



# Permissioned blockchain and smart contracts for secured Personally Identifiable Information

## POSEIDON

Funded by the European Commission  
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# Quick brief

## SCOPE

A **single** platform to integrate IT protocols, practices and technologies. A **centralized** system to identify new **business opportunities** and complete the ICT transformation needed to **secure** end-users data.

## CHALLENGES



### DIGITAL IDENTITIES

Securing digital identities with a view to reducing identity fraud while protecting the privacy of citizens



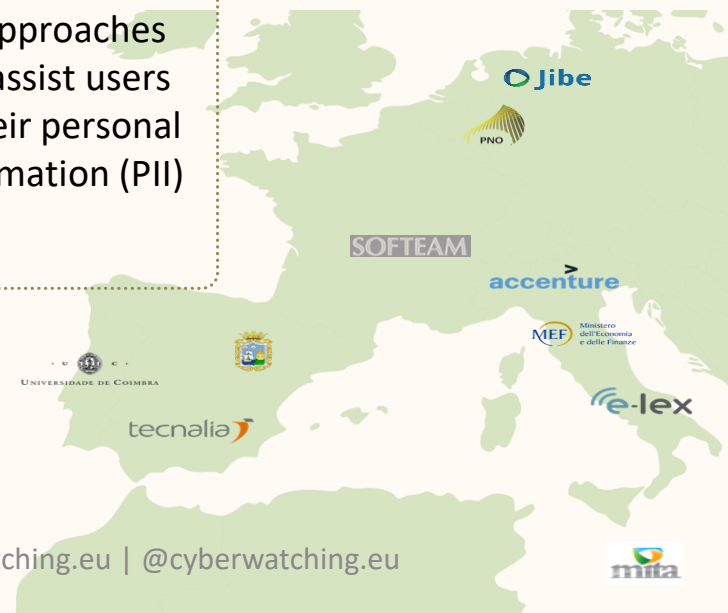
### BLOCKCHAIN

Allowing for traceability of transactions on permissions over users' personal identifiable information (PII)



### GDPR IMPLEMENTING

Implementing approaches and services to assist users in monitoring their personal identifiable information (PII)



# Quick brief

## INNOVATION - NEXT GENERATION TECHNOLOGIES ADOPTED

The PoSeID-on solution is based on innovative technologies like Blockchain and Cloud that transfer the ownership of personal data from organizations to the real owners of the data. The adoption of these technologies allows for secured data management and PII (Personal Identifiable Information) exchange.

## EXPECTED RESULTS

### GDPR COMPLIANCE

right to access, data portability, rectification, right to be forgotten, right to restriction of processing

### SOCIETAL IMPACT

support for fundamental rights in digital society, trust in the digital market, increased use of privacy-by-design principles in ICT systems and services

### DATA ETHICS

data minimization principle, privacy exposure alert, data access authorization



**10 PARTNERS FROM ALL OVER EUROPE**  
**30 MONTHS OVERALL DURATION**  
**MAY 2018 - OCTOBER 2020**

# Innovate and protect

## **SECURITY CHALLENGE**

The goal of PoSeID-on is to empower data subjects in tracking, controlling and managing their Personally Identifiable Information as well as to mitigate intrinsic risks related to the fruition of services through Digital Identity.

Despite the widespread use of digital services, end-users remain worried about data privacy, data protection, digital identities and data ethics.

Thanks to Blockchain technology, PoSeID-on preserves the integrity of transactions related to personal data. Consumers will become more and more confident in ICT services accessible through Digital Identity.

# Innovate and protect

## **POSEIDON IMPROVES SECURITY BY:**

- **Using Blockchain for consent management** - Blockchain technologies allow for traceability of transactions on permissions over users' personal data. They also provide users with the functionality they require without exposing any more information than necessary, and without losing control over their data to any Third Parties.
- **Implementing the General Data Protection Regulation** - Approaches and services to assist users in monitoring their personal data, in compliance with the GDPR.
- **Securing digital identities** - With a view to reducing identity fraud while protecting the privacy of citizens.
- **A Risk Management Module** to instantly identify any anomalies.
- **A Personal Data Analyzer** to monitor privacy risks.

# Innovate and protect

## **NEXT GENERATION TECHNOLOGIES ADOPTED**

The PoSeID-on solution is based on innovative technologies like Blockchain and Cloud that transfer the ownership of personal data from organizations to the real owners of the data. Blockchain Technology provides targeted benefits for end-users, enabling data protection by design and by default. The adoption of these technologies allows for secured data management and PII (Personal Identifiable Information) exchange.

## **DATA ETHICS**

Acting as data controllers and/or data providers, end-users will be able to make conscious decisions about who can process their own personal data by enabling, restricting or revoking permissions in accordance to the data minimization principle, as well as to be alerted in case of privacy exposure. Moreover, no Third Party is allowed to process users' personal data without their authorization.

# Project Levers

## VALUE

- A European Project that **empowers** data subjects increasing their **trust** in the digital single market
- New business opportunities for private entities
- A Project whose operative model is **replicable** and **scalable**
- A Project that matches innovation and compliance with **new Standards**

## OUR WAY OF WORKING

- Drawing upon each other's **expertise**
- **Proactive** approach to ensure **Innovation**
- Organizing **Public Events** to foster teambuilding
- Being **active on Social media** to raise awareness about our Project
- Creating **synergies** with other projects