

DATA TRANSPARENCY FOR CUSTOMERS



[VISIT WEBSITE](#)

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