

Control of personal data at its point of origin.



[Giada Zanatta *_Business Director_*]

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SECURITY CHECK

LOREM IPSUM DOLOR SIT AMET, CONSECTUR SAGGIDIO ELIT, SED DIAM NUNTI NUNTI TEMPOR REPERIT UT
LABORE ET DOLORI MAGNA ALIBIUM ERAT, SED DIAM VOLUPTUA. AL VERO EOS ET ACCIDAM ET JUSTO DUO
DOLORI ET EA REBIM. SIT CLITA NASD OBERGREN, NO SEA TARMATA SANCUS EST LOREM IPSUM DOLOR SIT
AMET. LOREM IPSUM DOLOR SIT AMET, CONSECTUR SAGGIDIO ELIT, SED DIAM NUNTI NUNTI TEMPOR REVE
DINT UT LABORE ET DOLORI MAGNA ALIBIUM ERAT, SED DIAM VOLUPTUA. AL VERO EOS ET ACCIDAM ET
JUSTO DUO DOLORI ET EA REBIM. SIT CLITA NASD OBERGREN, NO SEA TARMATA SANCUS EST LOREM
IPSUM DOLOR SIT AMET.



What is personal data?

XLREPORTING
DEMO company LOCAL
Your company logo goes here
Tour Help

- My dashboard
- Analyze
- Configure
- New ..
- Reports
- Models
- Imports
- Data sets
- My account
- Get help
- Log out

Imports
Excel Actuals (preview, showing the first 100 rows only)
Save Actions

Name: Excel Actuals Active

Description: IMAGE("https://cdn.xlreporting.com/logo/excel.png") Import actuals from an Excel or CSV file. Your file may contain multiple companies and periods.

Target data: Replace in Financial data Source data: File: Import_Actuals_Excel.xlsx Normal

Group: Actuals User roles: Click to select ..

CompanyID	AccountID	Period	Actual	Budget	Source
CompanyID	AccountID	TRANPOSED Name	TRANPOSED Value	VALUE()	VALUE()
↔ Mapping	↔ Mapping	↔ Mapping	↔ Mapping	↔ Mapping	↔ Mapping
NL	10000	2018-01	850,00	0,00	Actuals
NL	10000	2018-02	850,00	0,00	Actuals
NL	10000	2018-03	874,00	0,00	Actuals
NL	10000	2018-04	902,00	0,00	Actuals
NL	10000	2018-05	902,00	0,00	Actuals
NL	10000	2018-06	890,00	0,00	Actuals
NL	10000	2018-07	895,00	0,00	Actuals

RHODA LITTLE

Set his office as arrival in Google Map

ALICE KENNET

Talking to her friend Katilin Trett about the concert they want to go

HUNTER BLAKE

Liked 2 post on Instagram with the hashtag "BarbecueForLife"

ALLIE MASON

Posted a photo of her dog 7 minutes ago on Facebook

DALE MCKENZIE

"Alexa wake me up at 7 o'clock tomorrow morning"

LESTER SCOTT

84 bpm of his heartbeat detected by his smartwatch

JONATHAN DOYLE

Two pairs of jeans bought with credit card number 1234567890

Istituto Volta
Sponsorizzato

Diventa VIDEO EDITING SPECIALIST
Affidati a un Centro Formazione ADOBE
Certificazione e Colloqui di LAVORO al termine

Corso Professionale
VIDEO EDITING SPECIALIST

AUTHORIZED Training Center

E-BOOK GRATUITO

CRYPTOTAX

LE TUE MONETE VIRTUALI IN REGOLA CON IL FISCO

eToro
Sponsorizzato

Dogecoin non si limita ad abbaiare. La valuta virtuale nata da un meme è cresciuta di 3743% in 4 mesi. Ora è disponibile su eToro!

WOW

Sticker Mule
Sponsorizzato

Ordina 50 adesivi personalizzati per €9. Spedizione gratuita.

50 adesivi personalizzati a 9€

Deposita il marchio
Sponsorizzato

[Marchio Registrato, Deposito in Sole 24 Ore - Direttamente da Casa Tua]

Il tuo marchio è la tua firma, la tua storia, i tuoi successi, i tuoi progetti, i tuoi sogni, i tuoi obiettivi e il tuo business: è il momento di Difenderlo!

Deposita il Marchio in 24 ore!

BetterMen: Workout Planner
Sponsorizzato

Sfida di 28 Giorni per Aumentare i Muscoli

SFIDA ALLENAMENTO DA 28 GIORNI IN BASE ALL'ETA'

18 - 35

35 - 45

45 - 55

Hype Me
Sponsorizzato

Regala una video-dedica dai nostri calciatori!

Per la festa della mamma, compleanni, anniversari o semplicemente per quando vorrai regalare un sorriso ad un tuo caro!

Sebastian Frey 36,99 EUR Prenota subito

Simone Barone 36,99 EUR Prenota subito

Fran Mori 36,99 EUR Prenota subito

Charge PI
Sponsorizzato

Registra e Proteggi il Tuo Marchio in sole 24 ore

Servizio di registrazione del marchio on line. Verifica e Deposito del marchio in soli 24 ore.

They're The First To Do It With More To Follow

CHARGEPLANT.COM

Their Brilliant Switch Over To a Digital System Will Change Banking Forever

Wix
Sponsorizzato

Inizia a creare il tuo sito professionale oggi stesso!

