Falcon: Self Sovereign Consent DNA (Bit Arrays/Bitmaps)

Access/Use [share + send] Component (Abstracted Component):

- Scales
  - Across all Jurisdictions
  - Across all Uses of Information
  - All Businesses
  - Supports all Tech

>> Assumption Blaster

Falcon: Self Sovereign Consent DNA (Bit Arrays/Bitmaps)

Assumption Blaster:

- Consumers can't know what 3rd Parties are using data
- Solutions can't adhere to all regulations
- We can't support asynchronous Identity
- Stored data can't be used the same as transactional data
- Consistent legal language is impossible
- Frequency capping isn't feasible

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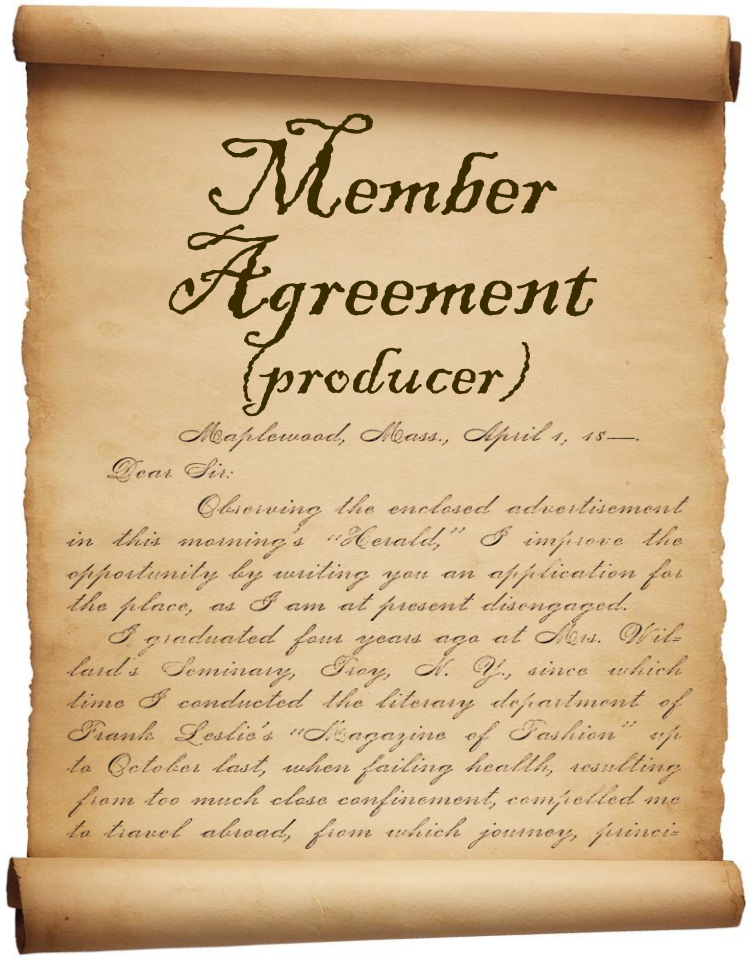
Solving the world's privacy + information rights issues…

through the cunning use of paper!



Member Agreement (producer)

Maplewood, Mass., April 1, 18—.

Dear Sir:

Observing the enclosed advertisement in this morning's "Herald," I improve the opportunity by writing you an application for the place, as I am at present disengaged.

I graduated four years ago at Mrs. Willard's Seminary, Troy, N. Y., since which time I conducted the literary department of Frank Leslie's "Magazine of Fashion" up to October last, when failing health, resulting from too much close confinement, compelled me to travel abroad, from which journey, princi-

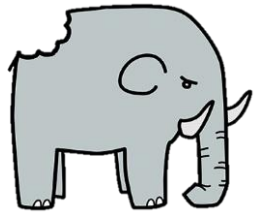
Affiliate Agreement (consumer)

I graduated four years ago at Mrs. Willard's Seminary, Troy, N. Y., since which time I conducted the literary department of Frank Leslie's "Magazine of Fashion" up to October last, when failing health, resulting from too much close confinement, compelled me to travel abroad, from which journey, principally through England and France, I have just returned, with health completely restored.

I beg to refer you to Mrs. Leslie for testimonials. Being exceedingly fond of literary pursuits, I shall be happy to occupy the position you offer, if mutually agreeable.

Privacy Co-op: A Market Place

- Help Businesses find and grow opt-in
- Help Consumers find value in their rights



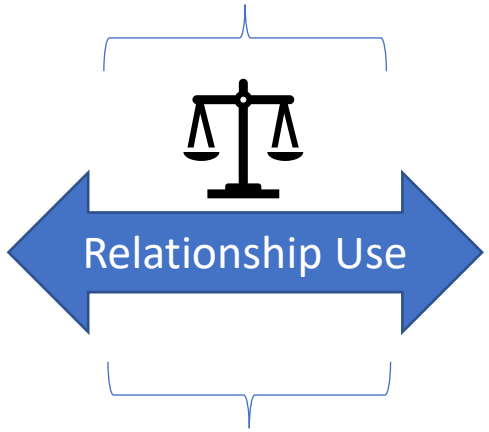
Managing #informationRights for relationships

Scarce Resource with Competing Rights

Subject:

