



(personal) data rules the world

**sentiance** • Powering the Internet of You.

Everything is **connected**



If you're not paying, you're the product



Privacy is dead. **long live privacy!**\*

\*Jo Glanville, Index on Censorship, 2011

AI should **improve** people's lives

## THE INTERNET OF **YOU**

Sentiance is a data science company that analyzes **sensor data** to understand human behavior & context to let its clients develop new products and services that turn the Internet of Things into the **Internet of You**



## THE INTERNET OF YOU

DeMorgen.

Cult.

Muziek, film, tv, expo

Zine.

Interview, foto, lifestyle

DM+

Voor abonnees

# Sentiance ontwikkelt artificiële intelligentie en die “evolueert veel sneller dan de mens”

22-10-17, 18.51u - Michiel Martin

De futuristische verhalen over artificiële intelligentie vliegen ons om de oren, maar slimme systemen bevinden zich nu al in ons midden, vaak zonder dat we het beseffen. Hoog tijd dat de mens zich daar bewust van wordt, al geloven ze bij de Antwerpse start-up Sentiance dat ook de omgeving zich bewust zal worden van de mens.



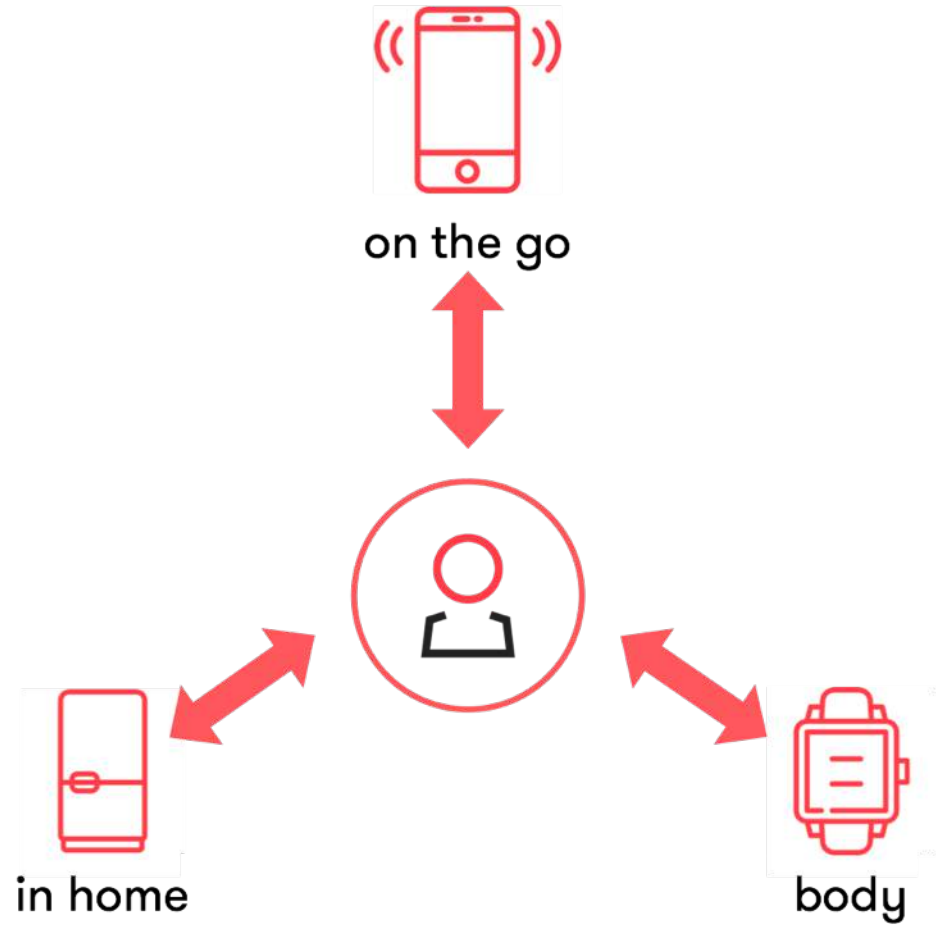
0 SHARES

