

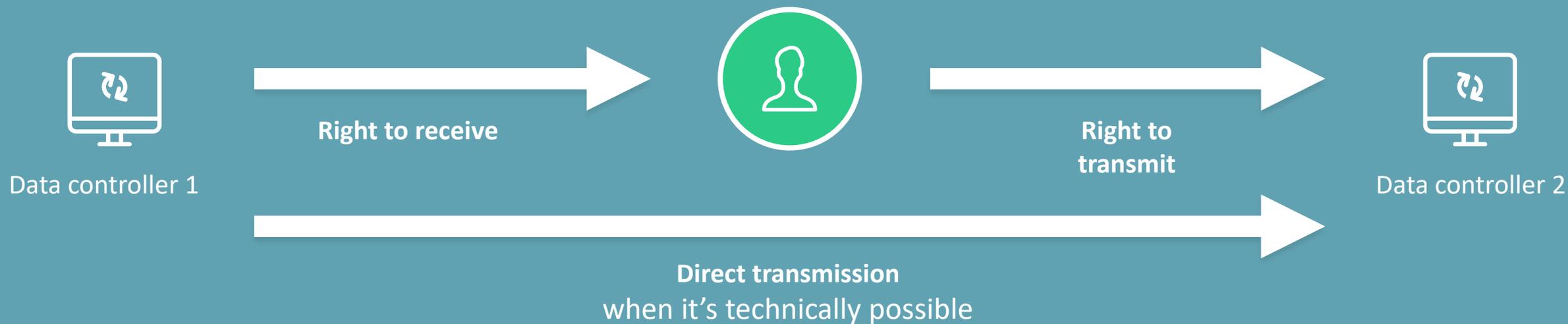


Personal Data Portability **GDPR**

Transform legally binding requirements into
Innovation and Opportunities



What does the GDPR Portability Right ask you?



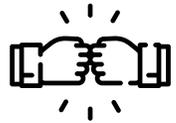
« [He or she] has the right to transmit this data to another controller without hindrance from the controller to which the personal data has been provided »

DATA CONCERNED BY PORTABILITY RIGHT

Actively submitted data with consent name, address, date of birth, etc.

Passively submitted data by using service browsing history, location, shopping history, etc.

TWO TYPES OF PORTABILITY



Competition Portability data is transferred from one service to a competing service

Makes markets more fluid



Cooperation Portability data is transferred from one service to a complementary service

Business and Innovation Opportunity!!!

PORTABILITY ≠ ACCESS RIGHT



Portability final purpose is to allow persons to transfer data



Suppose data interoperability

PERCEIVED OBSTACLES

- Business use cases are hard to imagine for businesses and concerned persons
- Tools, APIs, protocoles, formats and standards are not ready yet
- Legal, liability and trust issues about personal data circulation throughout different companies systems
- Business Model issues
- Privacy by design VS seamless UX

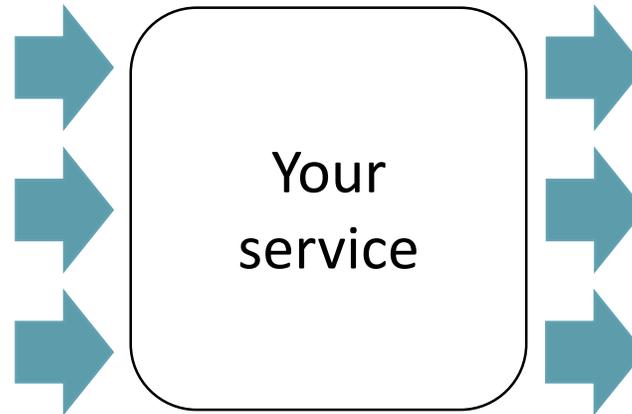
HELP YOUR USERS TO
CIRCULATE THEIR DATA

IMPORT DATA

FROM THIRD PARTY SERVICES

Augment customer knowledge

By allowing your users to import data from other services
(other services from your company, from business
partners, etc.)



EXPORT DATA

TO THIRD PARTY SERVICES

Become a services hub

By allowing your users to export data to
complementary services (other services from your
company, from business partners, etc.)

FOOD, RETAIL, BANKING, INSURANCE, HEALTH, ADMINISTRATION, AUTOMOTIVE, JOB, etc.

