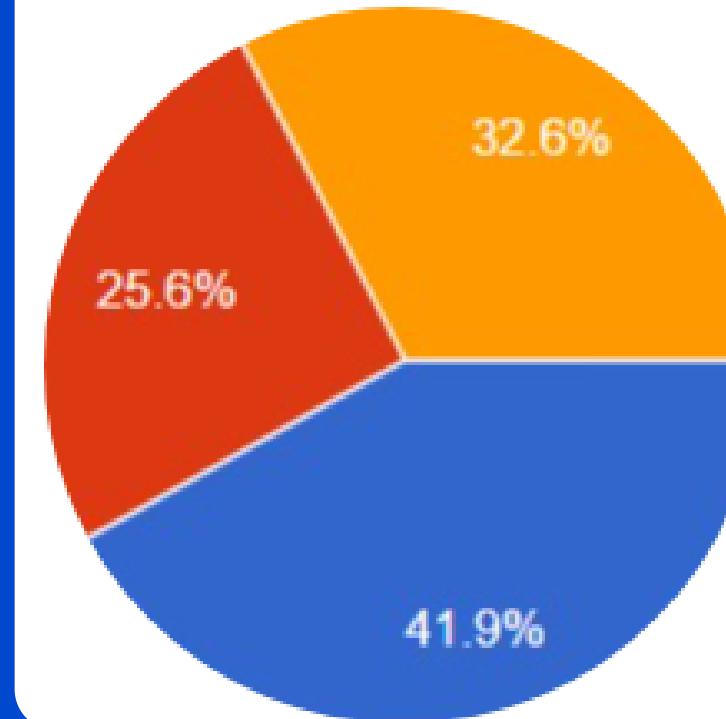
- Yes
- No

Are you aware that apps might steal your data if you give them permission which they really don't require?



- Yes
- No
- Don't care about all this

If we will provide you an app that would club all the permissions required by the app you are installing and warn you if they are stealing your data or not?