- Person: CBLF
- Place: Shop, Event, Browser
- Thing: SIM, TV, Tree, Browser

Individually
— OR —
Aggregate



De-Identified
— OR —
(Re-)Identified

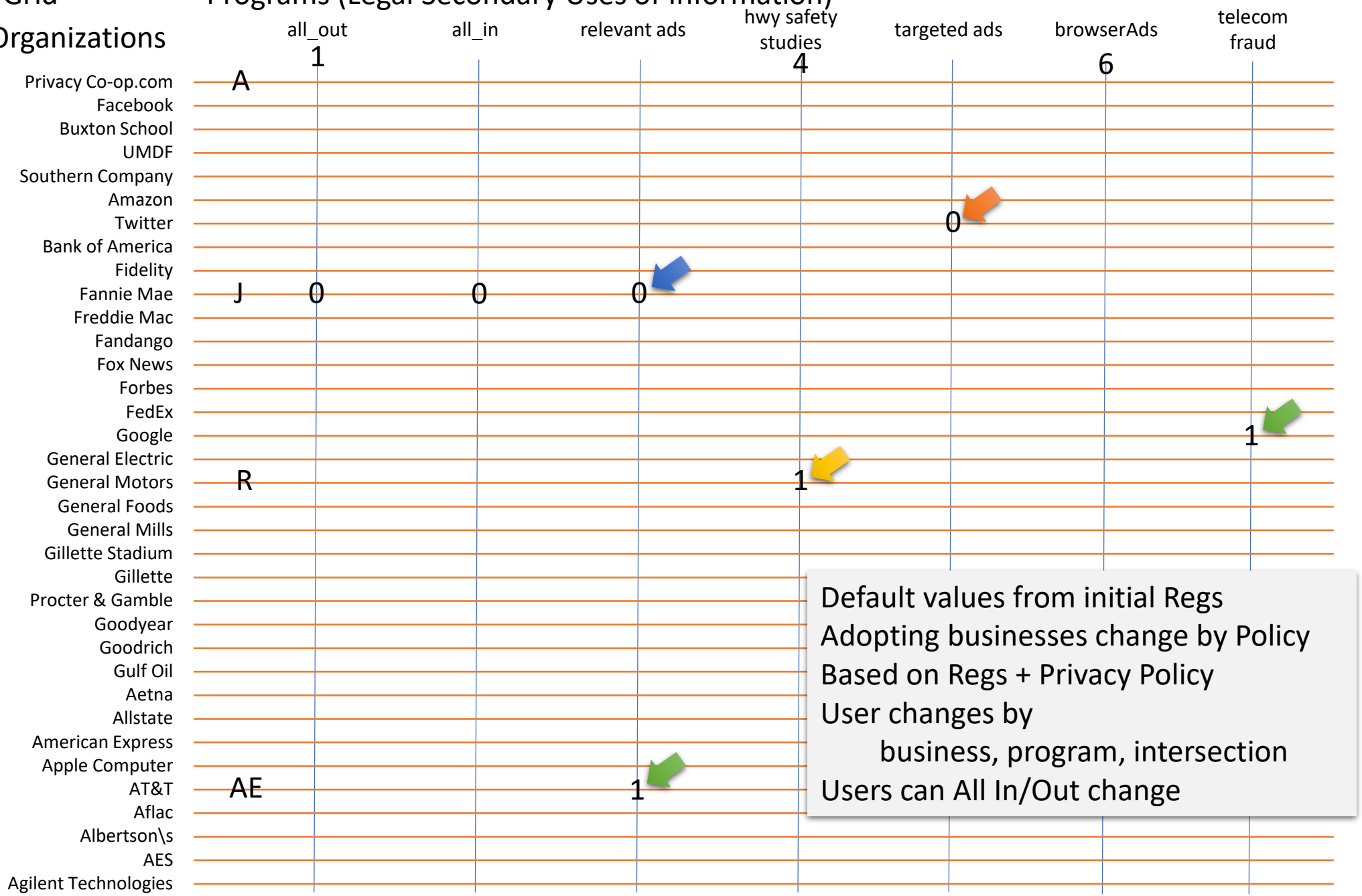
Predicate (all 3):

- Organization: Business, Government Agcy, etc.
- Program: Legal Secondary Uses of Information
- Jurisdiction: Sovereign Region Regulating Data Use

Predicate Grid

Programs (Legal Secondary Uses of Information)

Organizations



Default values from initial Regs
Adopting businesses change by Policy
Based on Regs + Privacy Policy
User changes by
business, program, intersection
Users can All In/Out change

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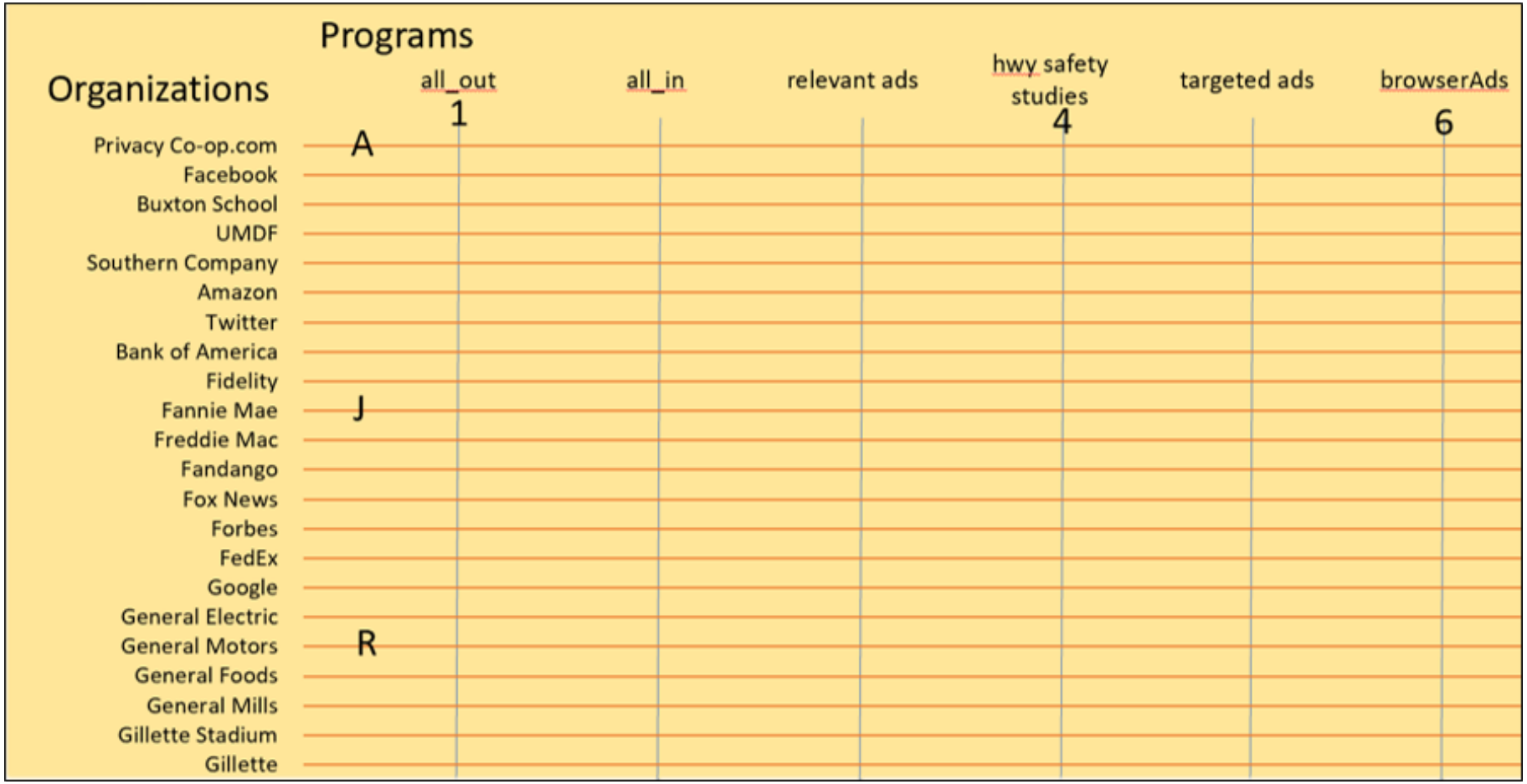