<https://it.wix.com/creailtuosito/inizia--ora>

WIX

Crea il tuo **Sito web professionale**

DESIGN DI TORTE

PANNA € 12,00

IT.WIX.COM
Crea un sito web unico
Inizia oggi stesso

PostPickr
Sponsorizzato

Vuoi davvero impazzire tra mille notifiche, insights e piattaforme social diverse? Fai come Giulia, automatizza e velocizza i task quotidiani e dedicati alle attività che contano.

STOP alla gestione manuale dei SOCIAL

Passa a PostPickr

Il Social Media Tool Italiano

Provalo Gratis 60.000 iscritti

Exeshop
Sponsorizzato

Occasione da non perdere, promozioni e sconti. Rimasti?

ETORO.COM

Fai trading con eToro — tutti possono farlo.

Guarda cosa stanno facendo i top trader in criptovalute di eToro

Executiv Shop
Executiv Shop

Acquista ora

Spotify Advertising
Sponsorizzato

Raggiungere il tuo pubblico su mobile è diventato ancora più facile con Ad Studio, il potente canale self-service di Spotify.

Raggiungi le persone ovunque stiano ascoltando.








ISCRIVITI

ADS.SPOTIFY.COM
Spotify Ad Studio
Facile fare annunci su Spotify

enzo Rosso
Sponsorizzato

...ge was done with over 3,000 pairs of dead stock Diesel jeans. Over the past months, collected denim trousers, unused fabric, and miscellaneous denim articles from the globe. We've recovered everything from window installations to scraps and from old collections to upcycled garments. And we created the Diesel Library, which on sustainability, responsibility, and - most importantly - longevity.

The largest Companies by Market Cap in the world.

	Apple	\$2.180T		Tencent	\$916.03B
	Microsoft	\$1.817T		Tesla	\$749.93B
	Amazon	\$1.637T		Facebook	\$744.83B
	Alphabet	\$1.42T			

THIRD PARTY DATA SHARING: GPDP (ITALIAN PRIVACY AUTHORITY) VS. VODAFONE, WIND-TRE, ENI GAS & LUCE, FASTWEB, IREN MERCATO

“ ...[Fastweb] has violated the data protection discipline by deploying a plurality of data treatments for marketing purposes – including [...] the transmission of [consumer] data to its partners [...] in execution of commercial agreements – in the absence of a valid consent

(9 July 2020, [9435753])

Full transparency over data transmission chain is mandatory:
one single consent at the beginning of the chain is not
admissible

Consent must be given separately for each data processing purpose

Privacy Laws demand a free, specific, informed and unambiguous 'opt-in' consent' for each intended use of personal data.*

A simple “accept” button at the end of a long list of data processing purposes is NOT acceptable

*<https://gdpr.eu/gdpr-consent-requirements/>

August 6, 2019

Sign Up

It's free and always will be.

First name Last name

Mobile number or email

New password

Birthday

Aug 5 1994


Gender

Female Male Custom

By clicking Sign Up, you agree to our Terms, Data Policy, Cookies Policy. You may receive SMS Notifications from us and can opt out any time.

Sign Up

- Users
- Accounts
- Pages
- Ad Accounts**
- Apps
- Data Sources
- Payments
- Notifications
- Business Info

**AdEspresso Inc**

Business Manager ID: 885512854832003
Primary Page: [AdEspresso](#)

