



olmogo whitepaper
gdpr



Consumer trust is key to a long lasting customer relationship. While most services are offering a kind of patchwork solution in regards to GDPR, olmogo is build from the ground up to ensure that stored personal data is absolutely secure and fully under the owners governance and control.

This way olmogo provides fair data control for the original owner while giving companies real GDPR compliant access and analytics. With olmogo you can offer better convenience to your costumers, while only minimal workload for your company's IT is required.



GDPR

GDPR effective since May 2018 changes the view and processing of personal data significantly. GDPR is a comprehensive set of privacy regulations to protect personal information of individuals within the EU. To most companies it is considered to be a threat due to stringent rules and significant fines. Carsten Caspers - managing VP of Gartner states: „Processing personal data is a costly obligation and carries many risks.“ This is absolutely correct however we think GDPR should not be seen as a threat but as a chance for corporations to redefine personal data management and the relationship to their customers.

Most solutions in regards to GDPR are trying to solve in a kind of patchwork the obligations with this legislation. Olmogo is thinking one step ahead and is providing a future proof concept to handle personal data effective for your corporation and fair for your customer.

Since consumers trust is one of the key elements of a lasting customer relationship it is most important to re(gain) customer trust with a solution which is designed from ground up to serve the customer as well as the enterprise providing a service in legal compliance, fairness and last but not least in terms of a profitable business case. olmogo is the first solution in the market enabling this criteria.

GDPR is the abbreviation for General Data Protection Regulation. This new legislation marks quite a radical change in terms of personal data protection and the ownership of data. The data subject is put into the center of the legislation and is empowered with multiple rights to gain more governance over her/his data.

Some of these rights are

- the right to require information about your data being processed
- access to data in certain circumstances
- correction of data which is wrong
- the right to restrict certain processing of data
- the right to receive data in a structured and commonly used format
- the right to data portability

In olmogo data governance can be fully assigned to the data subject without losing control over the data as a corporation. Therefore all data subjects rights are fully fulfilled and compliance to legislation is implicit.

philosophy

olmogo has been designed from ground up for data security and data governance. GDPR legislation came in handy since it shares our thoughts and visions of fair and transparent data processing.

It is important to serve both parties to their best:

The customer (referred to as the data subject) has to be under the full control of any generated data, however able to easily share this data with third parties and if necessary withdraw this access given with the same easy action. Ideally activities can be automated if the individual does not want to handle single data elements.

The business should first of all still be able to maintain profitable business cases, however compliant to governing legislation and in a transparent and fair manner to the customer. Therefore ideally IT- and administration workload should not increase and customers trust and the important customer relationship should be cultivated to the max.



situation today

In most cases GDPR compliance has been achieved by pop up menus and changes in the terms and conditions. A short sighted action if at all good to stay legally compliant. However - also due to the introduction and discussions around GDPR - consumer awareness is raising and doubts come up on fair and transparent data handling. The first consumers already quit contracts and cease using services. Consumer trust is according to studies on an alarming low point. It is time to rethink personal data management. Terms like privacy by design and privacy by default call for action and fully developed concepts.

the olmogo approach

olmogo emerges exactly out of these fundamental ideas: fair data control for the user and owner of the data plus corporate access and analytics fully GDPR compliant. A patented procedure guarantees these two strategic columns and enables a consequent data management concept. However the convenience for the user remains unchanged and administration for the enterprise will even scale down using olmogo.

Exemplary use case:

automotive industry

Sensors collect myriads of data while the customer is driving a car enabling product and parts analytics, connected cars and autonomous driving in the future. However personal data protection is closely linked to consumer trust and acceptance of future products. A raising awareness of the customers and upcoming legislation like the General Data Protection Regulation (GDPR) by the European Union create legal and operative challenges.

With olmogo the industry is offered an operating standard to solve all needs in this scenario.

- the customer remains in full governance of the data: privacy by design and privacy by default is completely fulfilled
- however the manufacturer has full consent based access to data
- data may not be changeable by the user if necessary
- olmogo agents can be defined to check for critical data (parts wearing out, safety issues, etc.) and report them immediately
- access privileges can be given or withdrawn if needed (or wished by the customer) at any point of time
- administration and cost for corporate IT scale down

independence from proprietary technology

Important to know that olmogo uses standard encryption technologies and an open-source client API. As systems can be hosted individually, no dependence on olmogo occurs. You as a customer choose the storage place and have access to your information with your keys at any point of time.

olmogo ag

Rosenweg 3
CH-6340 Baar
Phone: +41 41 767 36 38