

A close-up, black and white photograph of a computer keyboard. The keys are slightly out of focus, with some characters like 'R', 'T', 'Y', 'F', 'G', 'H', 'C', 'V', and 'B' visible. The lighting is dramatic, highlighting the texture of the keys and the mechanical structure. Overlaid on the center of the image is the text 'Privacy in a digital world' in a bold, white, sans-serif font. In the top left corner of the text area, there is a small logo consisting of a stylized 'D' followed by the word 'DATAMINE' in a smaller, uppercase font.

D DATAMINE

Privacy in a digital world

Expectations are changing
and the need for transparency is rising



**Privacy
is King.**

That's iPhone.

“Privacy means that people know what they’re signing up for. In plain English, and repeatedly....Let them know precisely what you’re going to do with their data”

Steve Jobs 2010

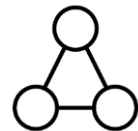


**As a consumer you are going to better understand
the value equation you are a part of**

Some of the technological changes



The end of
3rd party cookies



Allow Apps to
Request to Track
across companies,
apps and Websites



Mail Privacy
Protection



For the masses



Terms
and conditions



Bringing to the
surface



Move from 3rd party data to 1st party data

Data as a result of your customers interactions with you

Trust is...

**Our Decisions
and Actions**

(based on laws, ethics & privacy principles)



**Our customers
expectations**

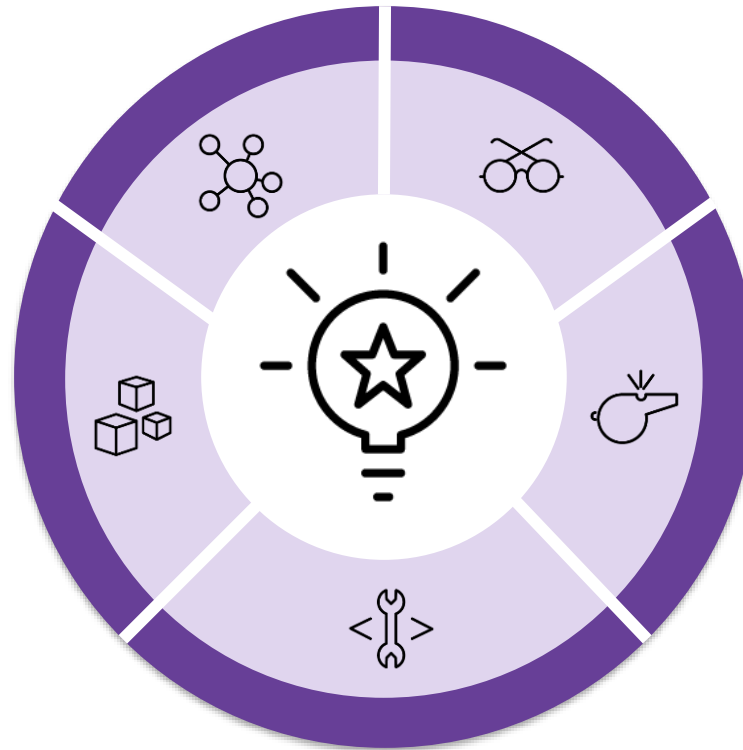
Datamine - A holistic approach to data security

Systems

- We do everything possible to ensure data is secured
- Locked down hardware

Technology

- Secure offsite hosting
- Encryption at Rest
- Multiple Physical Firewalls
- Segmented Networks