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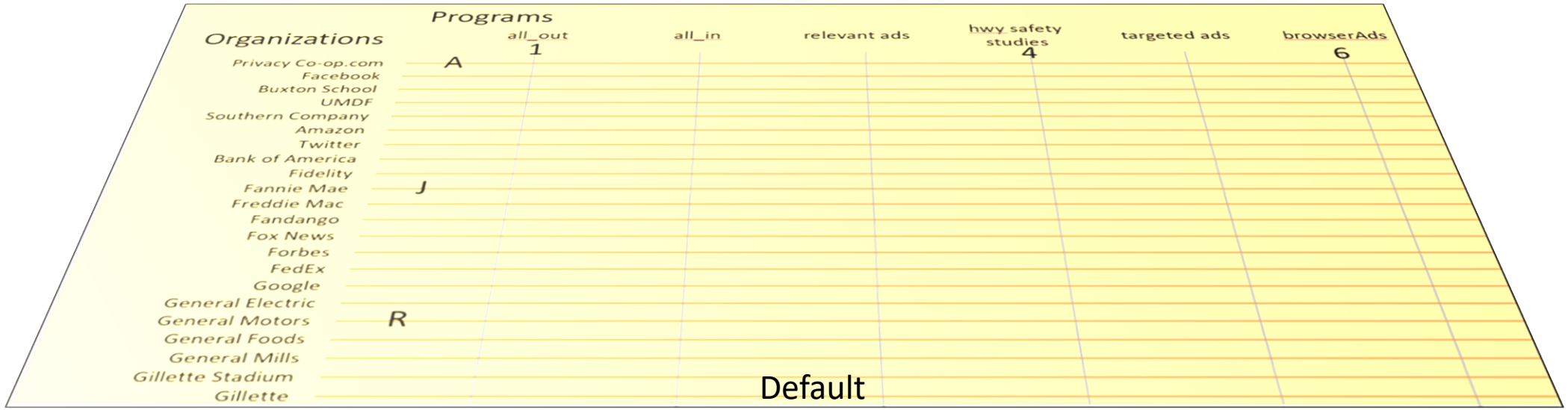

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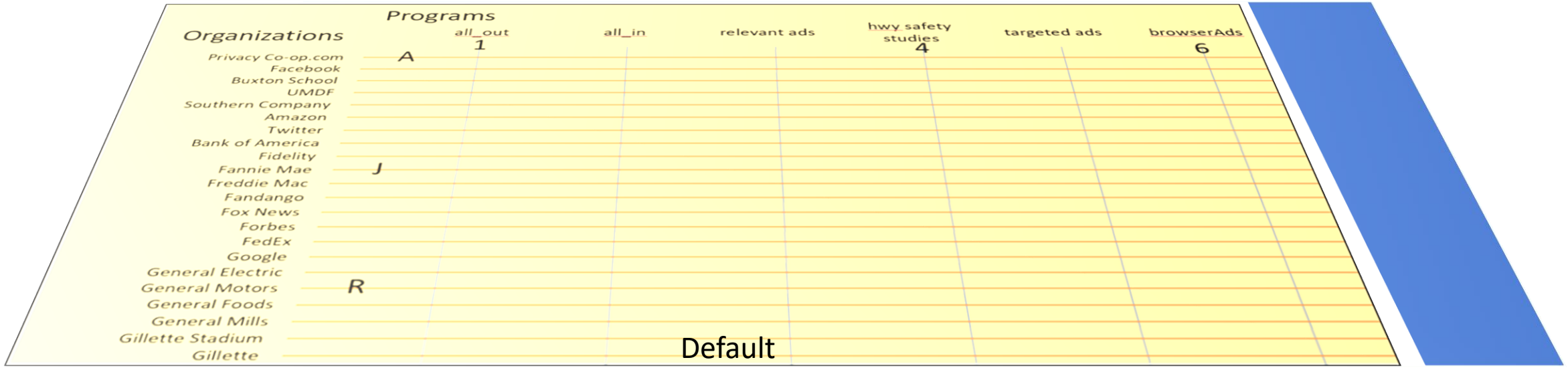

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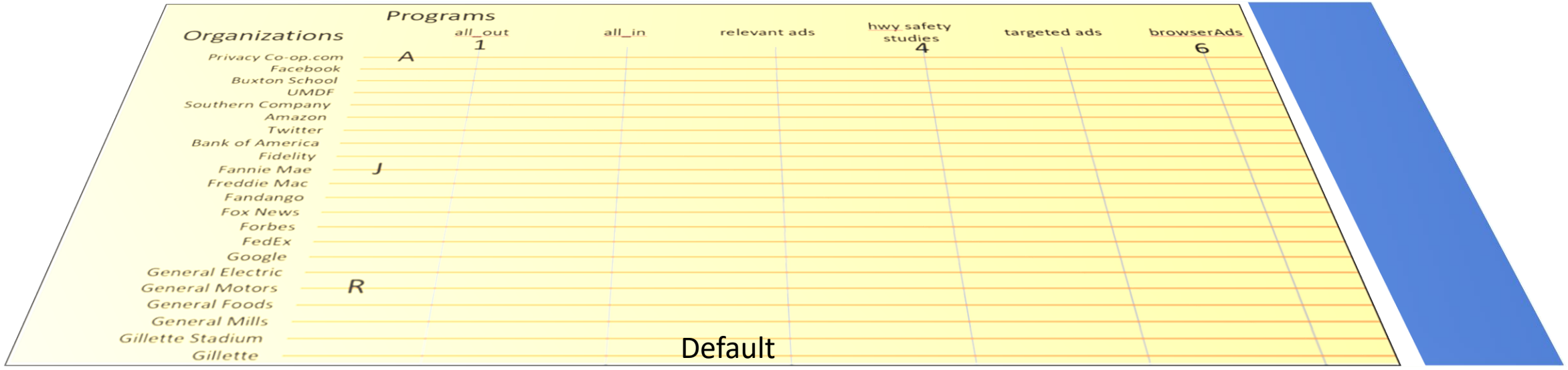
In this way…

Data collected today can be used in compliance with Programs defined 50 years from now
Data collected 50 years from now can be used in compliance with Programs existing today



