

## FACT SHEET

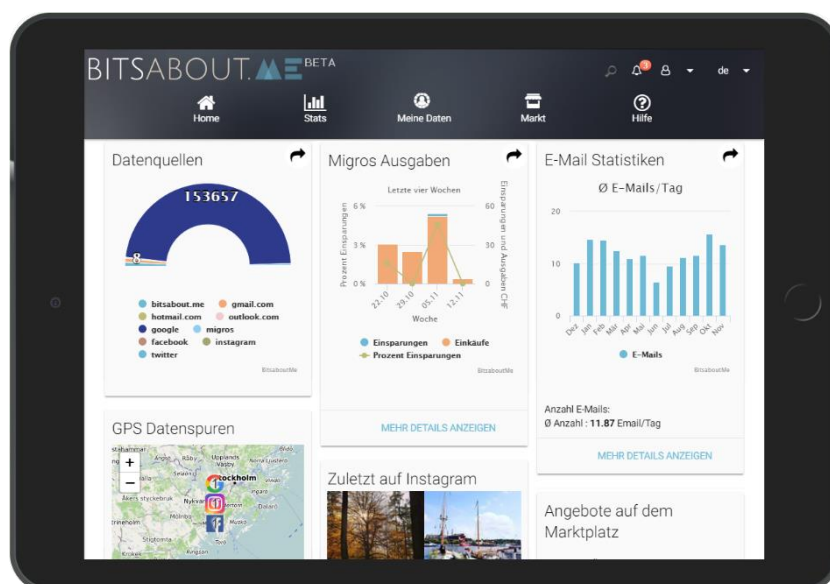
### What is BitsaboutMe?

BitsaboutMe is an innovative online data marketplace where users can securely manage their digital life and make fair data deals with third parties. At the heart of Europe's first marketplace of its kind is the privacy of each individual user. They can merge their online accounts in one place, get a transparent 360-degree overview of their digital lives and thus regain full control over their data. The marketplace function enables users to share personal data profiles securely and autonomously with companies and organizations for a fee.

### What are the advantages of BitsaboutMe for private users?

**Full control over your digital life in one place** – After signing up on BitsaboutMe ([www.bitsabout.me](http://www.bitsabout.me)), consumers import their online data into their individually encrypted Personal Data Store (PDS) on the BitsaboutMe private cloud. Once the data sets of social media profiles (Facebook, Twitter, Instagram), online/email accounts (Google) or customer loyalty programs (Migros/Cumulus, Coop) are merged, it is possible to browse their data with the BitsaboutMe full text search.

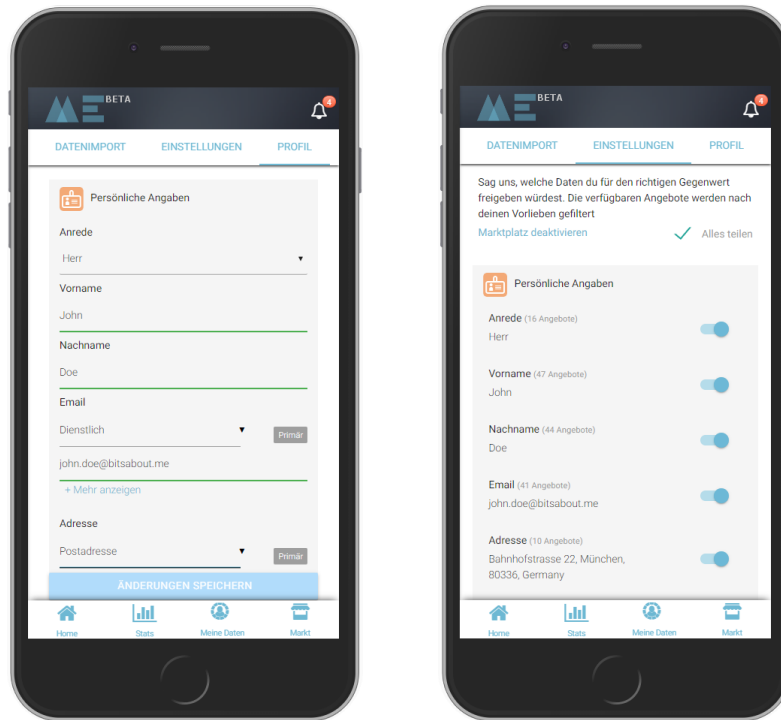
**Transparency with 360-degree overview:** All data is presented on a dashboard and intuitively understandable with the help of preconfigured analysis tools. The configurable detailed analysis per data source allows deeper insights into one's own data. Using interactive widgets, you can map your own behavior over defined time periods or geographies.