Business Details

Business Verification Status ● Verified

Legal Name of Business AdEspresso Inc

Address

Business Phone

Website <https://adespresso.com/>

Tax ID No tax ID

Business Options

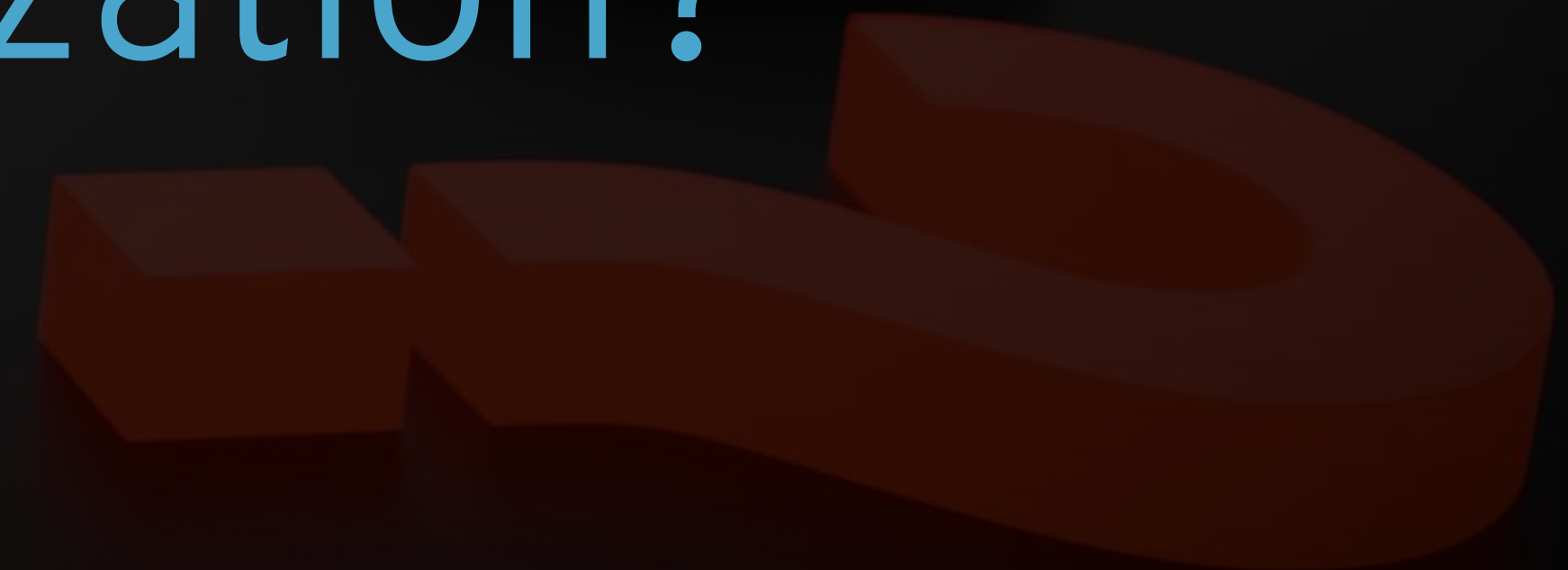
DATA MONETIZATION: ITALIAN STATE COURT (CDS) VS.FACEBOOK

“ The provider of an online service that commercially exploits users’ data cannot present its services to the public as free; the provider must provide “sufficient information, in the registration process, about the commercial value of data and the commercial purpose pursued

(CDS Sez.VI 23/03/21 N.2630)

The relationship between Platform and User now becomes a commercial transaction, regulated by both
Privacy & Consumers’ laws

How can we reconcile Privacy with Data Monetization?



We need a Copernican Revolution.

To turn Privacy Laws from an obstacle into
a new business opportunity

XLREPORTING DEMO company LOCAL Your company logo goes here Tour Help

My dashboard Data sets < Accounts System Accounts Companies Financial data

Analyze < Configure < My account < Get help < Log out

Accounts ⓘ

Name Accounts

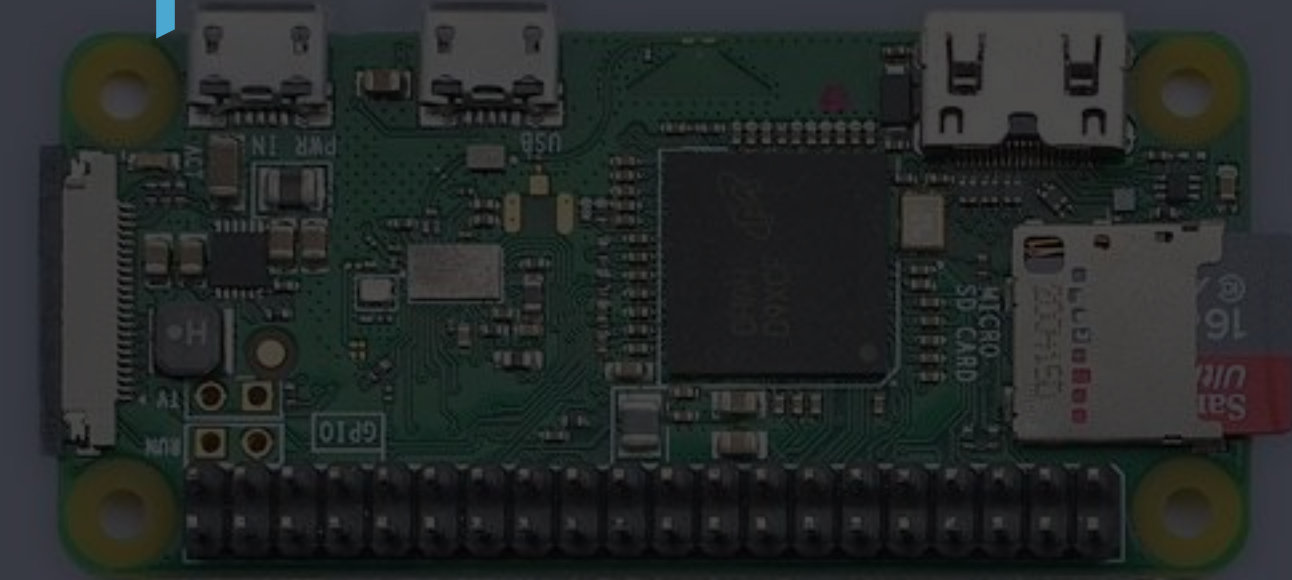
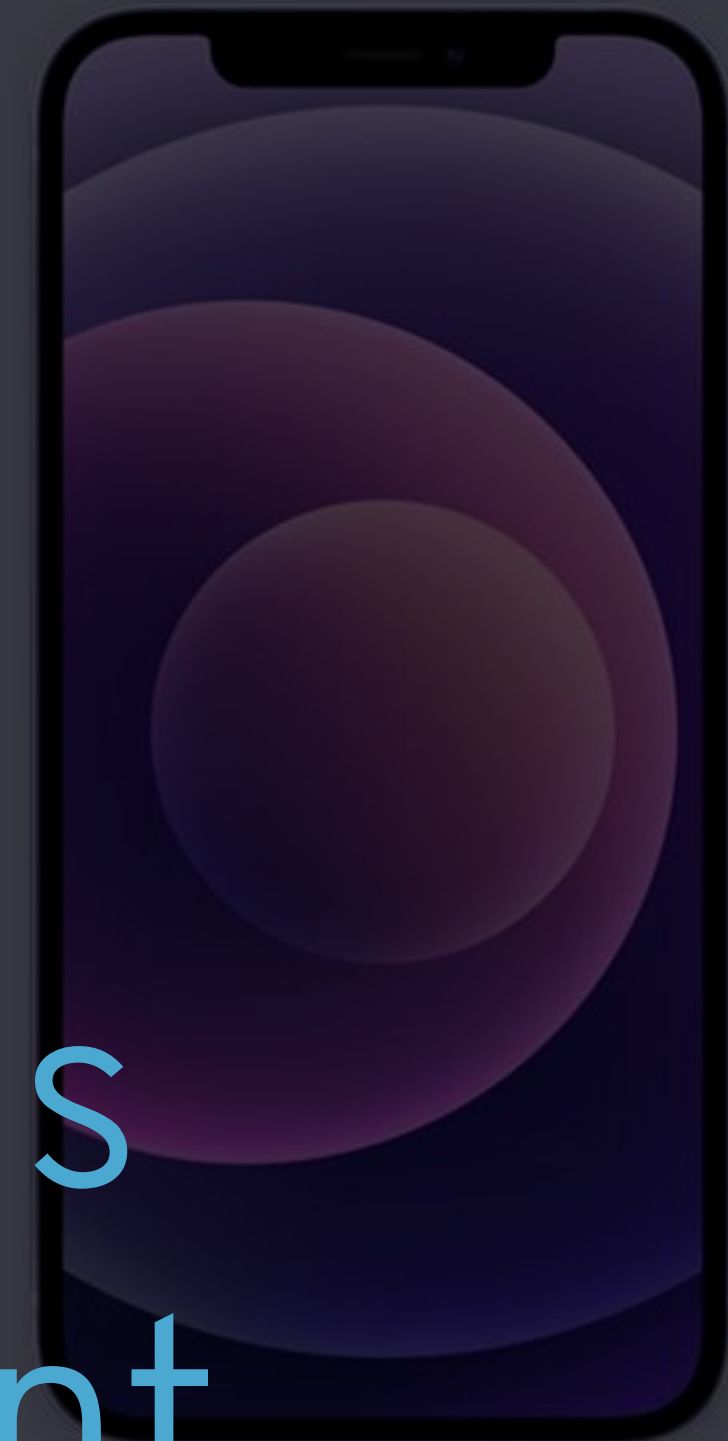
Description IMAGE("https://cdn.xlreporting.com/icon/clipboard.png") This data set stores your Chart of Accounts.
The type, class, and category are used in

