

FACT SHEET

What is BitsaboutMe?

BitsaboutMe is an award-winning, decentralized platform where users can privately and securely collect data from their digital life and make use of it. At the heart of BitsaboutMe 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, gain better insights into their health or finances, and share data with companies for a fee or make it available for research purposes.

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), consumers import their data from various online accounts into their individually encrypted Personal Data Store (PDS) in the BitsaboutMe private cloud. Once the data sets of social media profiles (Facebook, LinkedIn, Twitter, Instagram), online/email accounts (i.a. Google), e-commerce sites (i.a. Amazon), streaming platforms (Netflix, Spotify), customer loyalty programs (Migros Cumulus, Coop Supercard, PAYBACK, REWE), telecommunication service providers (Swisscom) or various financial service providers are merged, it is possible to browse all posts and content with the full text search.



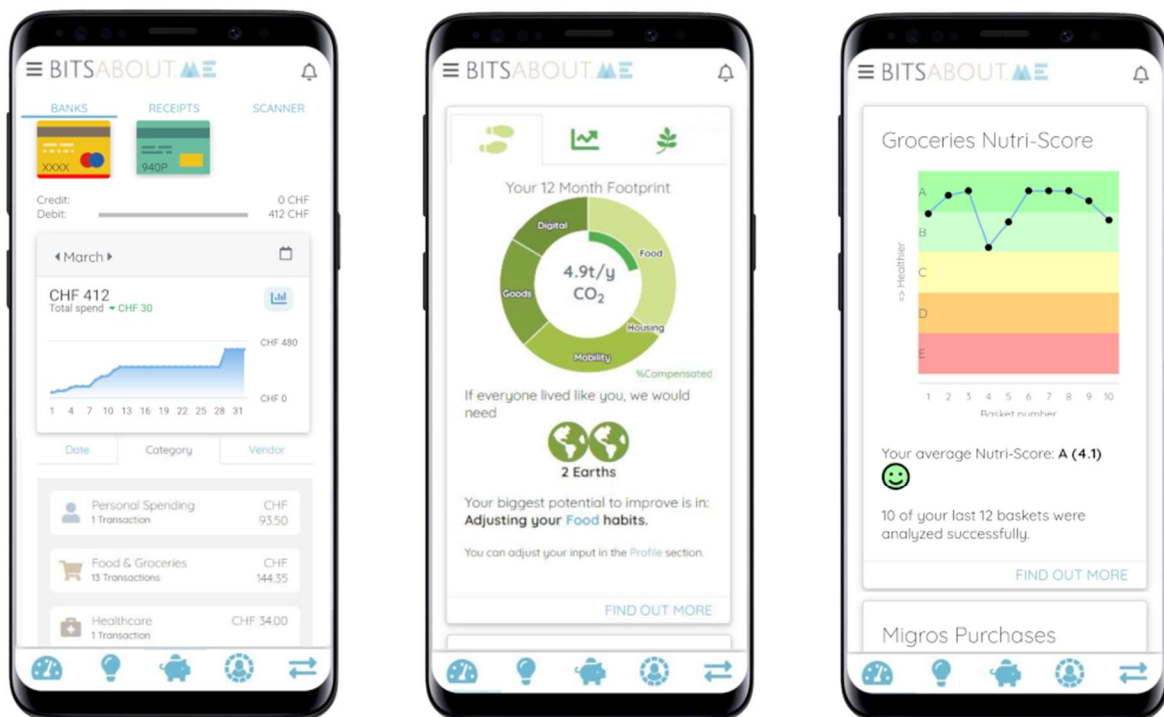
Screenshot Data Insights on BitsaboutMe, © BitsaboutMe

Transparency with 360-degree overview – All data is presented in a clear and intuitive way 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, users can map their own behavior over defined time periods or geographies. The integration of further data sources will be continuously expanded.

Financial Assistant – With the smart financial assistant, we provide users a tool to manage their finances in a better and more efficient way. After connecting their bank accounts, users receive a comprehensive overview of their expenses with the automatically linked e-receipts from their connected online accounts (i.a. Amazon, Migros, Coop). In addition, we offer them the possibility to effortlessly digitize all their paper receipts with the scan function.

Digital Nutri-Score – In collaboration with ETH Zurich, we empower Swiss users to evaluate their grocery shopping with the easy-to-understand Nutri-Score system. With the digital Nutri-Score, we support users in improving their nutritional behavior and well-being in the long term.