Screenshot dashboard BitsaboutMe, © BitsaboutMe

The integration of further data sources will be continuously expanded.

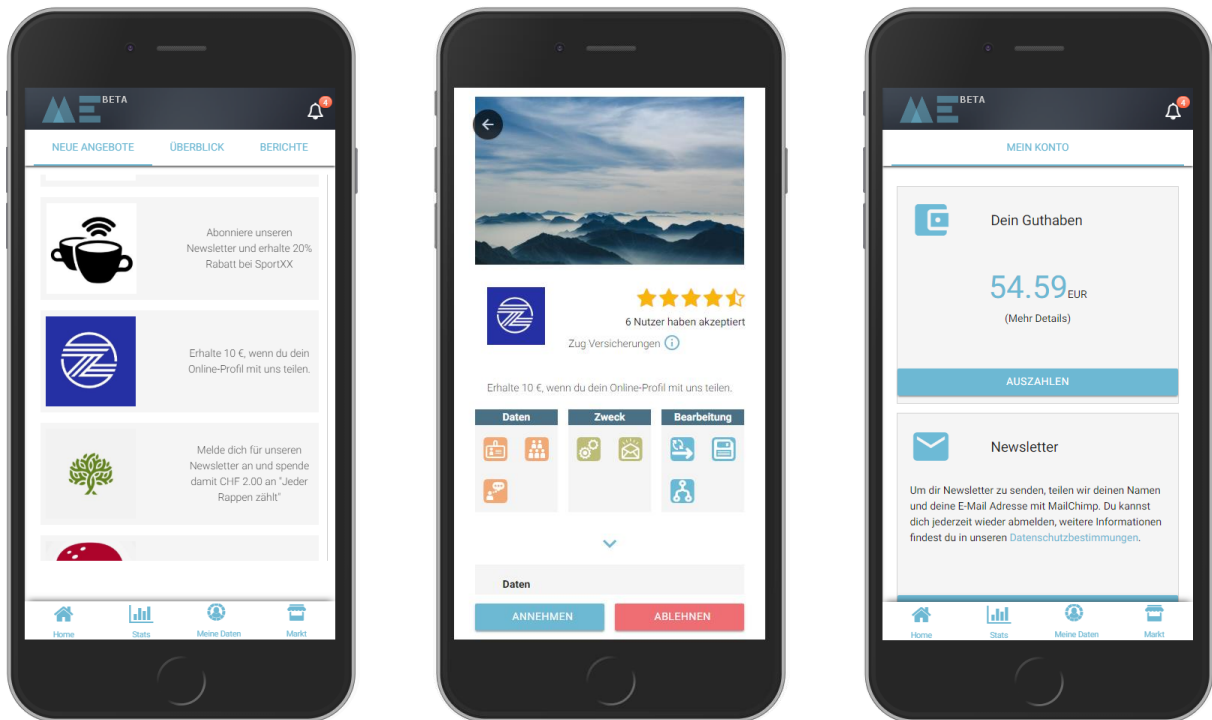
**Control the availability of personal data** – The user can create and maintain his data profile. This profile contains personal data and usage data. The user can release each element individually for exchange or sale. If an interested company or organization then makes an offer, the details of the data deal are clearly displayed to the user. The transaction only takes place when the user explicitly gives his consent to the use of his data. BitsaboutMe prepares the profile data for processing and completes the transaction.



BitsaboutMe data profile, © BitsaboutMe

**Free use of BitsaboutMe, the proceeds of data deals flow directly to the user** – BitsaboutMe is free for consumers. When data deals are accepted, they receive remuneration from companies, which in turn acquire data protection-compliant access to selected data profiles. Users can have the proceeds paid out directly to their bank accounts.

BitsaboutMe receives a transaction fee for the data deal from the participating companies.



BitsaboutMe data marketplace, © BitsaboutMe

## What are the advantages of BitsaboutMe for companies and organizations?

**Increased customer loyalty and revenue:** Companies and organizations that transparently explain to their users for what and for how long they use personal data gain greater customer confidence. As a pioneer in "data fairtrade", companies and organizations can sustainably improve their image.

**Better data quality:** BitsaboutMe acts as a frontend and distributor for data. Once the user has given his consent, companies are given controlled access to data profiles via the BitsaboutMe platform. Companies thus receive rich, precise and always up-to-date data on existing and new customers, always together with the audit-proof documentation of the corresponding consent ("Consent Management"). This increases efficiency in marketing, customer relationship management and other business processes.