People

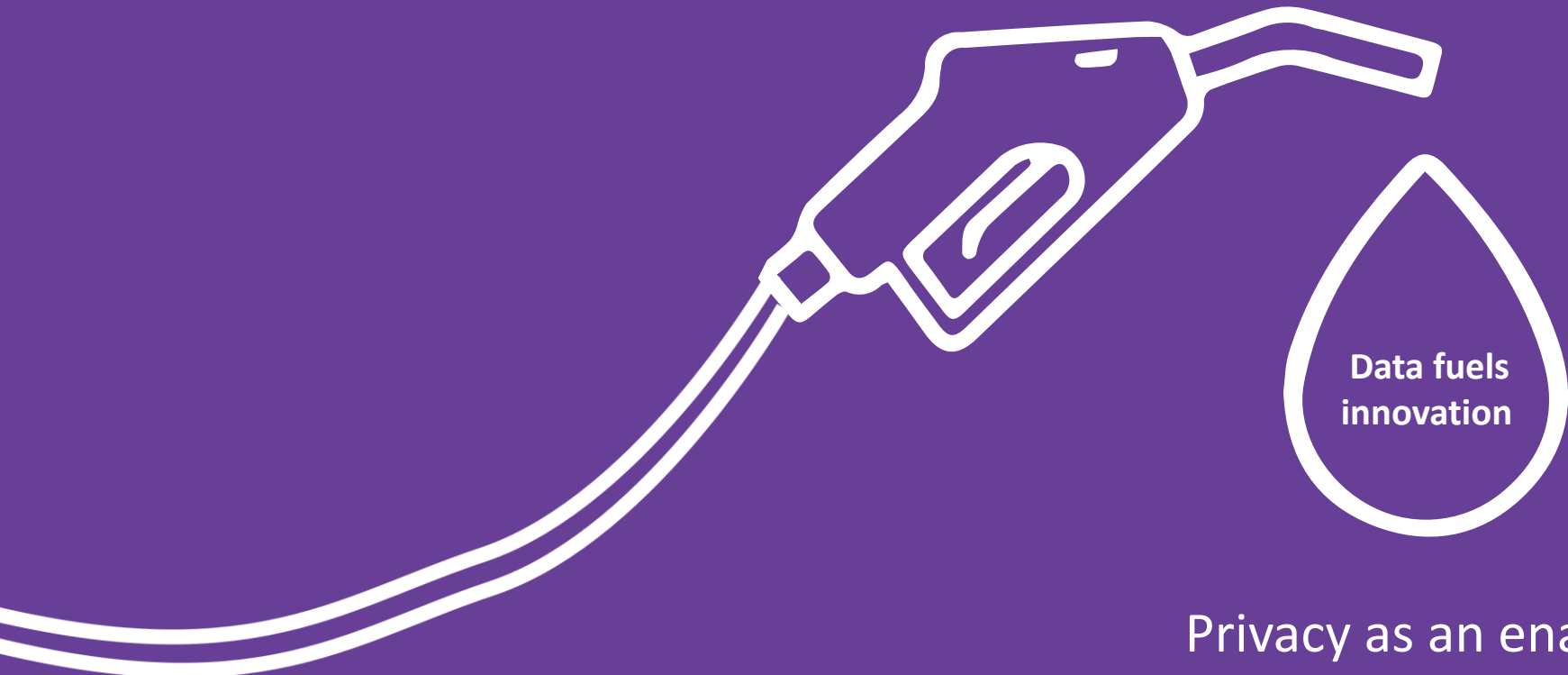
- Hiring the right people
- Background checks and screening
- A culture of data and security thinking
- Security specialists

Training

- Induction and onboarding
- Regular training and briefings

Processes and Policies

- Data security is embedded in our daily routines
- Data Classifications
- Secure and encrypted file transfers



Data fuels
innovation

Privacy as an enabler

elarm

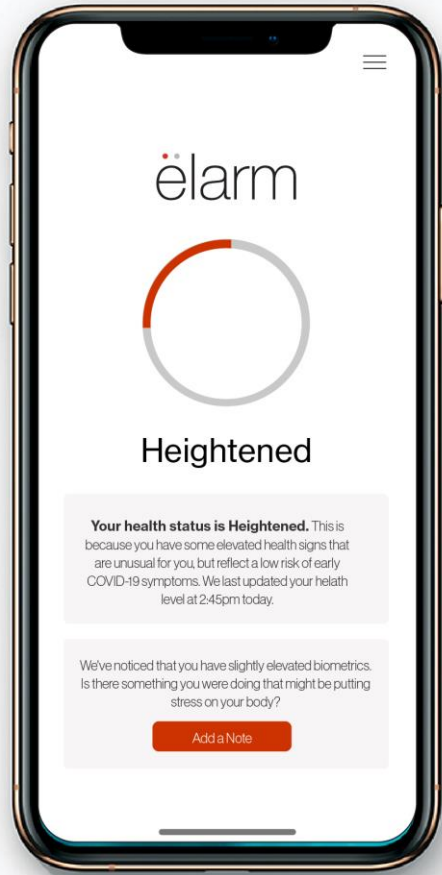


Privacy by design

ëalarm is “privacy by design”. Your data is just that – *yours*.

Storage and management of your personal health data is secure and privacy compliant, as per HIPAA and GDPR.

As ëalarm continues to develop, we will adhere to our strict guidelines of compliance with global data and privacy regulations.



Know you're sick before you feel you are.

- Personal warning app
- Detects illness (including COVID-19)
- Before symptoms show





Alarm, Apple, and the FDA

An Expert

“It's very encouraging that New Zealand is producing exciting innovations of new surveillance tools for tracking people who are potentially infected by Coronavirus and other infectious agents.”

Professor Michael Baker, Epidemiologist
University of Otago, New Zealand

The Internet



Andrés Brimonts
Don't get hacked for free. ...

Like · Reply · 24w



Jay Smith
Use it and get ready for the inevitable onslaught of unsolicited ads for healthcare products and services. ...

Like · Reply · 21w



Robert Adlington
Don't forget they will want all your personal data ...

Like · Reply · 23w



Geoff Hodgetts
Yea right more excuses for the feckless !
Goof off gadgetry for the gormless! ...

Like · Reply · 12w



Ministry of Health border workers trial



84% of participants enjoyed using
alarm



78% think that their employer should
offer alarm as an employee benefit

The world is changing
Privacy is evolving
Don't stop innovating

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