Permissions Edit data, Import data, Export data, Access API, Clear all data

Group System User roles Click to select

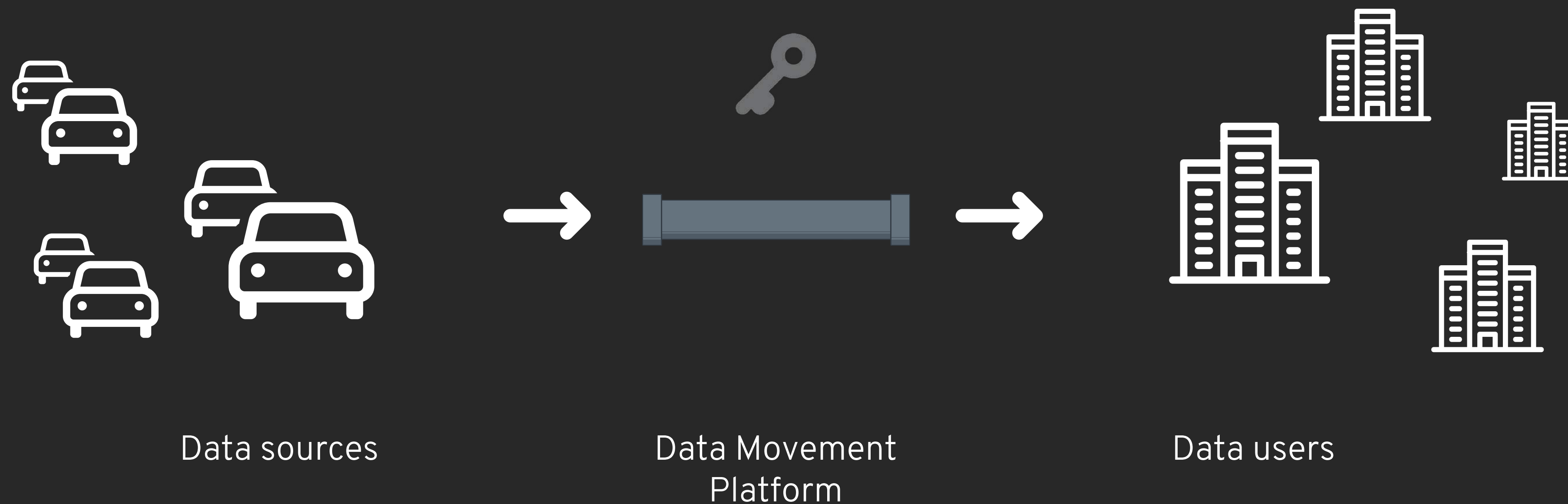
ID	Account	Type	Class	Category	
10000	Buildings	BS	1:Assets	1:Fixed assets	⋮
10010	Furniture	BS	1:Assets	1:Fixed assets	⋮
10020	Equipment	BS	1:Assets	1:Fixed assets	⋮
10100	Buildings - Depreciation	BS	1:Assets	Fixed assets	⋮
10110	Furniture - Depreciation	BS	1:Assets	Fixed assets	⋮
10120	Equipment - Depreciation	BS	1:Assets	1:Fixed assets	⋮
11000	Share in Subsidiaries	BS	1:Assets	2:Investments	⋮
12000	Inventories - Coffee	BS	1:Assets	3:Inventories	⋮
12010	Inventories - Tea	BS	1:Assets	3:Inventories	⋮
12100	Inventories - Food	BS	1:Assets	3:Inventories	⋮
13000	Bank account	BS	1:Assets	5:Banks	⋮

