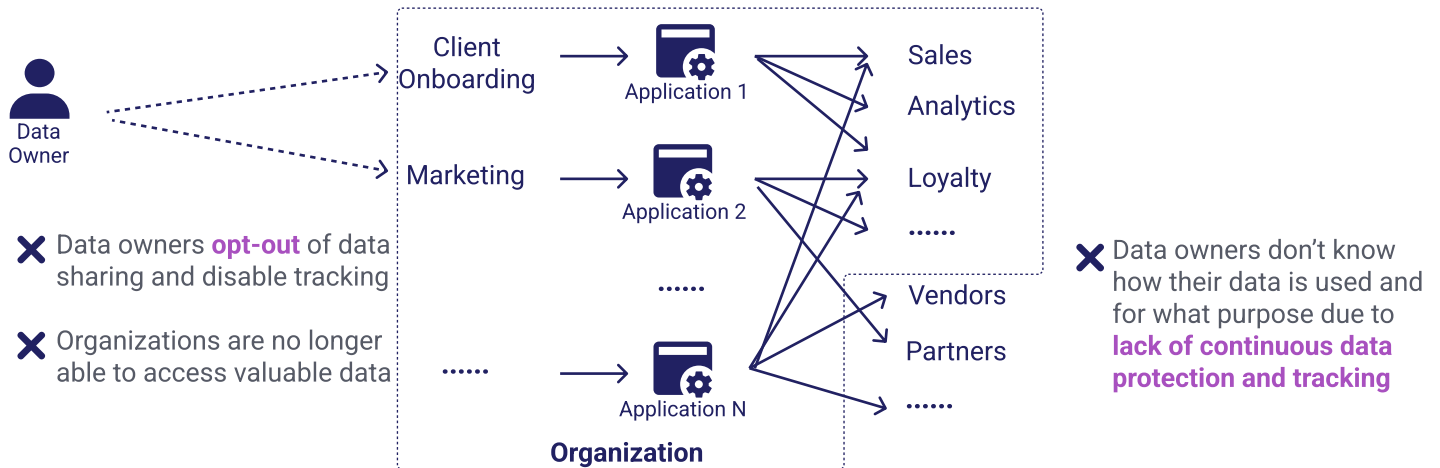# We Preserve Privacy!

One Creation
Embedded Privacy
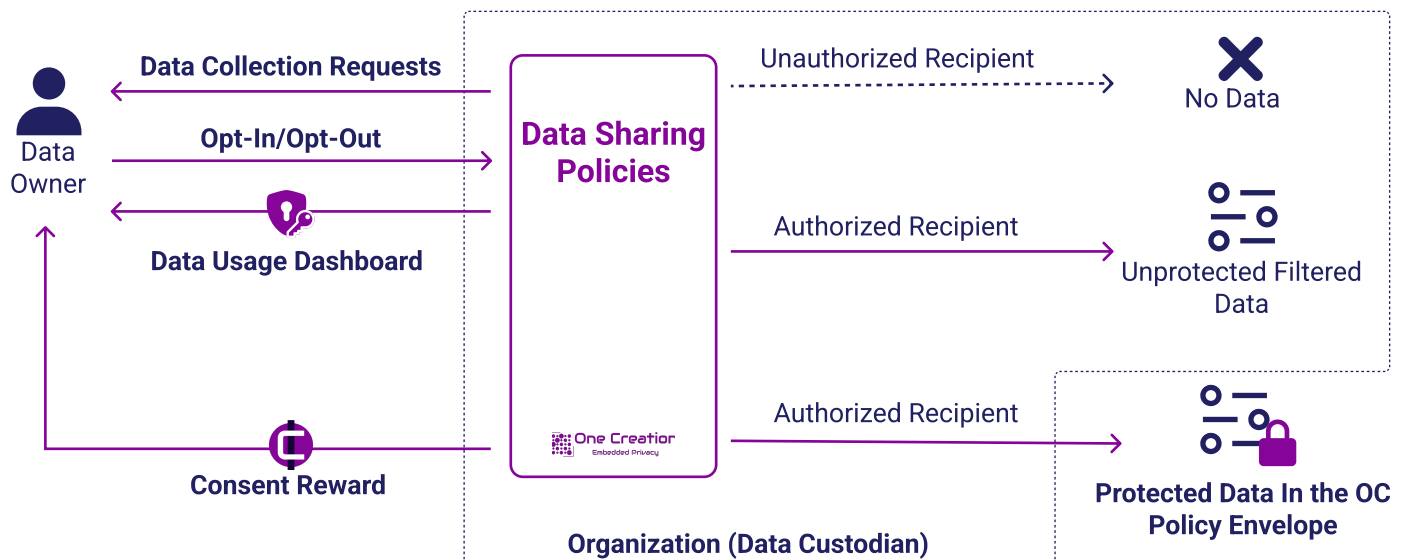
Challenges

Organizations need to collect more data in order to gain better business insights, however, there are many **privacy barriers**:

Data Owner

Client Onboarding → Application 1

Marketing → Application 2

...... → Application N

Organization

Sales
Analytics
Loyalty
......
Vendors
Partners
......

✖ Data owners **opt-out** of data sharing and disable tracking

✖ Organizations are no longer able to access valuable data

✖ Data owners don't know how their data is used and for what purpose due to **lack of continuous data protection and tracking**

Solution

Collect and monetize business insights, continuously enforce granular sharing rules while giving organizations and data owners full transparency over where their data is being used and for what purpose

Data Owner

Data Collection Requests

Opt-In/Opt-Out

Data Usage Dashboard

Consent Reward

Data Sharing Policies

One Creation
Embedded Privacy

Organization (Data Custodian)

Unauthorized Recipient → ✖ No Data

Authorized Recipient → Unprotected Filtered Data

Authorized Recipient → **Protected Data In the OC Policy Envelope**

One Creation's embedded privacy platform helps organizations:

✓ Remove privacy barriers in order to **collect, monetize and collaborate** on deep business insights

✓ Maintain their trusted brand by **clearly showing** clients how their data is used and for what purpose

✓ Increase client loyalty and confidence that their data is securely protected by providing them with the ability to **fully or partially opt-in/out** of sharing it as well as being able to **automatically destruct** data according to their permissioning