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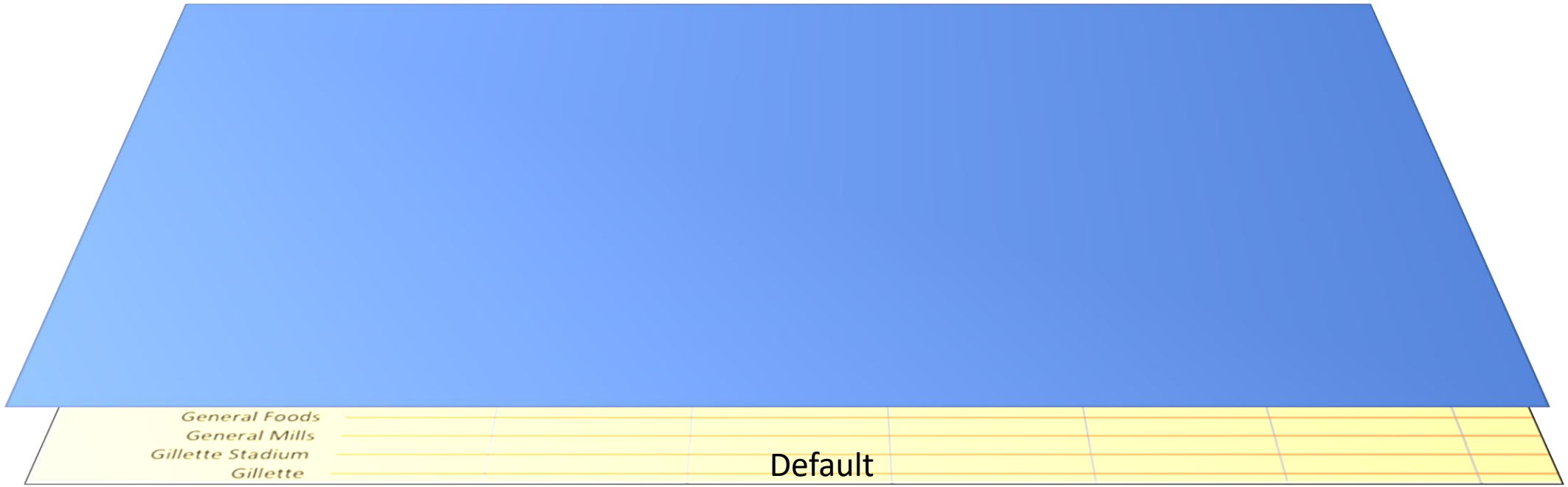

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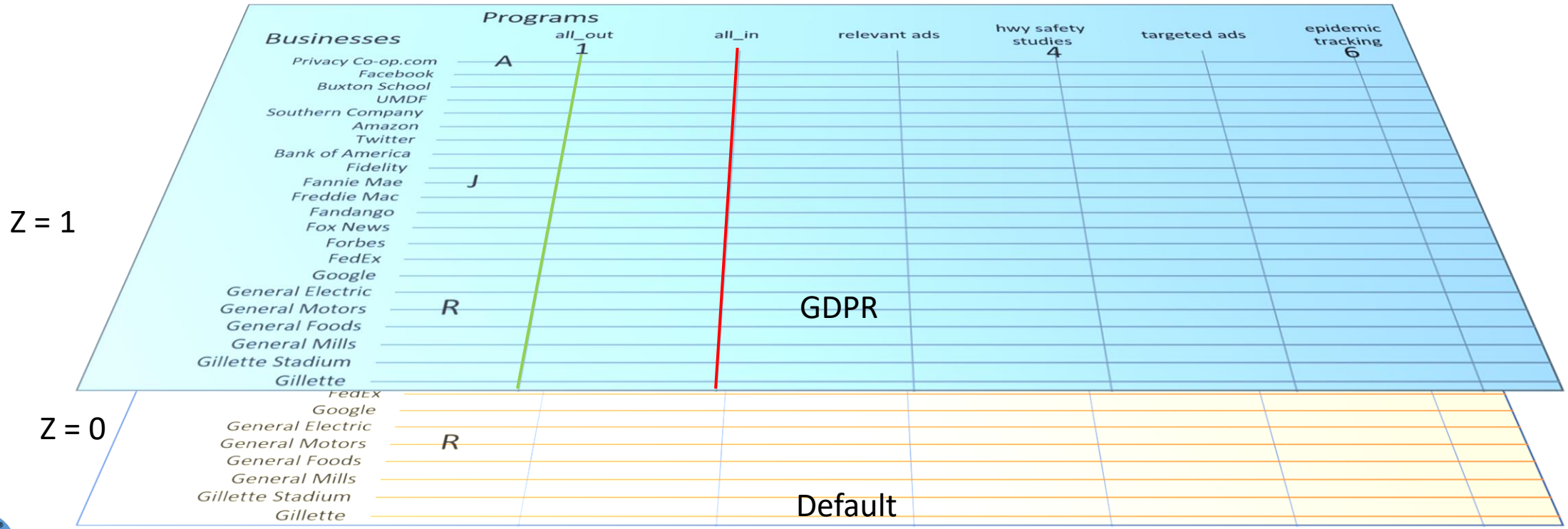

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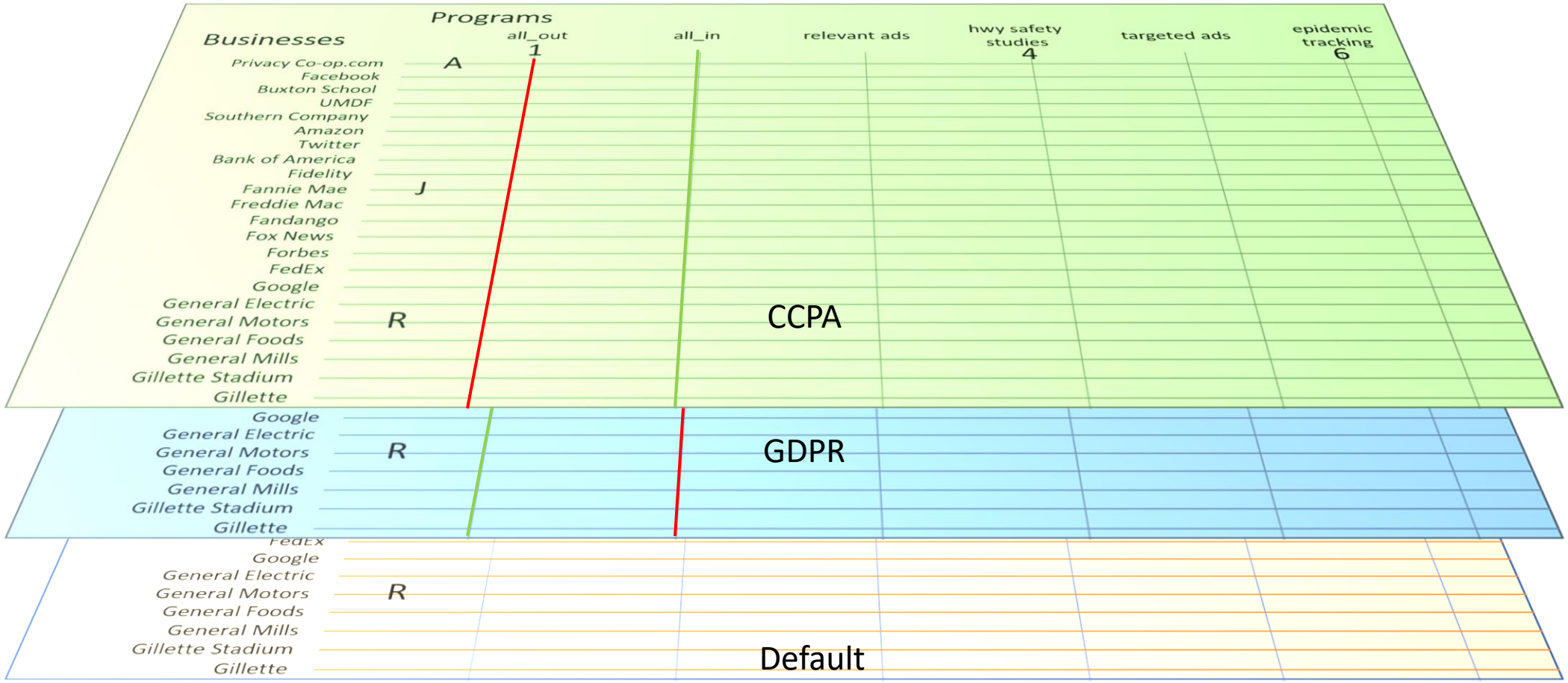

