First half:

Hello, my name is Beth! Welcome to DataLucent!

DataLucent will ask for your Google username and password in order to facilitate the data exchange.

Your password will be stored in an encrypted key, that no one else can access, just like a standard password manager.

No one at DataLucent will ever see your password, not even me!

With your data access key, our automated system can access your Google account, without anyone needing to know your information.

Using the special access key, our system will request your data file.

Once your file is requested, the system waits for it to be ready. When it is ready, the system downloads the file to a secure database.

After the file is downloaded, your credentials are deleted, and the password storage container, and its keys, are destroyed.

We won’t have access to your Google account or be able to use your credentials again, unless you resubmit them.

Script for Back-half of video:

Beth: after your file has been retrieved, it is reviewed for authenticity and stored in your personal data vault

(show the file judge briefly)

Beth: DataLucent then brokers agreements with various companies and brands to license your data to them for rewards

(beth runs to the nike rep and chats, nike rep is old chris character?)

Beth: you can choose to decline any agreement. We will never share your data with anyone without your permission.

(beth runs back with contract in hand, cut to phone again, user clicks "agree")

Beth: If you decide that you don't want to be a part of DataLucent, you can request to have your information deleted at any time

(user hits giant delete button, cue big deleted noise, all data evaporates from data storage and then data storage vanishes, something like this)

Beth: Your privacy is very important to us, and the security of your data is our number one goal. With datalucent, you are in control of your data.

(beth standing next to something that looks security computer-ish and suggestive of control)

Beth: to learn more about your data ownership rights, and how our partners use your data, visit [www.datalucent.com/rights](http://www.datalucent.com/rights)

(beth goes away, show DL logo with link and QR code to link maybe too?)