YESTERDAY:
Protect data sets
at the collection point

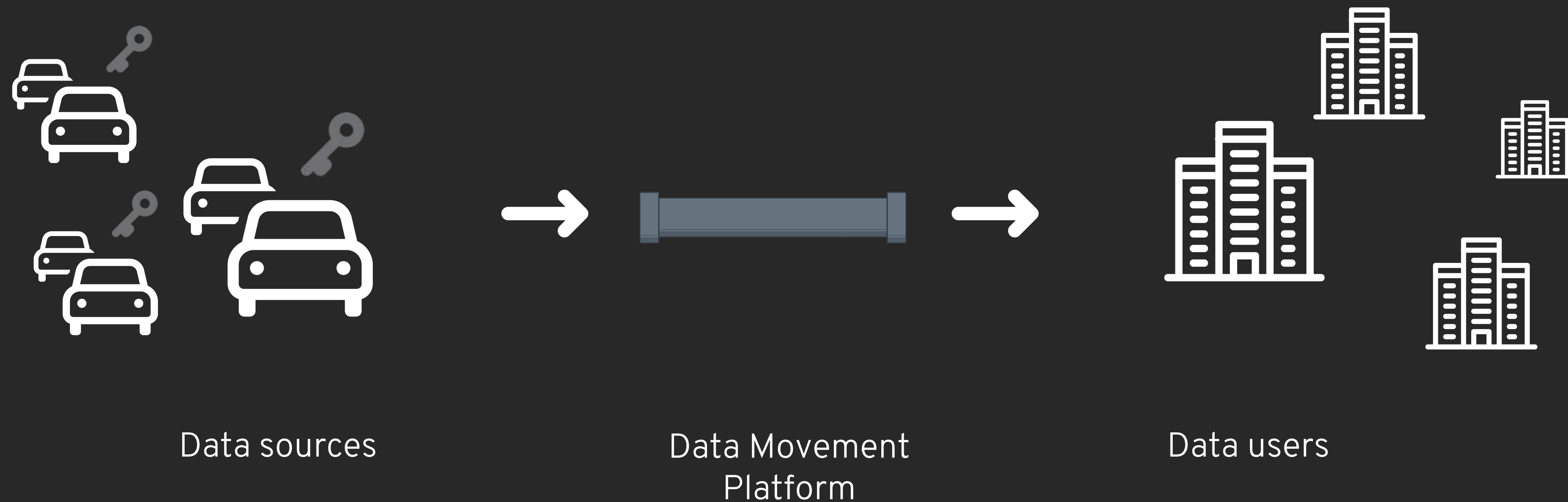


TODAY: Protect Data Streams at the generation point

Yet control over Personal Data visibility is applied at Companies' centralized data collection & distribution points - resulting in huge costs, legal liabilities, and reduced consumer trust.



With a patented Multicast end-to-end Encryption Scheme, Ecosteer Data Visibility Control Overlay (DVCO) assigns data visibility control at its point of origin



The DVCO is a third Data Governance Layer.

PATENTED

DECENTRALIZED



DATA VISIBILITY CONTROL OVERLAY

Controls Visibility over Private Data exchanged between secured Computational Resources

