

MyMe – Total ownership, full control

The MyMe team experimented with blockchain to tackle the **privacy issues** that come along with using internet and technology and which will become even more persistent with the increase of the data we share and new technological developments like **IoT**. The project was also inspired by **GDPR**, the new European privacy regulation that comes into effect on May 2018.

The proof of concept makes use of **smart contracts** built on the **Ethereum** blockchain to determine which party has the right to access an individual's personal data based on conditions set by the individual himself. The solution gives **individuals full control** to their personal data, since it does not only give full control to their preferences but also **full ownership** the data itself.

Want to know to know more on how we approached this project and on how blockchain could offer a better protection to personal data then current solutions do? Please contact us via inspire@ae.be and we are happy to help you.