

How are you improving Society?

The control over one's image is a fundamental right in many countries. We think this applies to the physical world as well as to the digital world. Giving the data producer the power to decide if he really wants to be analyzed by a certain party is in our opinion a fundamental right a data producer has, and we want to protect it by design. Additionally, we want to improve society by giving anyone the possibility to participate in the data market. Opening up the data market for more efficient data analyses bears the potency for new kinds of cross-analytics findings in the field of social behavior, medicine, economics, etc... resulting in an improvement of science and society.