

DATA TRANSPARENCY FOR CUSTOMERS



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TIP #1

DATA OWNERSHIP



AS A SMARTWATCH USER, I FINALLY HAVE CONTROL OVER THE DATA MY DEVICE GENERATES.



OLIVIA - SMARTWATCH USER



TIP #2

TRANSPARENCY IN SHARING



**AS A STARTUP FOUNDER,
I APPRECIATE THAT BIG
COMPANIES ARE NOW
REQUIRED TO PROVIDE
CLEAR AND FAIR TERMS
FOR ACCESSING THE
DATA WE NEED TO
INNOVATE.**

CLAUDIA, STARTUP FOUNDER

TIP #3

TRUST THROUGH COMPLIANCE



IT FEELS GREAT TO SEE COMPANIES DOING THE RIGHT THING—BEING TRANSPARENT AND MAKING IT EASIER FOR PEOPLE LIKE ME TO TRUST THEM.



MATT, CUSTOMER LIKE US