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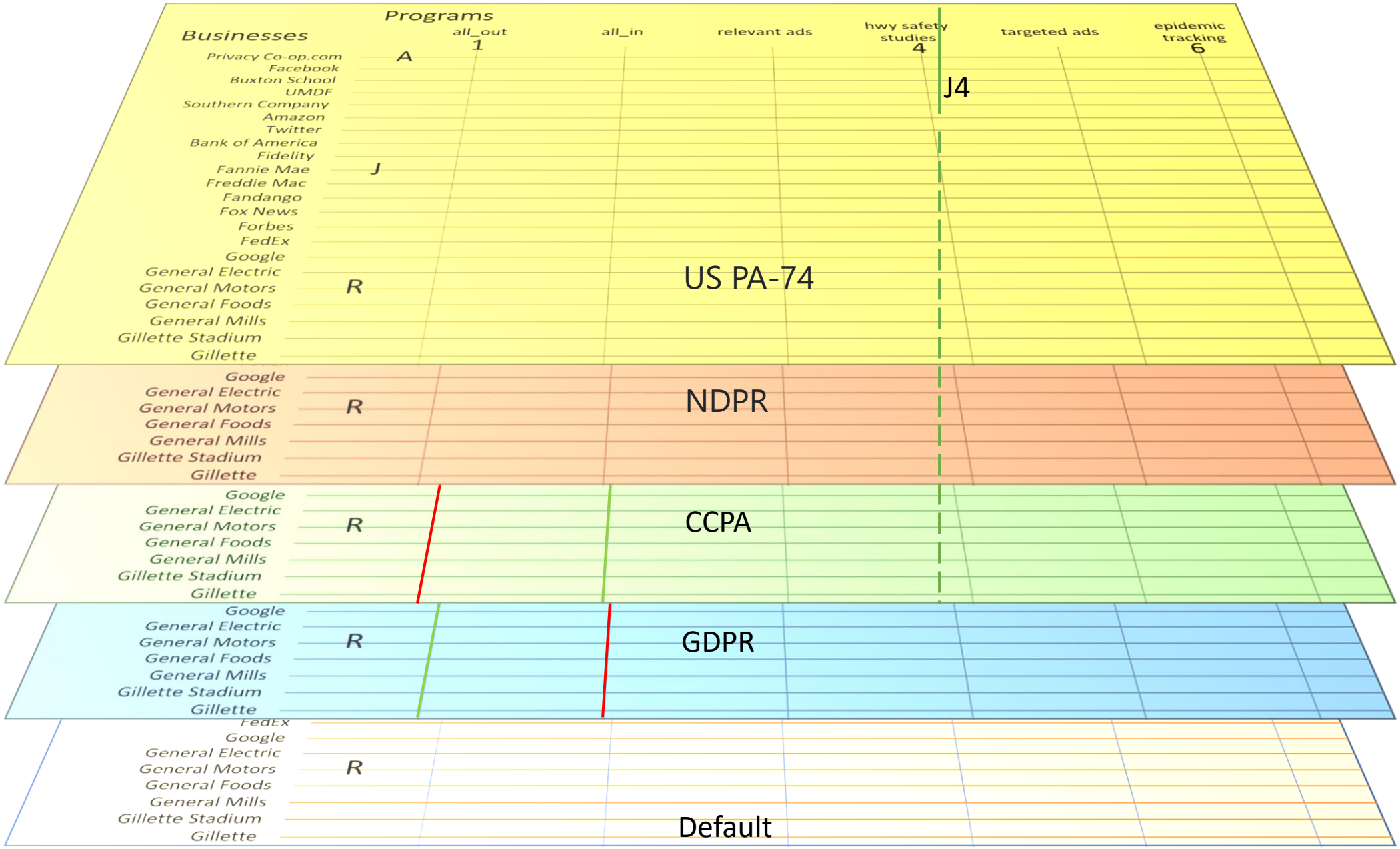

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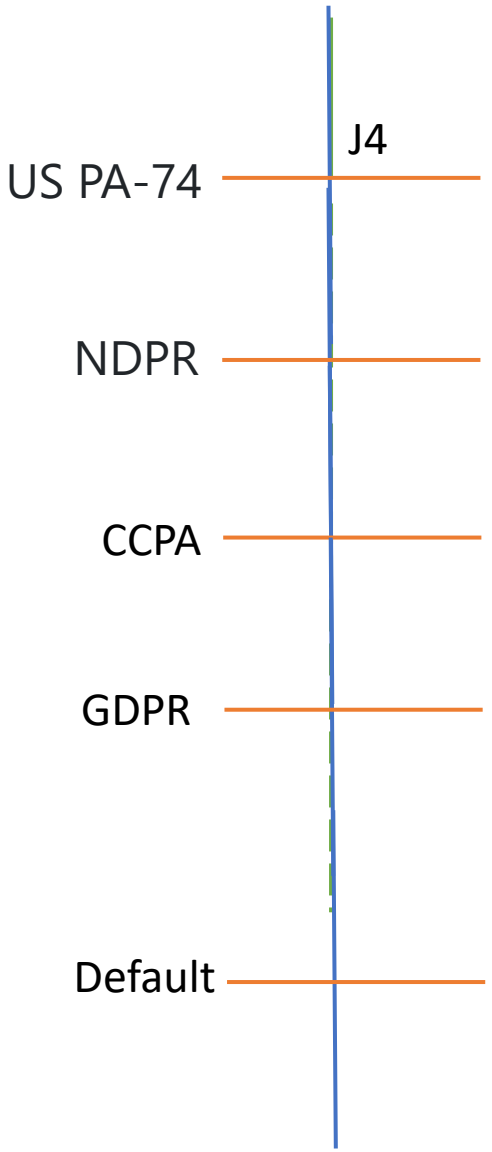