CENTRALIZED



PRIVACY

Protects Data Exchanged between Secured Computational Resources

CENTRALIZED



SECURITY

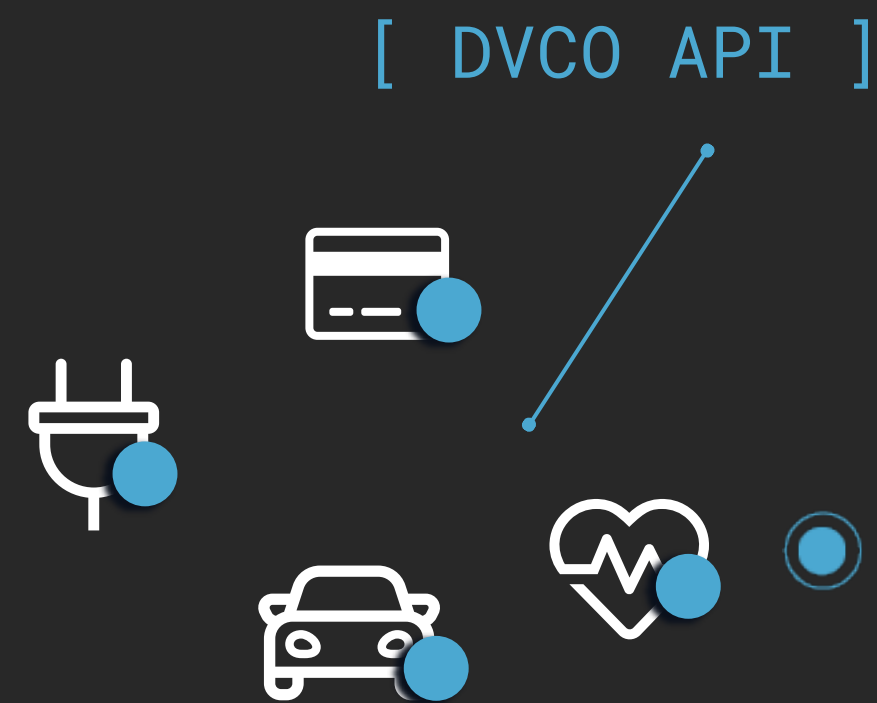
Protects Computational Resources

EcoSteer Technology transforms Data Movement Platforms into neutral “Data Intermediaries”

EU Data Governance Act

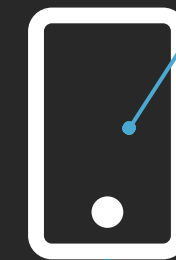
Data Visibility Control Overlay

DEVICES / DATA OWNERS

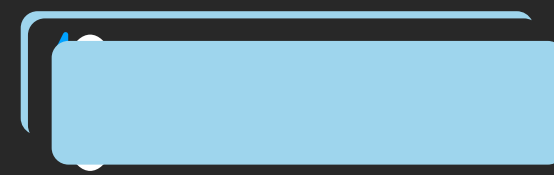


CLOUD

[DATA OWNER CONTROL APP]



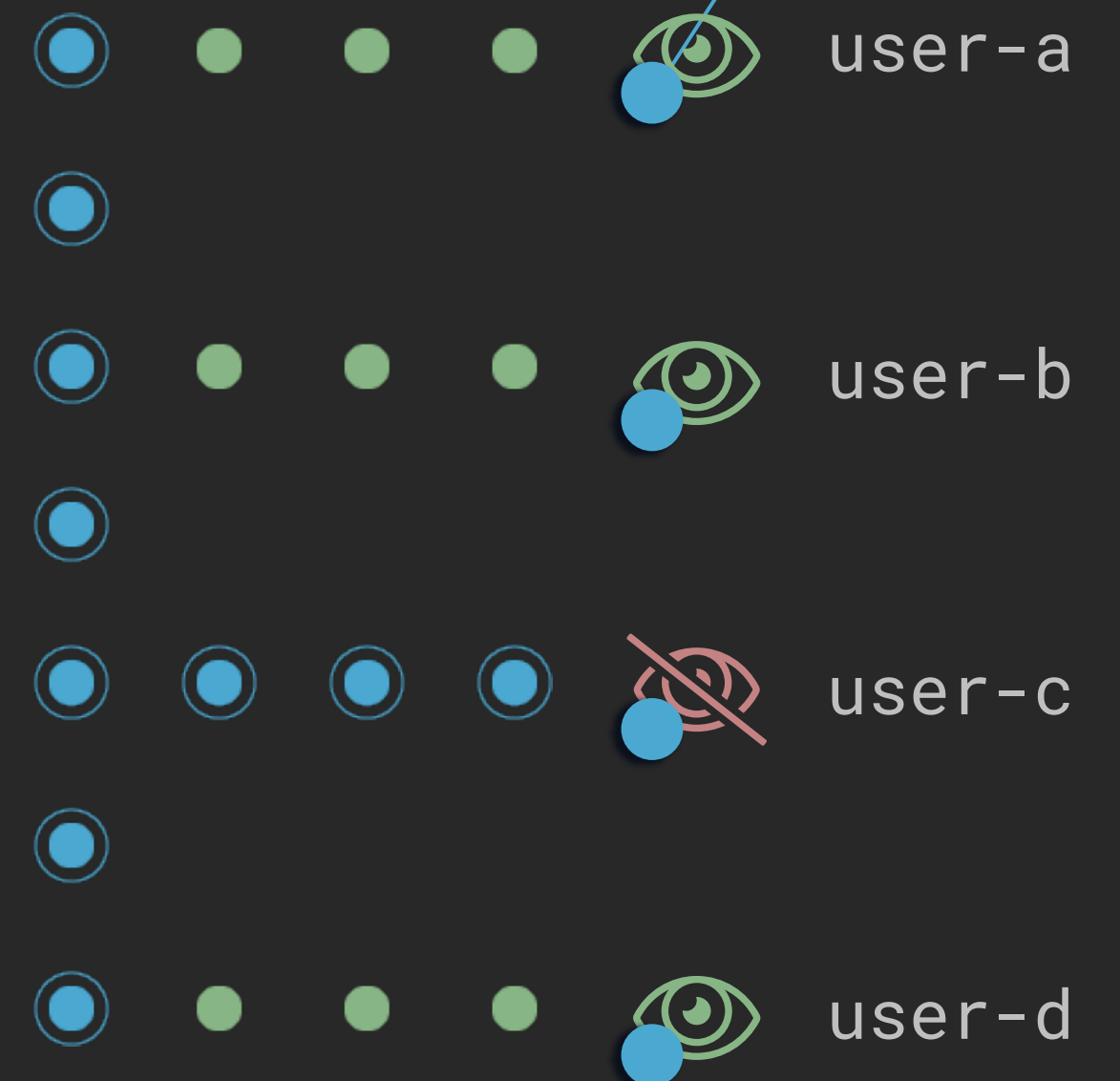
[DVCO PLATFORM]









[Data Movement Platform]

APPLICATIONS / DATA USERS

[DVCO API]



Data Owners unilaterally manage consent and retract to different kinds of usage.

