CitizenMe empowers humanity with data for a sustainable digital future

CITIZENME'S VISION

CitizenMe is putting digital citizens at the centre of their data. Our aim is to empower people with clear and helpful data insights that bring them real-life value. To achieve this we believe that we need a fair and transparent data economy that allows individuals to manage, understand and benefit from their data.

BENEFITS TO OUR CLIENTS

CitizenMe's focus on enabling ethical data exchanges and empowering digital citizens' rights isn't just an internal concern but brings tangible benefits to all of our clients:

Trust

Our approach builds trust between our Citizens and clients, facilitating a healthier exchange of data

Quality

This trust significantly improves the quality and accuracy of all of our data points and survey answers

Variety

Strong ethics enable our clients to request a deeper and wider variety of data from digital citizens

Safety

CitizenMe's distributed data structure means we're beyond GDPR compliant

PRACTICING WHAT WE PREACH

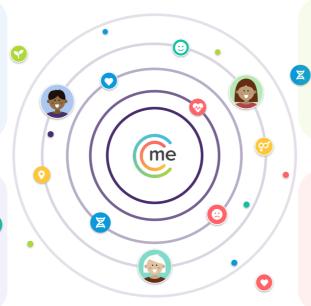
When we say we care about data ethics, we mean it! Our values are not just marketing fluff but inform all aspects of our business. We practice what we preach in the following ways:

TRUST

Citizens' data is stored on their phones and backed up to their personal cloud – CitizenMe holds no data!

QUALITY

Explicit consent is always required before every data exchange with a Citizen



VARIETY

We care about **our community** and put a lot of
effort into keeping them
engaged, educated about
data and involved in giving
feedback

SAFETY

The anonymity of all of our Citizens is guaranteed. We don't assign unique identifiers that link Citizens across studies