



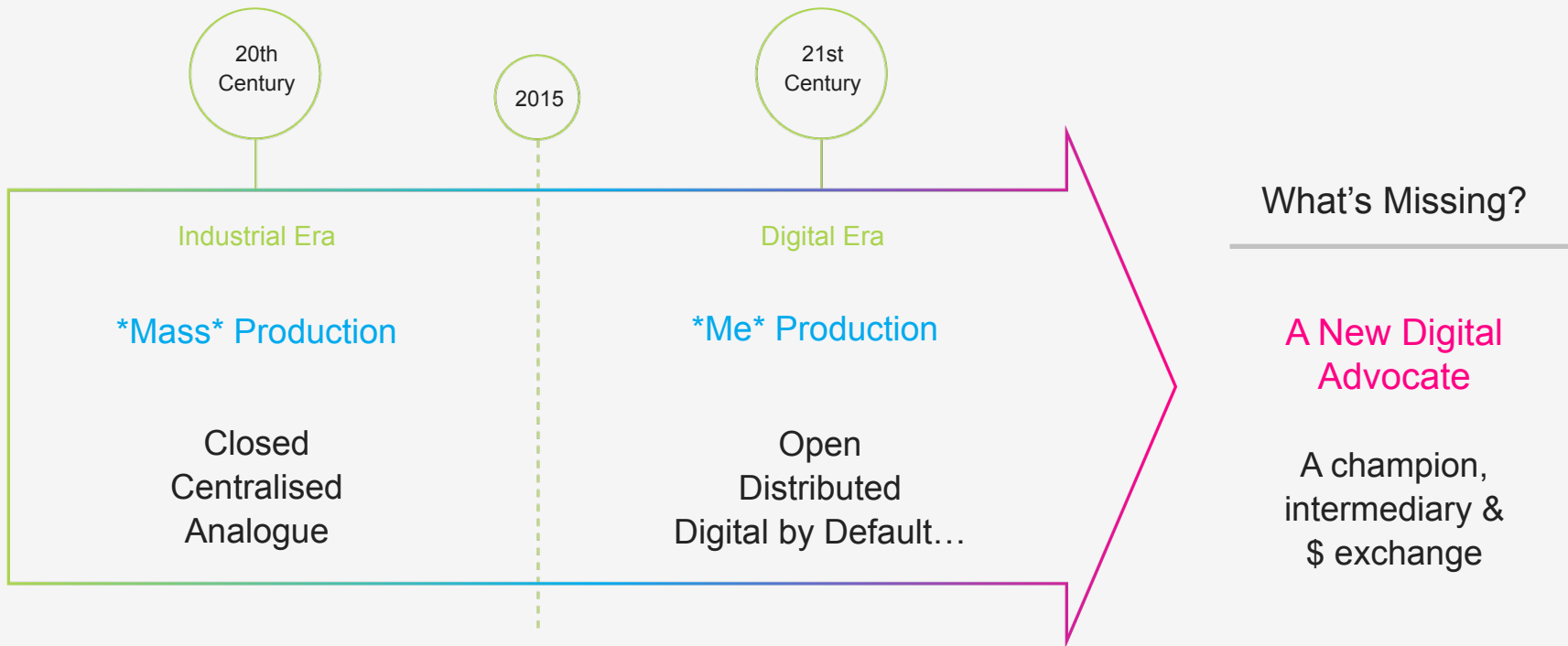
citizenme

# Value yourself<sup>TM</sup>

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## Personal Data: The Shift

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The World is now ‘digital by default’ but a growing ‘trust deficit’ threatens the internet



Digital citizens use  
advert blocking software  
when browsing

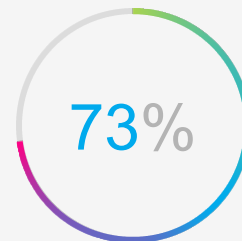
PageFair (2014)



are concerned about  
data held by social networks

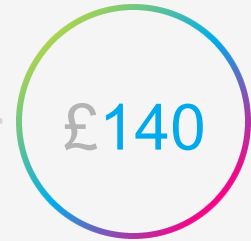
Trustee (2014)

but



of 13-31 year olds would share  
their data for a  
5% discount

Communispace (2014)



per year is the average  
self estimated value of  
personal data

Orange (2014)