All domains are concerned

An infinite amount of use cases

MOBILITY

Make mobility data circulate between services (train, plane, car sharing, taxi, MaaS, etc.) to optimize trips

JOB MARKET

Reuse job and education data throughout different platforms to facilitate job seeking

FOOD

Transfer food purchases to services that will facilitate healthy diets

FINANCE

Augment customer knowledge, make administrative tasks easy, enrich bank account display, offer a service hub

[Demo video](#)

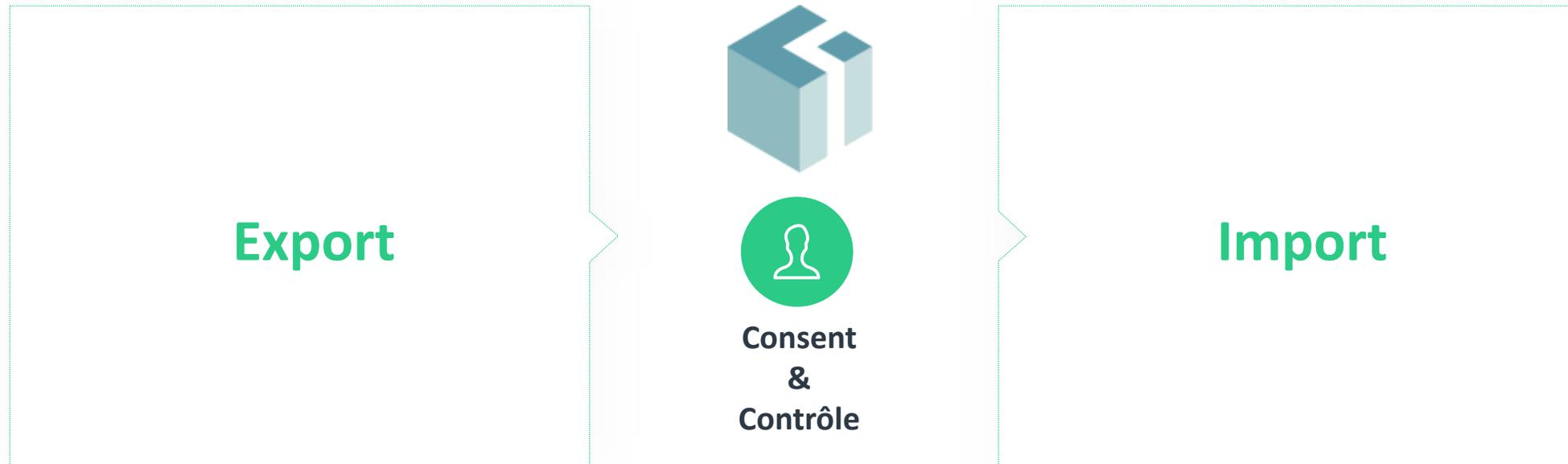
What does Onecub offer?



Onecub is a personal data portability tool.

Users are provided a simple mean to transfer their data directly from one service to another, while keeping control.

Companies are provided a all in one service in order to offer portability to their clients, in a controled, useful and innovative way.



How is Onecub different:

- **All in one** We manage interoperability, design, legal, business model
- **Business oriented** We allow you to create opportunities with portability
- **Control** Portability based on GDPR consent
- **User-centric** An independant consent management plaform for the user
- **Decentralized** We make data circulate and only store consent, data stays decentralized
- **Easy integration** A tool fully integreted to the existing user experience on your service
- **Standard** We are deeply involved in the creation of portability standards

Onecub proposes a full guidance for your portability approach

10 POINTS METHODOLOGY



1. Portability Right

Are you compliant with GDPR?



2. Portability solutions

What are the options?



3. Opportunities detection

What are the best uses cases for your business?



4. Use cases design

What is the best UX?



5. Partnerships

To which other actors can you transfer data?



6. Architecture and security

How to make data portable and secure the process?



7. Portability standards

Which standards to choose?



8. Privacy by design

Best practises?



9. Communication

How to publicly value your approach?