<input type="checkbox"/>	ELECTRIC MOBILITY G	09 DIC 2019	 GRANTED	REVOKE ACCESS
<input type="checkbox"/>	CAR MAINTENANCE R	09 DIC 2019	 GRANTED	REVOKE ACCESS
<input type="checkbox"/>	INSURANCE G	09 DIC 2019	 NOT GRANTED	GRANT ACCESS
<input type="checkbox"/>	INSURANCE F	09 DIC 2019	 GRANTED	REVOKE ACCESS
<input type="checkbox"/>	HR MANAGEMENT C	09 DIC 2019	 NOT GRANTED	GRANT ACCESS
<input type="checkbox"/>	FLEET MANAGEMENT E	06 DIC 2019	 NOT GRANTED	GRANT ACCESS

Data Owners get rewarded for sharing their data.

HELENA FOSTER
[Logout](#)

EMAIL
HELENAFOSTER@ECOSTEER.COM

PASSWORD
.....

NAME TO VISUALIZE
HELENA FOSTER

10.217
Account balance

48
Players subscribed

45
Granted players

3
Not granted players

TOTAL TOKENS EARNED
10.217 tokens

Line chart showing token earnings over time with tabs for Day, Week, Month, Year, and All.

Smart watch
40/47 GRANTED (+3)
Earned +872 tkn
Connected 15.06.2020

Telematic box
197/197 GRANTED
Earned +2.477 tkn
Connected 09.06.2020

Smart thermostat
1.382/2.764 GRANTED
Earned Connected

Internal Data Exchange.

Data owners have full control over BPER's different Business Units and Applications that want have visibility over their real time payment data, in exchange for personalized services, thus automating compliance with the GDPR.

BPER: Banca



Control access to payment data generated by digital cards

14 SUBSCRIBERS
641 total players

ALL CATEGORIES ▾
GRANT ALL SELECTED ▾ APPLY

<input type="checkbox"/>	USER	SUBSCRIPTION DATE	STATE	
<input checked="" type="checkbox"/>	ELECTRIC MOBILITY G	09 DIC 2019	NOT GRANTED	GRANT ACCESS
<input checked="" type="checkbox"/>	CAR MAINTENANCE R	09 DIC 2019	NOT GRANTED	GRANT ACCESS
<input type="checkbox"/>	INSURANCE G	09 DIC 2019	NOT GRANTED	GRANT ACCESS
<input type="checkbox"/>	INSURANCE F	09 DIC 2019	GRANTED	REVOKE ACCESS
<input type="checkbox"/>	HR MANAGEMENT C	09 DIC 2019	GRANTED	REVOKE ACCESS
<input type="checkbox"/>	FLEET MANAGEMENT E	06 DIC 2019	NOT GRANTED	GRANT ACCESS
<input type="checkbox"/>	INSURANCE E	06 DIC 2019	GRANTED	REVOKE ACCESS

TOTAL TOKENS EARNED
4.688 tokens

Day Week Month Year All

Smart watch

40/47 GRANTED +3

Earned +872 tkn Connected 15.06.2020

Telematic box

197/197 GRANTED

Earned +2.477 tkn Connected 09.06.2020

Smart thermostat

1.382/2.764 GRANTED

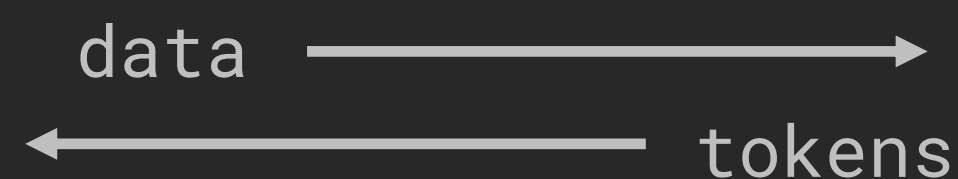
Earned Connected

data user-1

data user-2

data user-3

data user-4



Corporate Data Streams Marketplace.

Data Users compensate Drivers for visibility over their e-mobility data. EcoSteer Utility Client (A2A) generates revenues from marketplace transaction fees.



Control access to real time e-mobility data streams

14 SUBSCRIBERS
641 total players

ALL CATEGORIES ▾
GRANT ALL SELECTED ▾ APPLY

<input type="checkbox"/>	USER	SUBSCRIPTION DATE	STATE	
<input checked="" type="checkbox"/>	ELECTRIC MOBILITY G	09 DIC 2019	NOT GRANTED	GRANT ACCESS
<input checked="" type="checkbox"/>	CAR MAINTENANCE R	09 DIC 2019	NOT GRANTED	GRANT ACCESS
<input type="checkbox"/>	INSURANCE G	09 DIC 2019	NOT GRANTED	GRANT ACCESS
<input type="checkbox"/>	INSURANCE F	09 DIC 2019	GRANTED	REVOKE ACCESS
<input type="checkbox"/>	HR MANAGEMENT C	09 DIC 2019	GRANTED	REVOKE ACCESS
<input type="checkbox"/>	FLEET MANAGEMENT E	06 DIC 2019	NOT GRANTED	GRANT ACCESS
<input type="checkbox"/>	INSURANCE E	06 DIC 2019	GRANTED	REVOKE ACCESS

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data user-1

data user-2

data user-3

data user-4



The value of data.



