Enablance™

The Data Privacy Solution

Returning to Individuals Control of Personal Data Disseminated Across the World and Widening the Realm of Data Gold for the IT Industry

A Solution

Enablance™

The Data Privacy Solution

- **Enablance empowers individuals themselves to manage access to their personal data distributed all over the world, at any time and from anywhere.**

- **With Enablance individuals can decide who has access to their data and in what form: anonymous, aggregated, or personalized. No-one but the individual can manage access to the data.**

Enablance™

The Data Privacy Solution

- **Enablance is not another datalocker - it is a way to control access to your personal data simply, safely and securely.**

- **protects not only your data that you can control, but also protects access to your data that you do not have access to.**

DATA PRIVACY PROTECTION

- Most users do not fear breach of data privacy, because they usually have little influence over it - they have to accept the privacy rules of the companies (or else make do without the services).
- Companies have little interest in improving protection of data privacy of their users/customers – instead, they protect themselves legally thanks to contracts they impose on their users.
- Thus the only incentive to enhance the protection of data privacy is to win a **unique selling proposition (USP)** in the market.

UNIQUE SELLING PROPOSITION

The unique selling proposition (USP) can be achieved by offering better protection of data privacy:

- **Cloud computing**: A huge market of corporations hesitate to entrust their data to the cloud, and are waiting for the right solution. The supplier selling data vault services who can claim that company internal data theft is not possible will win the market.
- **Search engine service:** by increasing the confidence of users in search engine services, the quantity of collected data will grow while the quality of the aggregated data will improve.
- For the same reasons, **online stores and social networks** will also win a USP by improving their protection of data privacy.

THE TRUTH

- When even the most guarded data vault in the world are not safe from data theft, why should one entrust personally identifiable information to any, even very respectable, organization to be kept and managed?

- Today no company in the world is able to pretend that personally identifiable information has zero risk of being spied or stolen when it is kept at its premises.

THE CHALLENGE

- How to handle common information and personally identifiable information differently in the IT world without losing the advantages of the technology and without jeopardizing the data privacy of individuals or corporations?
- Reinforcing the security of communication technology to adapt in a never-ending spiral to constantly growing danger of break-in, is of paramount importance.
- But even this will never be able to overcome the most common and ominous source of danger: the *human factor*.

THE MISSION

The goal is not to change anything in the IT technology, but to change the way personally identifiable information is processed.

There are key conditions for reaching this goal:

1. Never store all personally identifiable data in one place
2. Give the individual the sole control to administer the rights of access to his personally identifiable information.

THE MISSION

- **Personally identifiable information** created in different places all over the world are *per se* stored in distributed form.
- The information should not be centrally gathered, but on the contrary, should remain at the very source where it was created - that is, in distributed form (locally or in the cloud).

THE MISSION

- The administration of the rights to access Personally Identifiable Information through the person/corporation itself.

This is the task of the **Enablance Network Architecture**

YOU ARE INTERESTED

- This new concept is made possible by the unique architecture we have patented.

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