

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	Quality	Variety	Safety
<p>Our approach builds trust between our Citizens and clients, facilitating a healthier exchange of data</p>	<p>This trust significantly improves the quality and accuracy of all of our data points and survey answers</p>	<p>Strong ethics enable our clients to request a deeper and wider variety of data from digital citizens</p>	<p>CitizenMe's distributed data structure means we're beyond GDPR compliant</p>

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!**

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

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

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