

# PROOF OF ACTION

## DATA REGULATION & COMPLIANCE

As consumers prioritize data privacy and regulation follows suit, companies must reconsider the liability of managing personal data. GDPR, CCPA, and others are starting points to protect and empower consumers with their data. How it is stored and managed brings potential risk of fines, harm to the brand, and a loss in revenue to companies globally. The next decade will define best practices for not only how to manage this data, but how corporations respond to consumer requests. Today, companies must consider a trusted, standard process for consumers to consent to the ongoing use of their data and ensure legally abiding requests are answered.

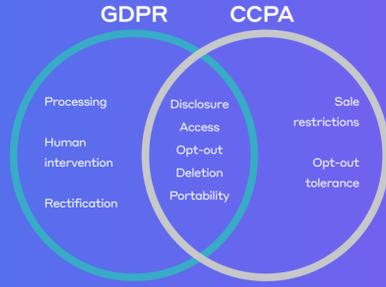
### THE PROBLEM

#### CHALLENGE



OF AMERICANS ARE CONCERNED ABOUT DATA USE

#### GLOBAL COMPLIANCE



### OUR CAPABILITIES

The Hedera public ledger provides a highly distributed and secure means to transparently record the authorized use of personal data. From the user's first consent to your organization's acknowledgement of a deletion request, this data can be readily audited to establish stronger evidence of compliance.

## THREE UNIQUE ELEMENTS

Provided by Hedera Consensus Service



**SECURE**

Manage consent and ongoing compliance in a tamper-proof, cryptographically secure record



**TRUSTED**

Managed by an impartial network, each request is ordered and encrypted for privacy



**VERIFIABLE**

User consent and subsequent actions can be verified by all authorized parties

### THE SOLUTION

## HOW IT WORKS

Upon a user's consent to data use and sharing, the app generates a unique hash of the data, signs it, and stores it using Hedera's tamper-evident log. The data can be made available to consumers or auditors to verify the hashes and signatures of the recorded consent or request for deletion with the audit log to confirm the company's acknowledgement of each request.



### THE OUTCOME

## A TRUSTED FUTURE

Hedera Consensus Service provides consumers, auditors, and companies with secure provable data to manage the lifecycle of data consent. Is the consumer's data authorized to be stored or shared; has a deletion request been delivered and completed? Each update is recorded for evidence of its receipt and its corresponding action.



**COMPLIANCE**

Provide auditors with a scalable compliance mechanism with strong data integrity



**BRAND VALUE**

Make privacy a competitive advantage by giving consumers greater control of their data



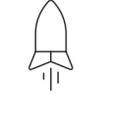
**REVENUE**

Protect your organization from fines while increasing your user base's trust to drive usage or sales

### ABOUT HEDERA

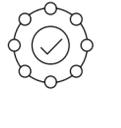
## A GLOBAL PUBLIC NETWORK

Hedera Hashgraph is owned, operated, and governed by leading organizations globally distributed and diversified across industries.



**FAST**

Thousands of transactions/second with 3 second finality



**FAIR**

Transparent access and strong fair ordering guarantees



**SECURE**

Best-in-class fault tolerance, resilience to common attacks