- Yes
- No
- Maybe

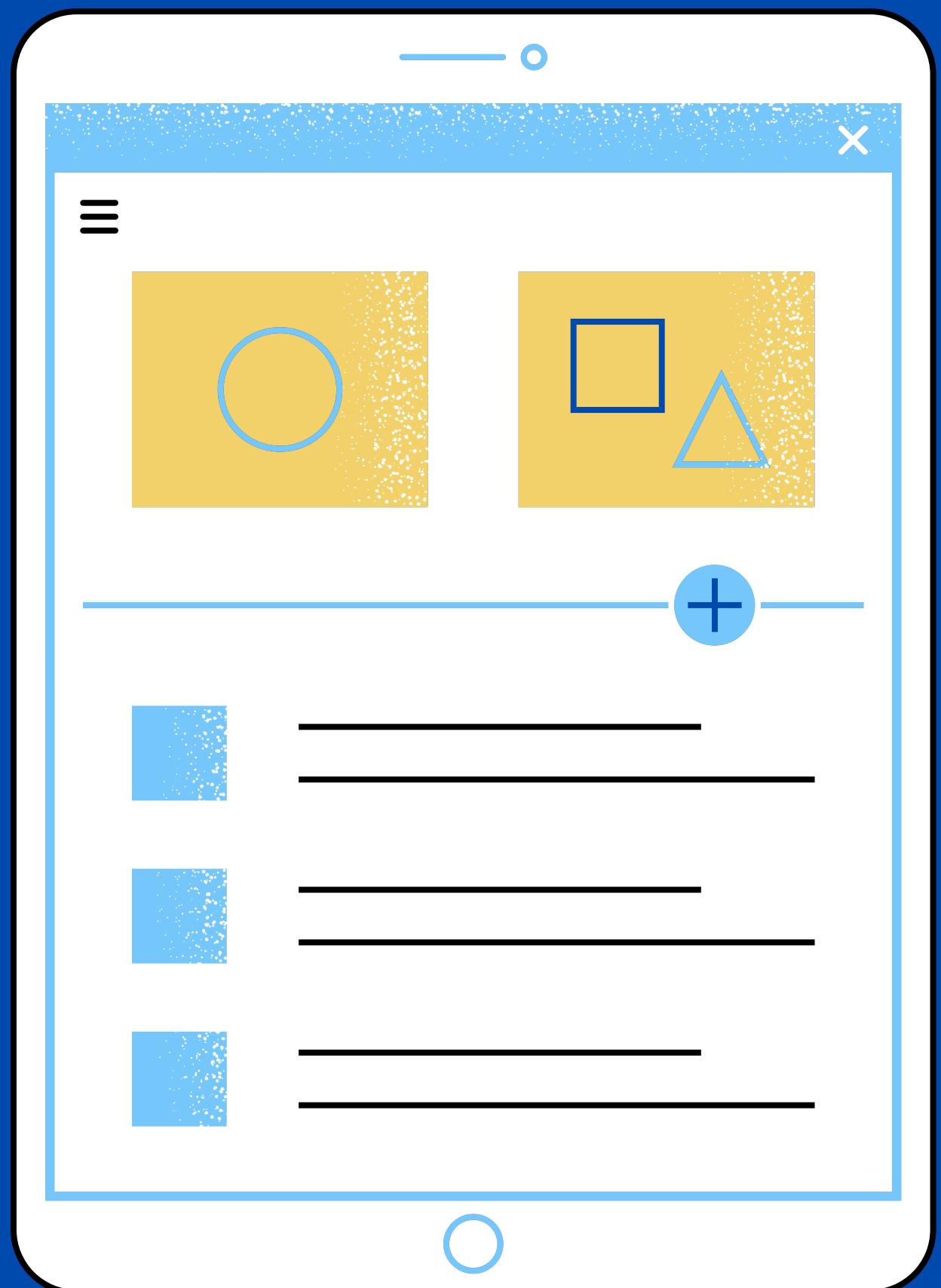
# Personal experiences

- Himanshu registered for some online hackathons and now he gets frequent calls and SMSs for other competitions.
- Omkar followed fitness pages on Instagram and he started getting Amazon ads for gym equipment.



# Personal experiences

- JEE was conducted last year and students still get calls for admissions in private engineering colleges.
- Harshil's email id and password were compromised when the video messaging service, Dubsmash suffered a data breach in December 2018.



