

DATA EMPOWERMENT

Gaining trust through transparency, choice & control

The exponential growth of digital and mobile platforms, as well as steady consumer adoption, has increased focus on the data privacy and security of consumers. And for good reason.

The application of consumer data in any principle requires a great deal of trust from all parties involved. To gain consumer adoption and respect, businesses must not only adhere to industry requirements, but be proactive in instituting practices that empower users while constantly adapting to new security and privacy practices.

Consumers champion companies that provide them with tangible control over the information they share, respect data privacy selections, offer ease in understanding and protection as to personal information moving forward.

Unfortunately, this is not always the case as businesses have a tendency to implement steps that make consumer control confusing, or at best an intentional obstruction as a measure of “check the box” opt-in. It is ironic that in an ever-growing ecosystem where there is paramount focus on data privacy that businesses will jeopardize consumer trust to gain value from customer data.

When data hacking and information breaches are as ubiquitous as late-night political satire, those who possess or handle data must rethink and redefine their standard for both data protection and security to provide consumers with true control over how their data is shared, stored and most importantly, used.

In a study performed by [IBM this year](#), the average cost of a data breach per compromised record was \$148. **It took organizations 196 days on average to detect a breach.** Imagine leaving the front door of your home open for just 24 hours.

The United States lags behind the EU in data privacy policies. As we near the one-year anniversary of GDPR, few states other than California have passed similar legislation as legislators balance their relationships with businesses and constituents.

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By 2020 there will be roughly 200B connected devices



With the current volatile climate and focus on creating stronger consumer experiences, **businesses cannot wait for governments to regulate what is right or wrong.** Consumer control must be a cornerstone for engagement practices and businesses must put that control at the center of the relationship.

The principle of **consumer control** is both the reason for and guiding principle of TruFactor. We have collaborated with consumer advocacy groups and incorporated guidelines from multiple federal government agencies to define industry-leading practices for data governance in the United States. We understand not only what is required by law, but what's expected by the consumer.

Our team has worked in deep partnership with telcos on data security and application. We understand how to utilize carrier signals and CRM data in external, market-facing applications (not just internal, core carrier applications).

One of the key features that makes telco data so unique is the depth and breadth of insights it can provide to understanding consumer behavior. The always-on dimension of telco data is unique in its fluidity, surpassing fragmented data sources typically used today. Through the persistent lens of always-on, up-to-the-moment connectivity, it provides a direct reflection of the individual's personal ecosystem. Utilizing insights gleaned from the predictive analysis of the physical and digital journey, this data can reveal how consumers move, behave and interact with their environments.

The application of telco data reveals a wholly new opportunity for businesses to act and adapt at the speed of the consumer – on-and-off device. For any data application to be possible, raw telco signals needs to be safely and securely transformed. From TruFactor's onset, we ensured that data implementation at every level is governed at the subscriber-level, providing users with complete transparency, choice and control over their data is used.

TruFactor’s internal arrangement of organization and technology processes are instituted to directly enforce privacy and security. This implementation remains the bedrock of the policy and methodology. The result: an anonymized and value-rich data set, “washed” and ready for application.

TruFactor has defined and implemented two modes of election for individuals. In addition to these election modes, TruFactor enforces rigorous anonymization standards.

Choice.

There are two modes of election:

OPT IN CONDITIONS

A user must explicitly give permission for their mobile activity data to be utilised for third-party marketing purposes.

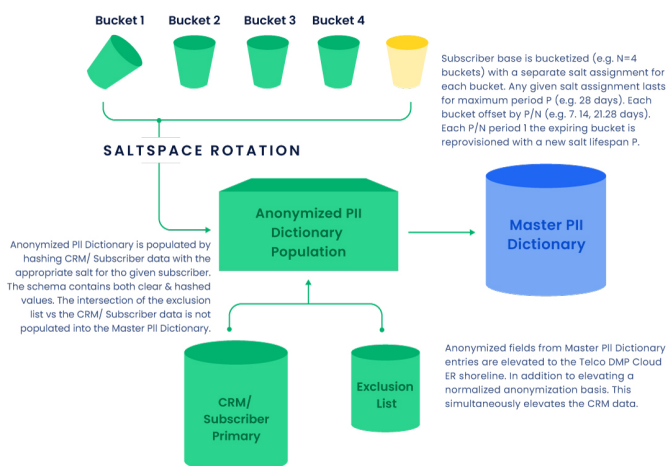
AGGREGATE REPORTING

A user gives permission for their data to be utilised only when there is sufficient aggregation of users. (>25 subscribers)

Users have control over the data they provide, a choice in whether they participate and visibility to how their data is utilized. Subscribers have constant access to their privacy elections through multiple telco touchpoints.

Anonymization & Processing

The patented anonymization platform ensures data sets are secure. TruFactor utilizes a proprietary salt method (random data stringing) to bucket our user base into distinct segments that rotate every 28 days. These buckets are staggered for data expiration and refresh to ensure all data are anonymized and 100% applicable for business purposes. This methodology not only respects and honors privacy but ensures that data cannot be compromised.



A Consumer First Approach

TruFactor’s mission is to empower data scientists and developers to leverage Consumer Intelligence safely, securely and seamlessly. Built on the pillars of “Truth” and “Fact,” TruFactor is democratizing access to unique Consumer Intelligence. In a world where it is no longer about the big beating the small, but the fast beating the slow, TruFactor is powering leading customers to identify new markets and power innovative new business models.