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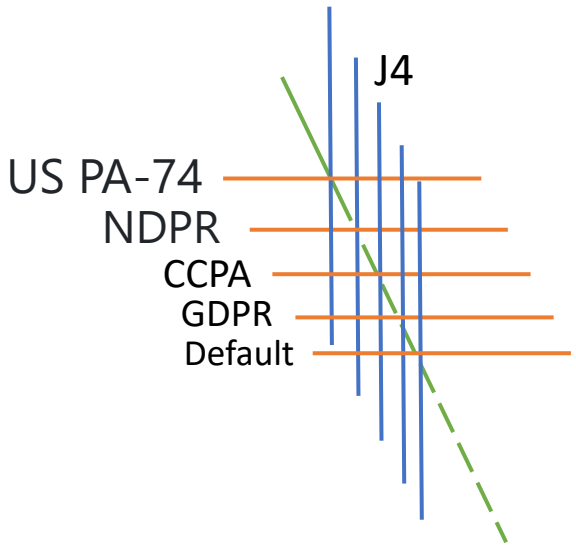

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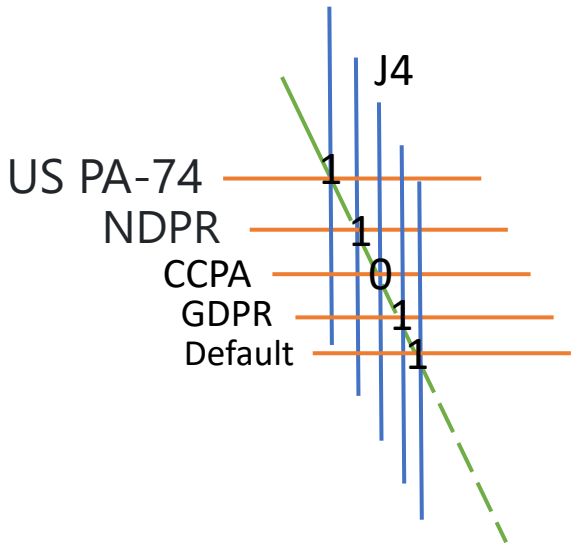
If calling party doesn’t specify a jurisdiction…



= 0 (that business can’t use that data for that program)

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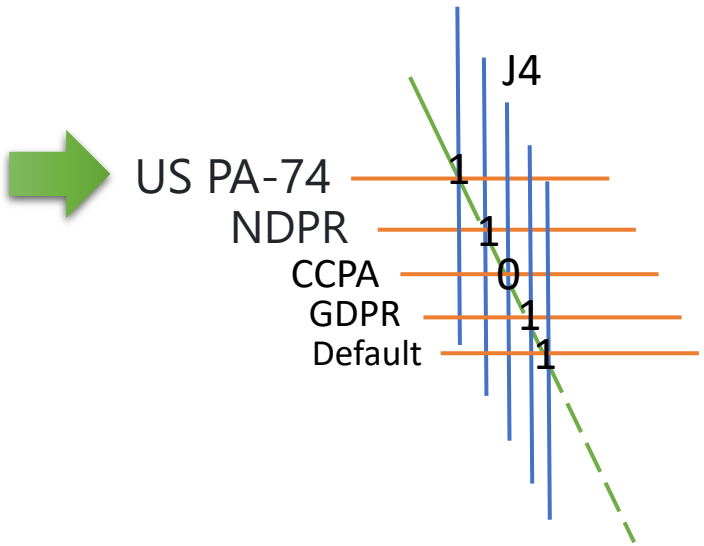
If calling party does specify a jurisdiction…



= 1 (that business may use that data for that program)

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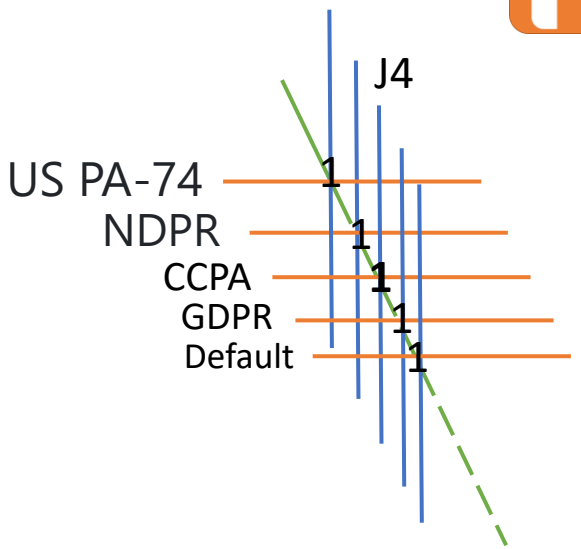
If user opts-in, all bits get flipped



= 1 (that business can use that data for that program)

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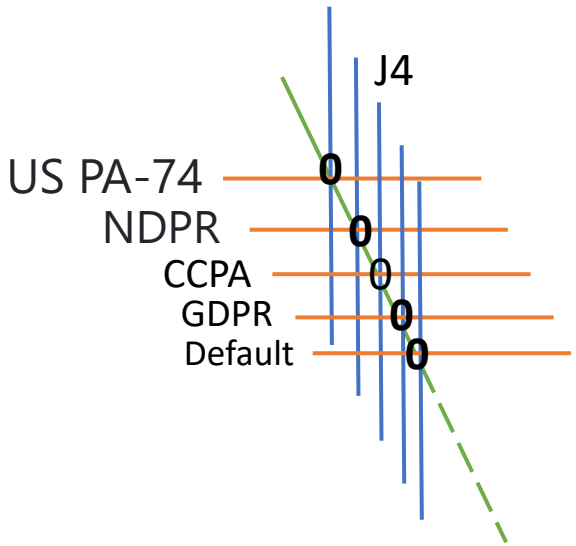
If user opts-out, all bits get flipped



= 0 (that business can't use that data for that program)