# Solution:

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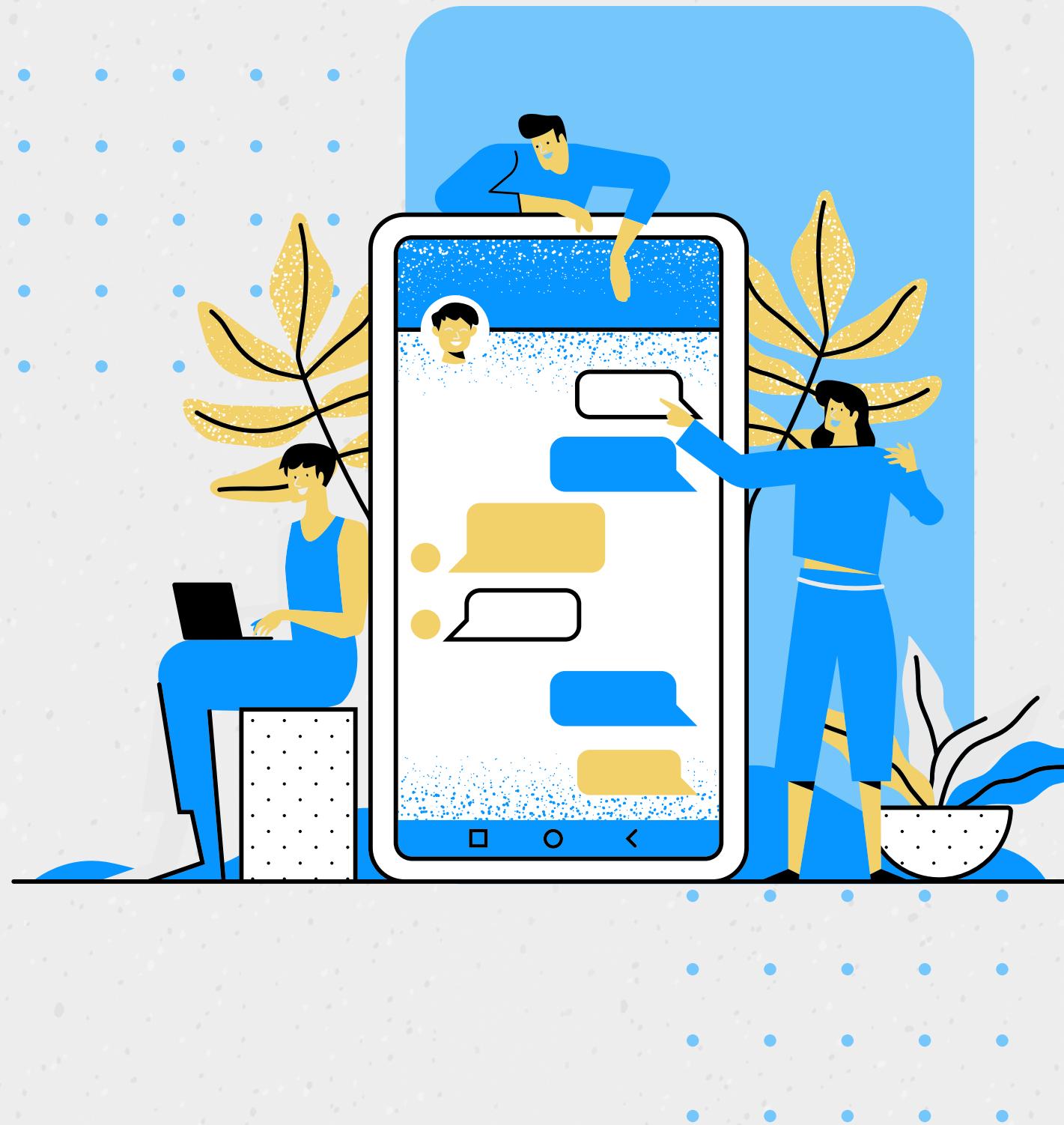
- Permissions , TnC.
- Track Apps that use our data.
- Gives Alerts about Red Flags.
- Permission Control.
- User friendly.
- Our app ensures that the user's data is not accessed without their permission.



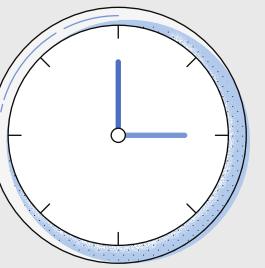
# Solution:

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- Block spam emails, Fraud calls.
- Gives detailed information where our data is being shared to which servers.