CO2 Calculator – With the CO2 calculator on BitsaboutMe, users can individually calculate their greenhouse gas emissions based on actual consumption data and receive tips on how to improve their personal carbon footprint in order to reduce their impact on climate change.

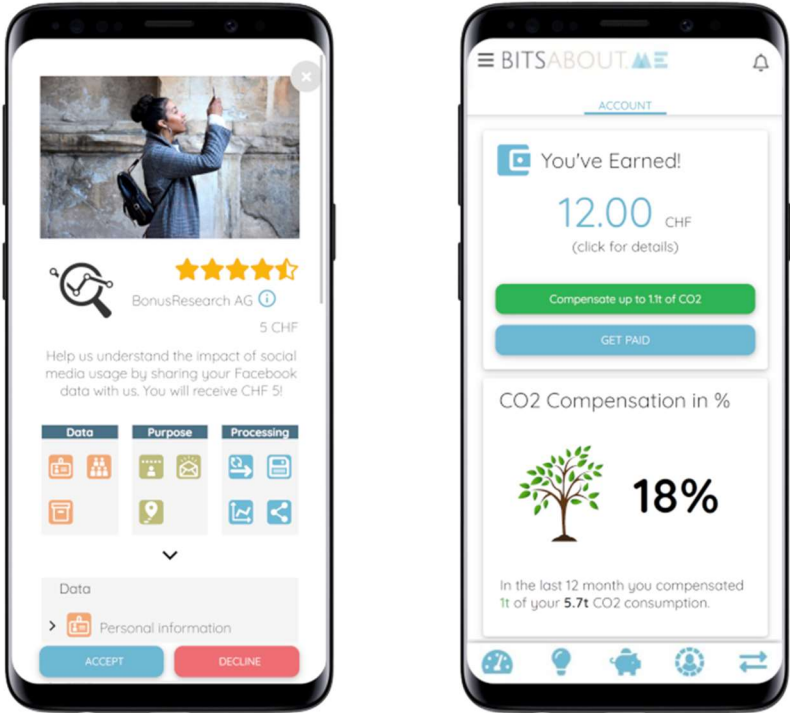


Financial Assistant, CO2 Calculator and Digital Nutri-Score, © BitsaboutMe

Control the availability of personal data – The user can create and maintain his data profile. This profile contains personal data, demographic information, derived data and information about interests and behavior. On the marketplace, the user can control who gets access to his data and what it is used for. The transaction only takes place when the user explicitly gives his consent to the use of his data by accepting a data deal. BitsaboutMe prepares the profile data for processing and completes the transaction. The user always has the full overview of what data is being shared – and has the option to revoke his or her consent at any time.

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 and academic institutions, which in turn acquire privacy-compliant access to selected data profiles. Users can have the proceeds paid out directly to their bank accounts or invest in CO2 certificates. By purchasing a climate certificate, users reduce their personal 12-month footprint on BitsaboutMe and support a selected climate project of the Swiss carbon finance consultancy South Pole.

BitsaboutMe receives a transaction fee from participating companies and organizations for the secure data exchange and payment processing according to the agreed terms.



BitsaboutMe Data Marketplace with user wallet, © 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. Compliance with the new Swiss Data Protection Act (DSG) is also guaranteed.

Customized SaaS solutions: Through enterprise accounts, white-label solutions, or a private instance, BitsaboutMe also offers individual business solutions for specific data needs.

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. BitsaboutMe is also a member of the Financial Services Standards Association VQF (<https://www.vqf.ch/en/>).

In October 2020 BitsaboutMe was awarded the status of MyData Operator. This award was created by the internationally recognized nonprofit My Data Global (<https://mydata.org>) and acknowledges organizations that put users at the center of their personal data, making individuals the primary beneficiaries of their own data. BitsaboutMe also figures in the list of the Top 100 Swiss Startups 2020 (<https://www.top100startups.swiss/>).

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?](#)
- [Video story Deutsche Bank: Who will be shaping the future of the financial industry?, 2021](#)
- [Science show "nano" on 3sat. Datenindustrie: Mehr Rechte für Nutzer, 2018](#)

BitsaboutMe on Social Media

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

Media contact

Anja Bundschuh
Hartmut Schultz Kommunikation GmbH
Thunstrasse 11
CH-3112 Allmendingen b. Bern
ab@schultz-kommunikation.com
Phone: +41 31 311 7894

Lara Hutmacher
BitsaboutMe AG
Bollwerk 4
CH-3011 Bern
media@bitsabout.me
www.bitsabout.me
Phone: +41 31 558 3640