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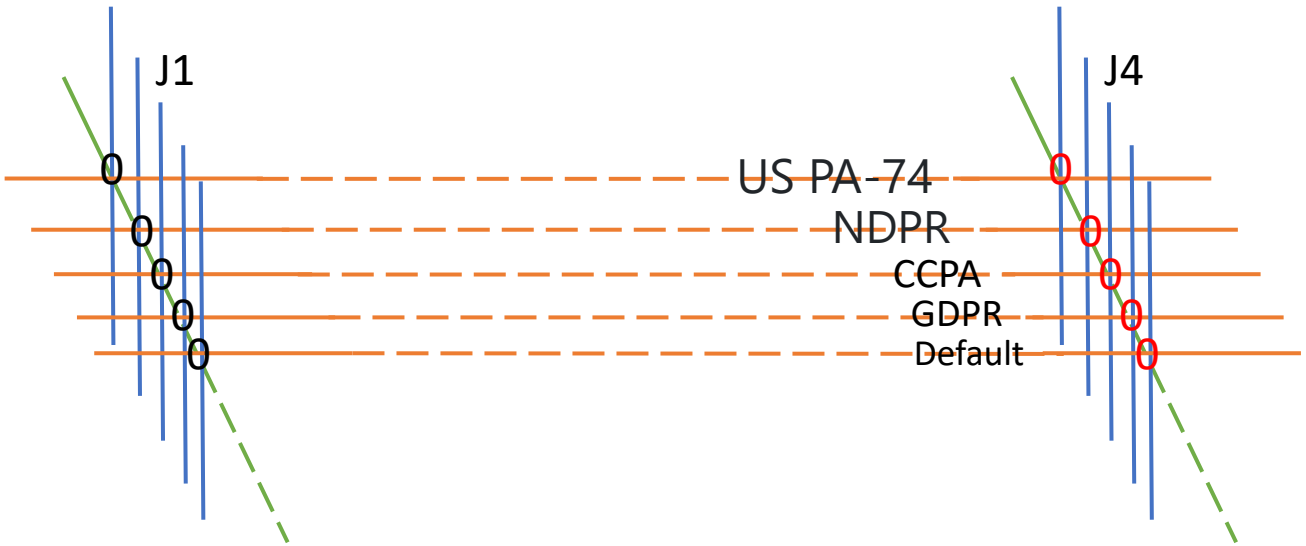

If user globally opts-out for the company…

= 0 (that business can't use that data for that program)

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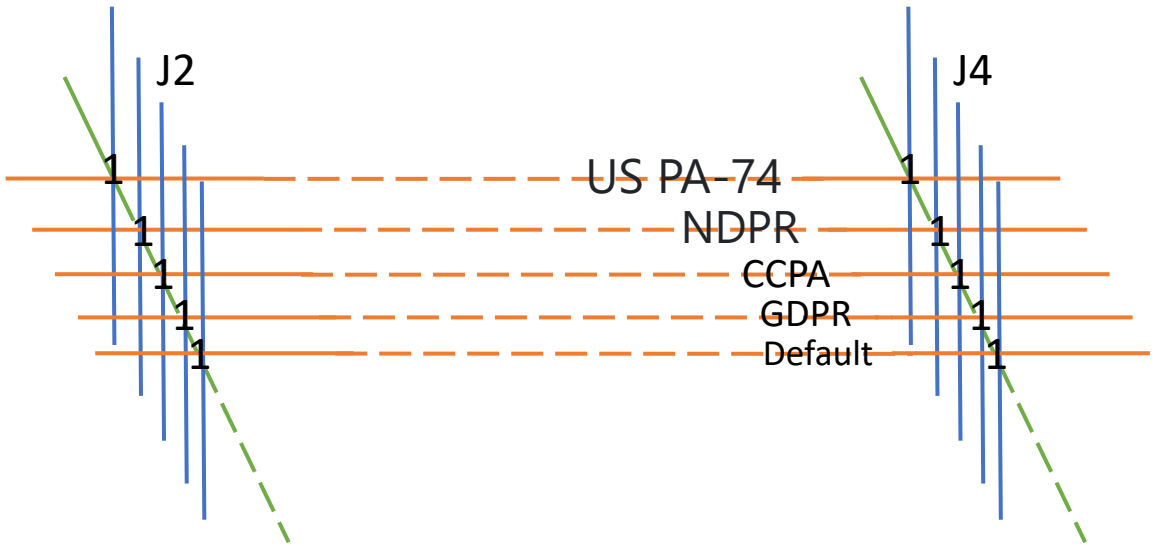

If user globally opts-in for the company…

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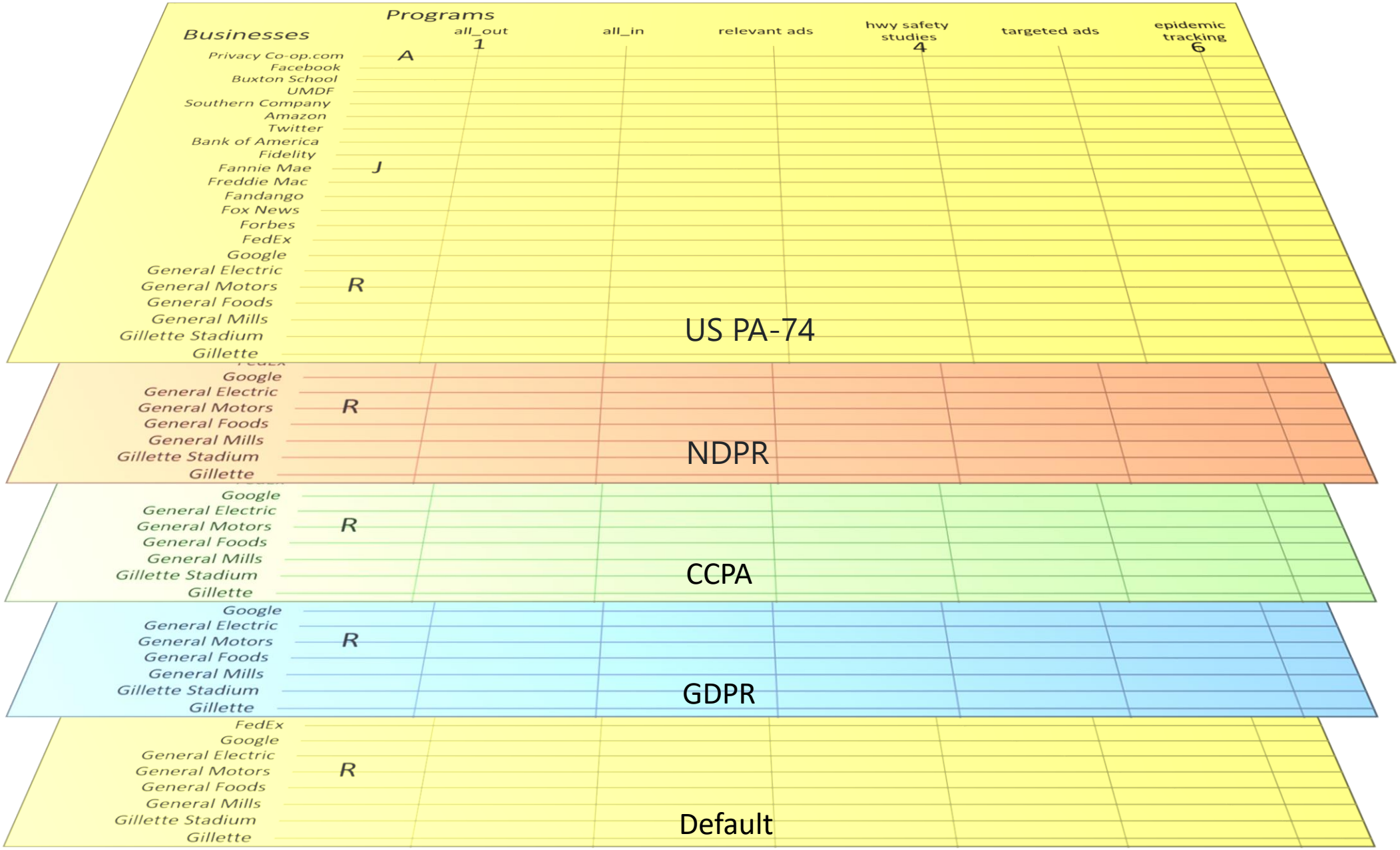