**Compliance with current data protection legislation:** BitsaboutMe uses this process to precisely map the requirements of the General Data Protection Regulation (GDPR) that has been in force in the EU since 25 May 2018. This ensures compliance with the new legal situation for companies and organizations. GDPR has introduced a liability risk for non-compliance of up to 20 million euros or four percent of the worldwide turnover. Swiss companies can thus prepare themselves in good time for the upcoming revision of the Data Protection Act (DSG) by making appropriate changes in the handling of personal data.

**Plug & Play integration via Salesforce apexchange:** Companies and organizations working with Salesforce can connect BitsaboutMe directly to their system via an app.

## Why a marketplace for data fair trade right now?

The Swiss startup BitsaboutMe was founded by Dr. Christian Kunz (CEO) and Christophe Legendre (CTO). Together they combine over 25 years of management experience in digital companies (including ricardo.ch, eBay, leboincoin.fr) and consulting firms (McKinsey & Company). Kunz is a nuclear physicist, Legendre a computer scientist.

Since their time together at ricardo.ch, the leading Swiss online marketplace, they shared a common conviction that personal data is a huge asset, but that the rapidly growing data industry is based on an imbalance at the expense of data-generating consumers. For them, the management of personal data and digital identity by users themselves is a cornerstone of data sustainability and the protection of privacy in our society. They want to enable consumers to bring their personal data under their own control and control its availability themselves. By raising consumers' awareness of giving personal data in return for better, more personalized products and services, they can for the first time be directly involved in the value creation of the data they generate.

When the EU adopted the new General Data Protection Regulation (GDPR) in spring 2016, the legal basis for handling personal data changed fundamentally. Christian Kunz and Christophe Legendre began the development of an application that can implement the new user rights and company obligations (right to copy, right to forget). The online data marketplace BitsaboutMe will already integrate data protection into the data processing process (Privacy by Design) with the help of good product design and modern technologies and ensure a maximum degree of privacy through data protection-friendly default settings (Privacy by Default).

As a business model, the founders choose a marketplace - a kind of eBay for personal data. BitsaboutMe provides the infrastructure and technology to ensure a secure transaction between a data provider and a requester. BitsaboutMe also takes care of payment processing and data exchange after a data deal has been concluded and charges the companies involved a commission for this, always only for successful data deals.

In January 2017, the two of them founded BitsaboutMe as a public limited company based in Bern/Switzerland, financed with their own capital. A first round of financing with a group of international business angels was successfully concluded in March 2018.

Since the beginning of 2018, BitsaboutMe has been a member of the Swiss Data Alliance (<https://www.swissdataalliance.ch/>). The Swiss Data Alliance is a non-partisan association of companies, business associations, civil society organizations, research institutions and individuals with the aim of establishing a future-oriented data policy in Switzerland.

## Management CVs

**Dr. Christian Kunz** – Co-Founder & CEO is an online expert and data enthusiast. He is convinced that only user-centric data models can protect and guarantee privacy in the long run. This allows consumers to receive a fair share of the value generated with their data.

Christian Kunz holds a Ph.D. in nuclear physics from the Massachusetts Institute of Technology (MIT). After his time as a consultant in the high-tech sector at McKinsey & Company, he headed the global advertising business at eBay Inc. as Senior Director Advertising and the Swiss e-commerce marketplace ricardo.ch as CEO.

**Christophe Legendre** – Co-Founder & CTO has always had a passion for technology and computer systems. He makes sure that BitsaboutMe applies the highest standards of security, performance and scalability.

Christophe Legendre holds a Master's degree in Computer Science from the University of Lille. As the number five employee at Leboncoin.fr and technical director of research/development, he quickly led the startup to one of the ten most used websites in France before assuming the role of CTO at ricardo.ch.

#### **BitsaboutMe visual:**

- [The BitsaboutMe data marketplace in one minute](#)
- [How does BitsaboutMe work?](#)
- [Science show "nano" on 3sat. Datenindustrie: Mehr Rechte für Nutzer](#), 13.3.2018
- [Use cases](#)

#### **BitsaboutMe on Social Media**

- [Facebook](#)
- [Twitter](#)

#### **Media contact**

Anja Bundschuh  
Hartmut Schultz Kommunikation GmbH  
Münstergasse 10  
CH-3000 Bern 8  
[ab@schultz-kommunikation.com](mailto:ab@schultz-kommunikation.com)  
Phone: +41 31 311 7894

Lara Hutmacher  
BitsaboutMe AG  
Bollwerk 4  
CH-3011 Bern  
[media@bitsabout.me](mailto:media@bitsabout.me)  
[www.bitsabout.me](http://www.bitsabout.me)  
Phone: +41 31 558 3640