



# Meeco API-of-Me

## Innovative Personal Data Management and Consent Solutions

Regulatory changes concerning personal data and consent are driving disruption in many industries. Enterprises must now explore new ways of delivering customer services that require the use of personal data.

As individuals gain the legal rights to manage and control their data, organizations need to re-think how they collect, store and exchange their customers' information. Meeco's personal data API platform enables customer-centric Privacy-by-Design applications, always with a full audit and consent trail.

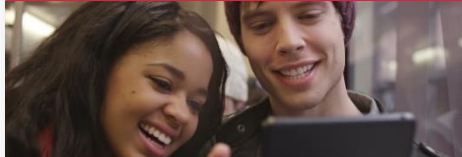
### Challenges



- Despite new Personal Data Regulations - GDPR, CDR and CCPA - consumers mistrust how their data is being used
- New commercial models require greater access to customer data in order to personalize offers
- Technology is most often locked inside organizations and is not outward looking

**Billions of Dollars** of fines handed out already e.g. GDPR breaches in Europe or regulator fines in the USA

### Ideal Solution



- Compliance to regulations and respect for consumer data rights becomes the norm, supported by intelligent technology
- Real time consented data exchanges between customers and organizations in a secure and transparent manner
- Customers are active participants in an organization's data management process

Meeco research shows that **87%** of users are interested in using their data as an asset with third-parties

### Desired Outcomes



- Customers prepared to share more data because they believe that their data rights are respected by organizations
- Personalized data solutions drive greater value generation for both the organization and the customer
- Customers adopt tools such as personal data vaults to improve data management

Value of Personal Data market in Europe will grow from **285€Bn** or **1.94%** of EU GDP to **739€Bn** or **4%** of EU GDP by 2020

“Meeco helps us to create a transparent and reliable identity; The API of Me”

“Meeco are leading the charge to empower people to make the most of personal data”



## Meeco has been pioneering personal data technology since 2012.

The Meeco Platform is a collection of award-winning APIs that allow businesses and organizations to uniquely future-proof their identity, data collection and consent practices, while helping individuals securely access, control, delegate and exchange personal data with people and organizations they trust.

The Meeco API platform and Consent Engine are aligned to regulatory requirements such as GDPR , CDR, CCPA and Open Banking.



### The Meeco Personal Data API Platform

- Personal Data Management platform provisioning secure data enclave (vault/wallet)
- API platform supports white-label front-end applications for iOS, Android and Web
- Flexible data model based on customer or industry requirements
- Modular services – Consent Engine, Key Management, Data Store, Event Ledger
- Security based on ISO27001 and NIST Cybersecurity Framework
- Data encryption at both attribute and infrastructure level, at rest and in transit
- Blockchain integrations for Verified Credentials

### Meeco Platform and Microsoft Azure Cloud

- Deploy secure data enclave on Azure with build-to-order solution for personal data store (vault / wallet), including key management and APIs to enable data compliance and consent
- Microsoft secure and scalable ID platform together with Meeco Consent Engine allows customers to collect and connect personal data and verified attributes across their digital life
- Azure API Management gives access to Meeco's industry-leading personal data and identity APIs, which help to build services that respect privacy and explicit consent

### Meeco Services to Support Your Business

- Use Cases – rapid creation and prototyping of use cases, based on Meeco's extensive library or driven by live business needs
- Meeco Labs - methodology and program for real-world opportunity to test use case hypotheses and prove business value, prior to making substantial investments.
- Developer Portal – giving developers access to Meeco's industry-leading personal data and identity APIs.
- Solution Implementation – development and deployment of enterprise solution, including integration with other B2B partners
- Managed deployment – turnkey solution running on Microsoft Azure