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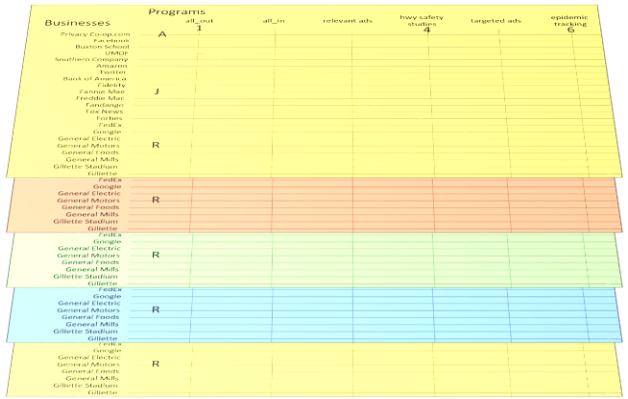
You can't access the internet without using DNS.
Shouldn't companies not be allowed to profit from your data without using CNS?



=

Consent DNA

30 2c 30 2c 30 2c 31 2c 31 2c 31 2c 30 7c 0a 31 2c 30 2c 31
2c 30 2c 31 2c 30 2c 31 7c 0a 31 2c 31 2c 31 2c 30 2c 30 2c
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2c 30 2c 31 2c 30 2c 31 7c 0a 31 2c 31 2c 31 2c 30 2c 30 2c
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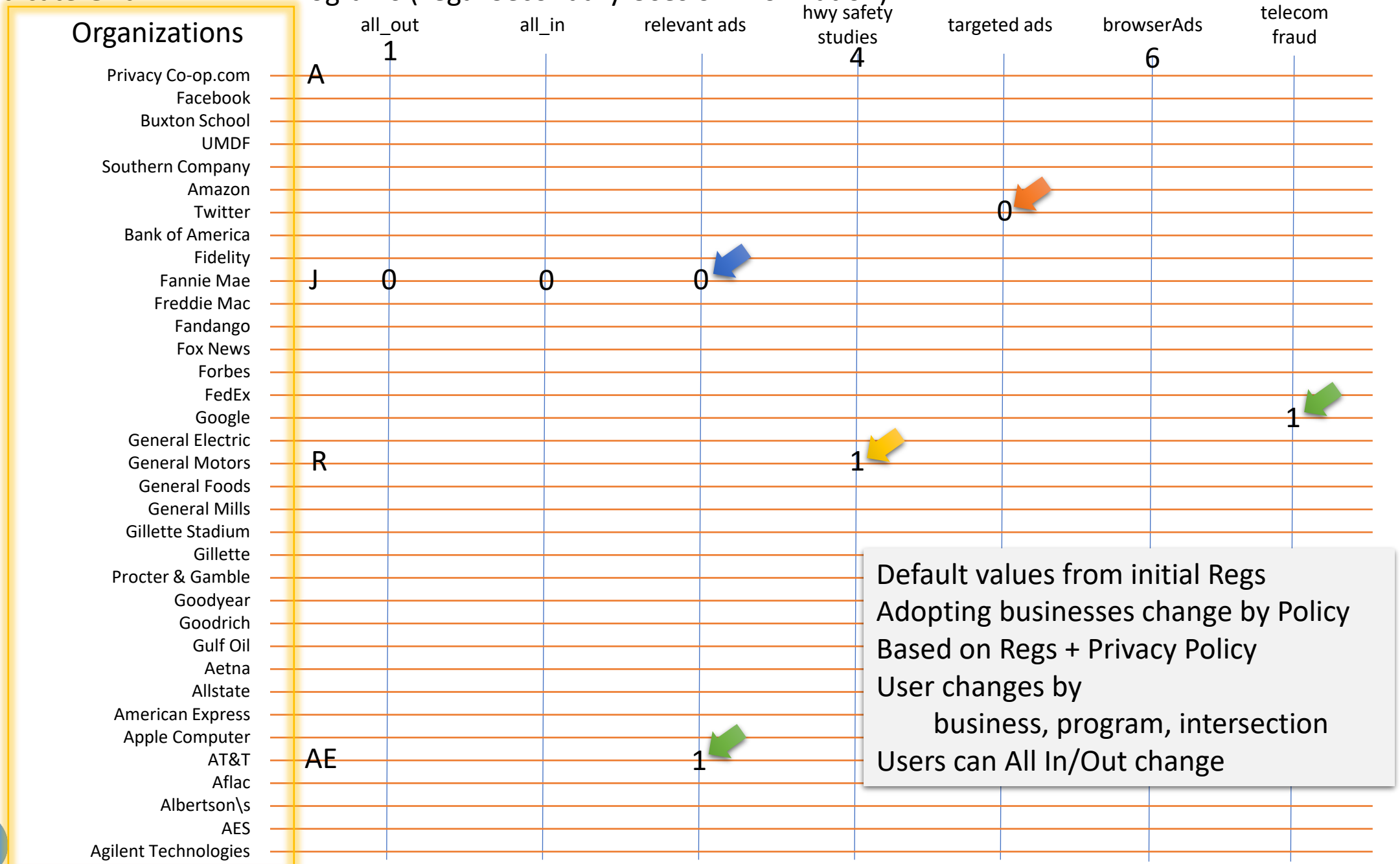
30 2c 31 7c 0a 30 2c 31 2c 30 2c 31 2c 30 2c 31 2c 30 7c 0a

Business growth for 20 years
Program growth for 20 years
Regulation growth of 10x
Still under 84kB

Predicate Grid

Programs (Legal Secondary Uses of Information)



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01010100 01101000 01100001 01101110 01101011
00100000
01111001 01101111 01110101

Thank you