# LIMITATIONS:

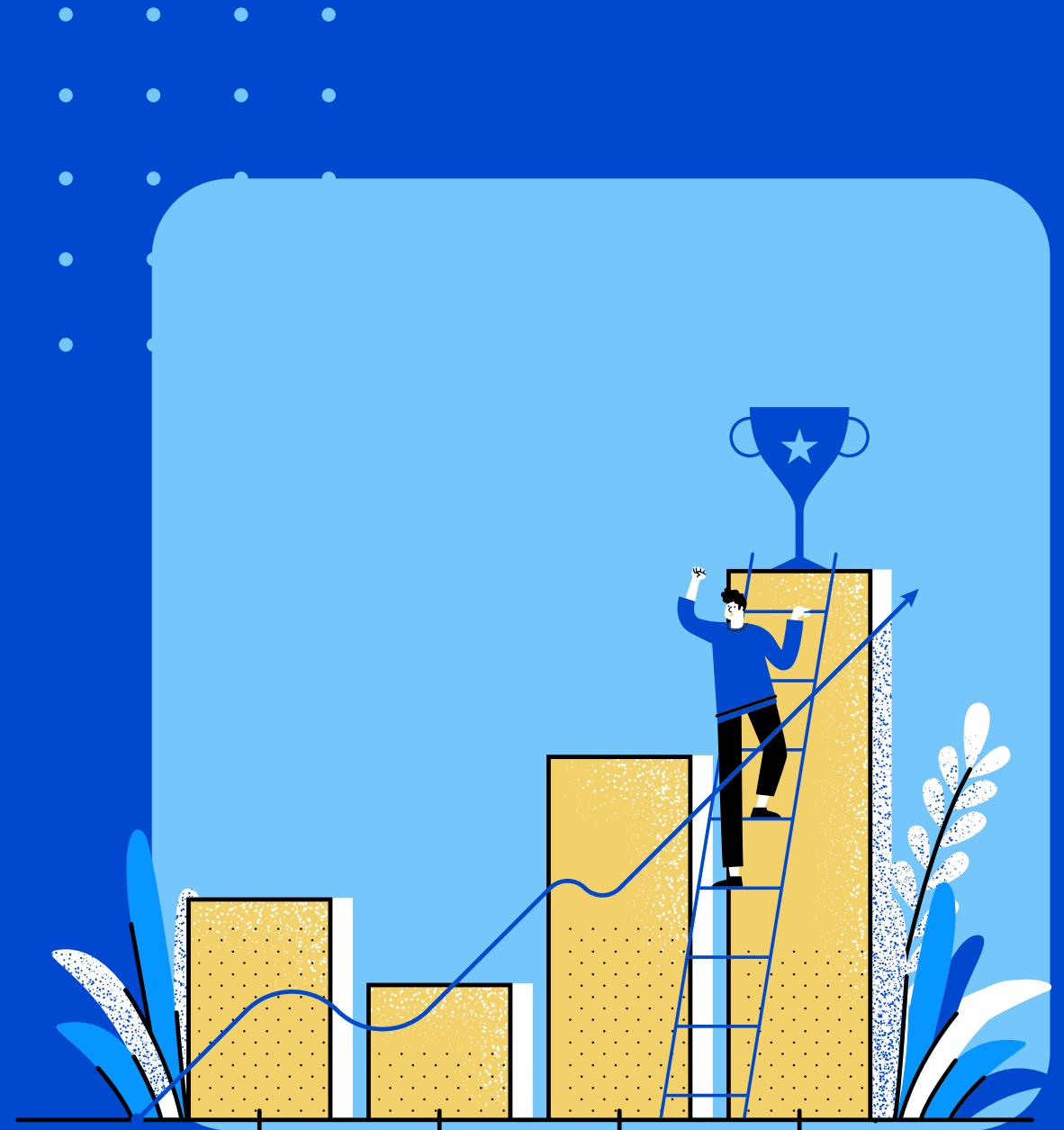


1. Problem in collection of reviews.
2. To gain the trust of peoples.
3. Our product reach.
4. Large capital and technical knowledge required.
5. Integration of our app with system UI.
6. To maintain moral ethics of company.