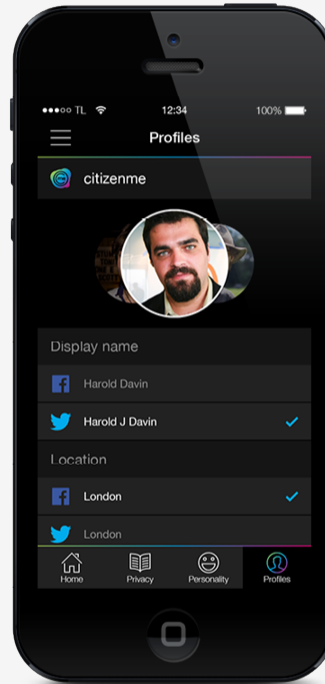
## The app



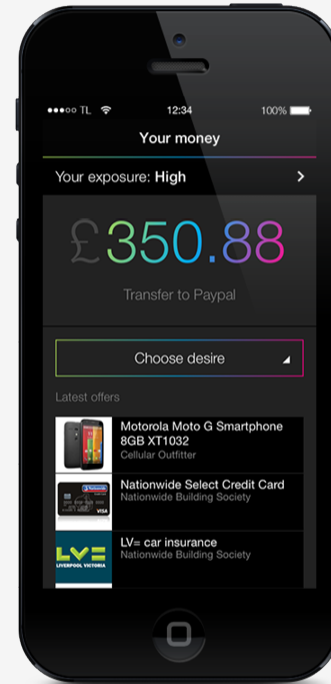
Data Relationships



Insights

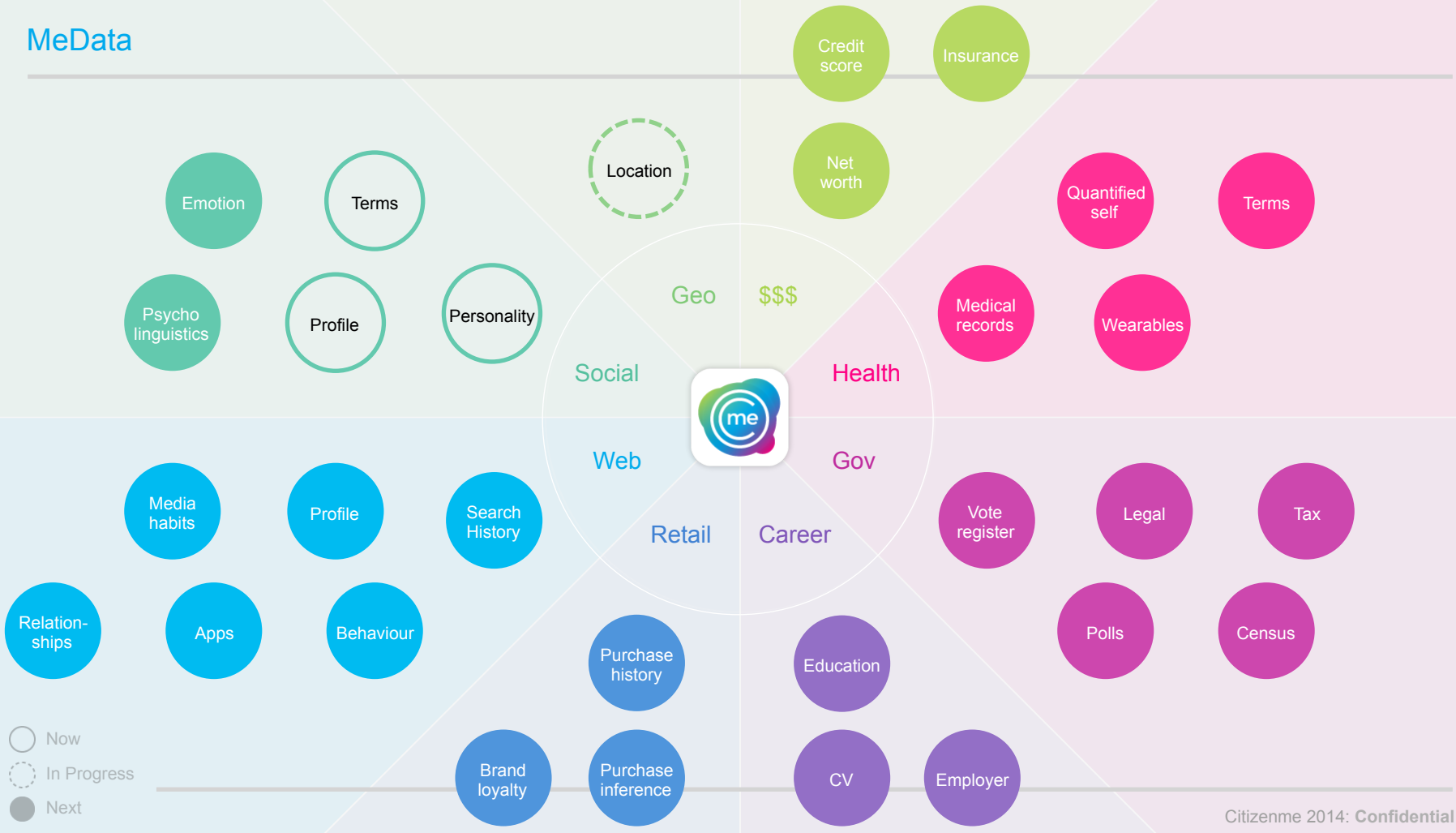


Identities



Rewards

# MeData



# The citizenme ecosystem