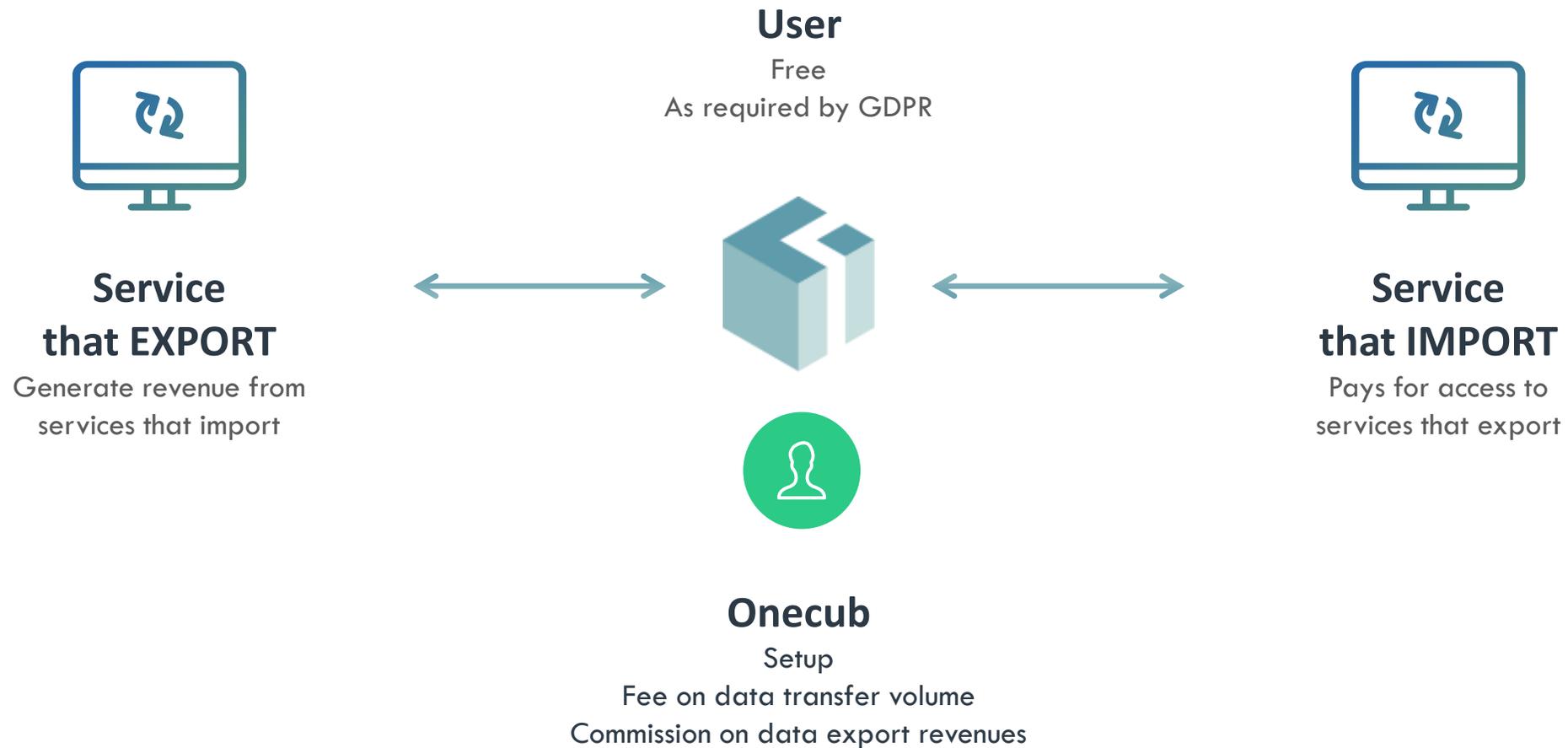


10. Business Model

How to generate revenue through portability?

How about the business model?

We help you to participate in the creation of a new user-centric and ethic value creation ecosystem over personal data circulation



Onecub is the initiator of a European standardization initiative for portability and data circulation



Onecub is the coordinator of the PrivacyTech White Paper « A new governance for personal data in the XXIst century »
présenté at the French Parliament on the 10th of April 2019.

+50 contributors from 14 countries



Olivier Dion

Founder & CEO



Audrey Eyraud

CTO

About us

Onecub has been an active member of the Self Data and MyData communities since their beginning. Onecub was a one of the first startups accelerated by Facebook in Facebook Garage at Station F Paris in 2017/2018.

Press

[Europe 1](#), [L'Express](#), [Les Echos](#), [01Net.com](#), [My Data Podcast](#), [Tom Travel](#)



SNCFDÉVELOPPEMENT



www.onecub.com



@onecub



olivier@onecub.fr



+33.6.73.42.80.18



Onecub



54 rue Greneta 75002 Paris &
9 bd Gambetta 62100 Calais