Data from a **single energy meter** is worth between **€60** (EcoSteer Focus Groups with potential data users) and **€108** (CUORA CONSULTING) **per year/per data user**.



Data from a **single car** is worth between **€150** (FIAT 2021) **per year/per data user**.



Training/Mindfulness/Steps Data from a **single citizen** is worth ca. **CHF600** (CSS Insurance/Sweatcoin) **per year/per data user**.



Payment data from a **single citizen** is worth **€180** (1,8% cashback, based on ESSELUNGA Loyalty Scheme) **per year/per data user**.

Data Streams Marketplaces generate value for all stakeholders.

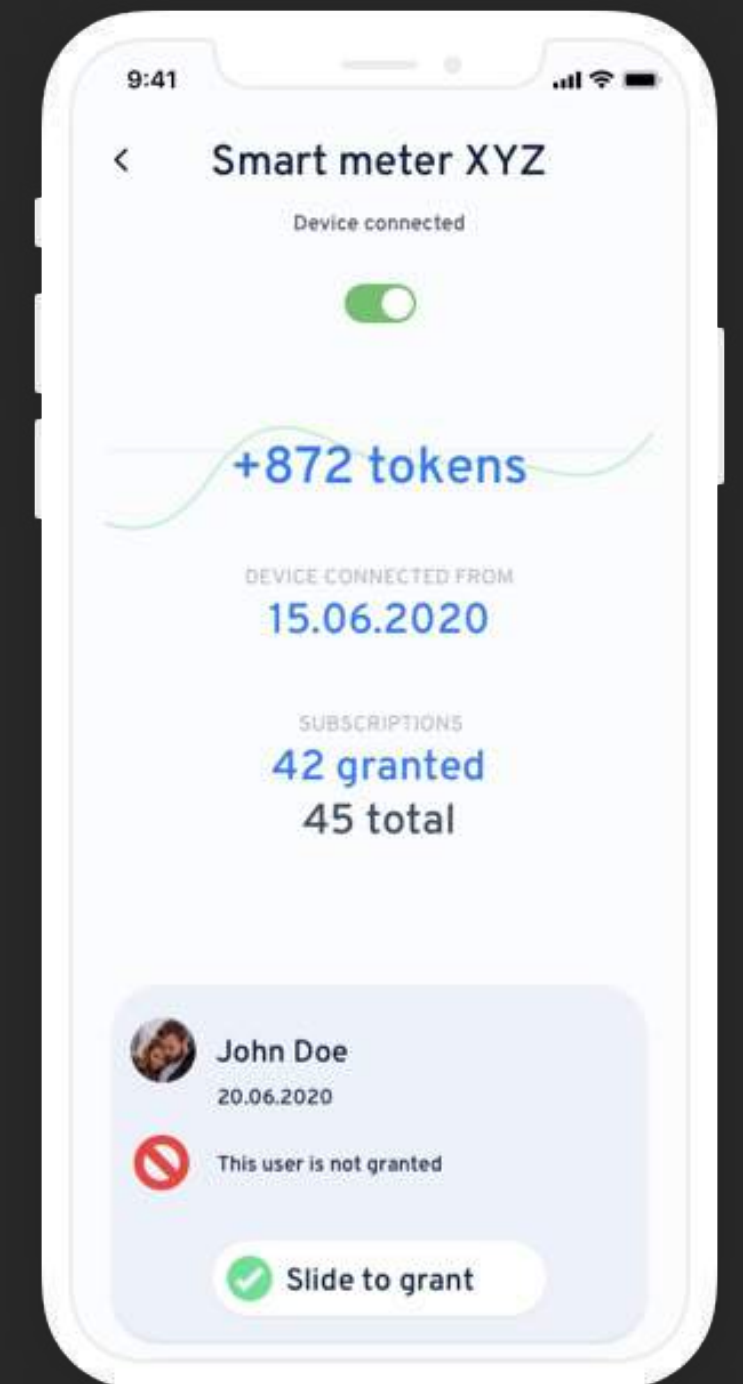
With a value of €150 per car per year/per Data User and 10 Business Partners (Data Users).

Revenues for the Data Owner

€150 x 10 Data Users = €1500/year

Revenues for the Company managing the marketplace

€1500 x 10% transaction fee = €150/year from each consumer;
€150 x 500K consumers on the marketplace = €75M revenues



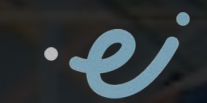
EcoSteer Technology is aligned with the European Data Strategy

“

Individuals should be [...] empowered to be in control of their data [...] New decentralised digital technologies such as blockchain offer a further possibility for both individuals and companies to manage data flows and usage, based on individual free choice and self-determination [...] along with various compensation models.

European Strategy for Data, 19/2/2020 COM (2020) 66 final

VISION

 **ecosteer.**

50BN connected devices by 2030.

Our vision is to have the Data Visibility Control Overlay installed on every connected device on the Planet

Making our patented multicast end-to-end encryption the universal means to exercise data access control

Control of personal data at its point of origin.

Thanks



[Giada Zanatta *_Business Director_*]

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