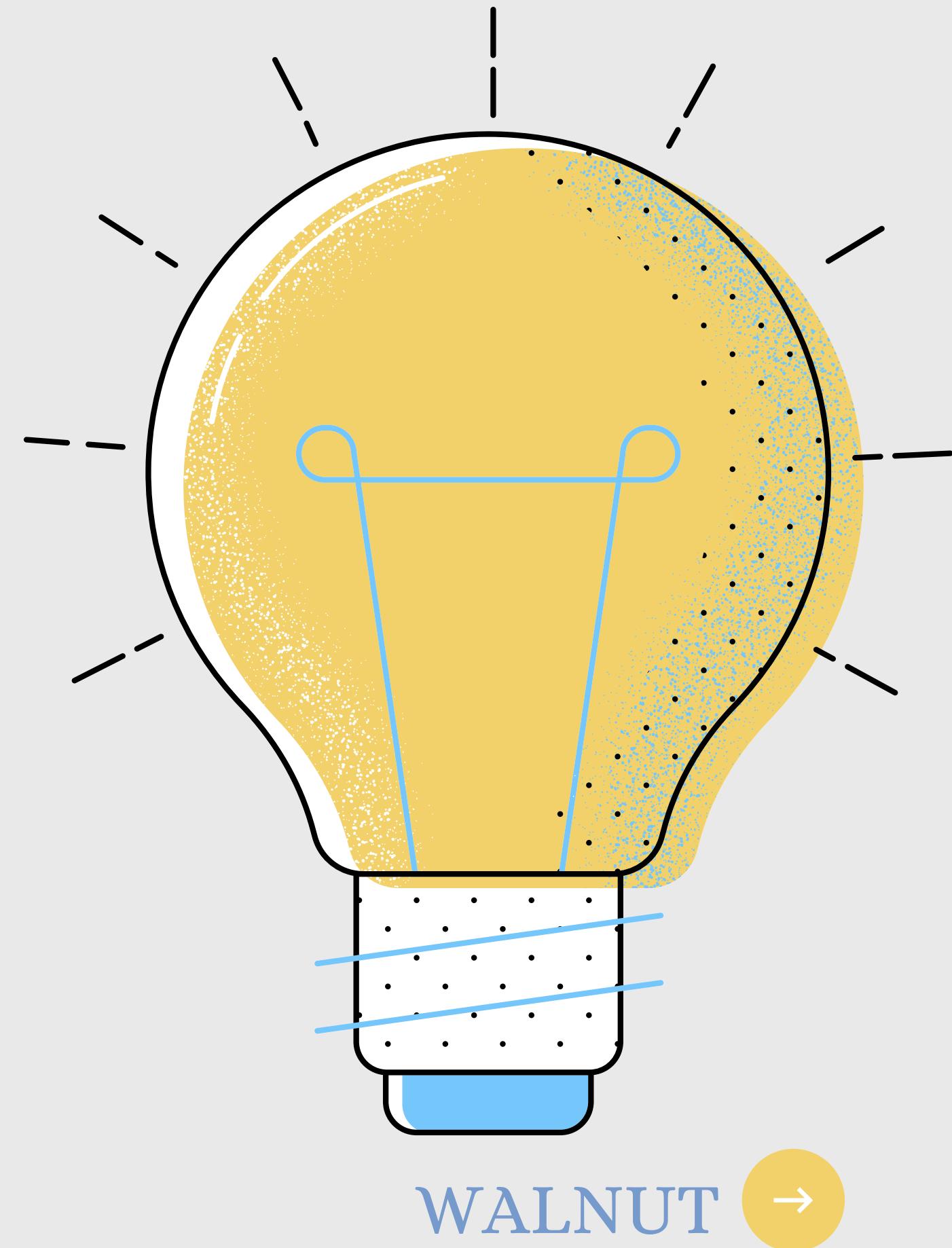
# Challenges Faced:

- Less number of trusted sources.
- Lack of awareness.
- Many unreported cyber crimes.
- Currently less knowledge of technical side.
- In making our idea different from the existing one.



# Most necessary settings must be done by every user although they use our app:

1. First of all, install apps only from Play Store or App Store.
2. All must turn off unknown sources for any other app in settings.
3. Check your location status by which other devices are being shared.



4.While doing online transactions through browsers use incognito such that the data gets erased after you close it.



5.Always use VPN while surfing through unknown sites to avoid snooping.

6.Turn off the settings like bluetooth,wifi which is not in use.



## MISSION

To protect all users' data and ensure secure Life.

## VISION

We believe in people's thoughts so we are here to provide our service.

## VALUES

"Privacy is a function of liberty." ~ Edward Snowden

Thank  
You

*Trust us. We will safeguard your privacy.*