**'Wetgevers, filosofen en computerwetenschappers moeten dringend aan tafel zitten om een volledig kader te creëren'**

FRANCIS WYFFELS, EXPERT IN ROBOTICA EN AI BINNEN HET IDLAB VAN UGENT-IMEC

**'De mogelijkheden zijn oneindig. Ik kan geen enkele sector bedenken waar AI geen impact op zal hebben'**

# THE INTERNET OF YOU







# THE INTERNET OF YOU

## WHAT'S IN THE DATA?

### Non-personal information

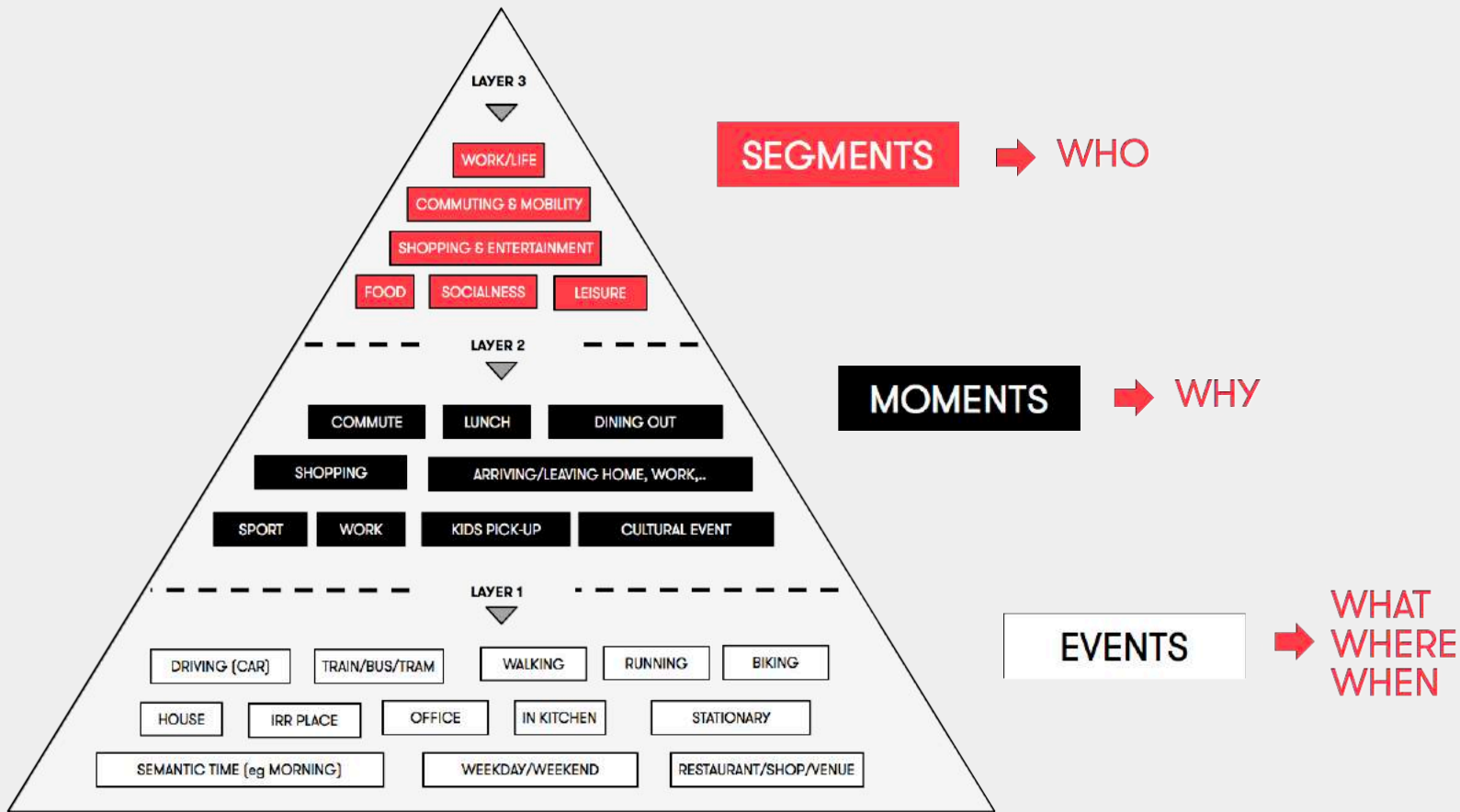
Data that relates to but cannot identify a data subject

- type of device
- type of OS
- type of mobile browser
- information on use of the Application
- **accelerometer data** and **gyroscope data**
- activity information, step detection and step count
- Bluetooth information and battery information.

### Personal information

Data that can directly or indirectly identify a data subject

- Sentiance ID number stored on end user mobile phone
- collection and processing of **real-time location**
- e-mail address (Journeys)
- confirmation on the age restriction (Journeys)



# PRIVACY BASELINE

## Transparency

- Clear privacy policy
- Recipient of information
- Third party access

## Explicit consent

- Age restriction
- Acceptance of policy

- Separation of identifiable data
- Grouping/obscuring/...

## Pseudonymization

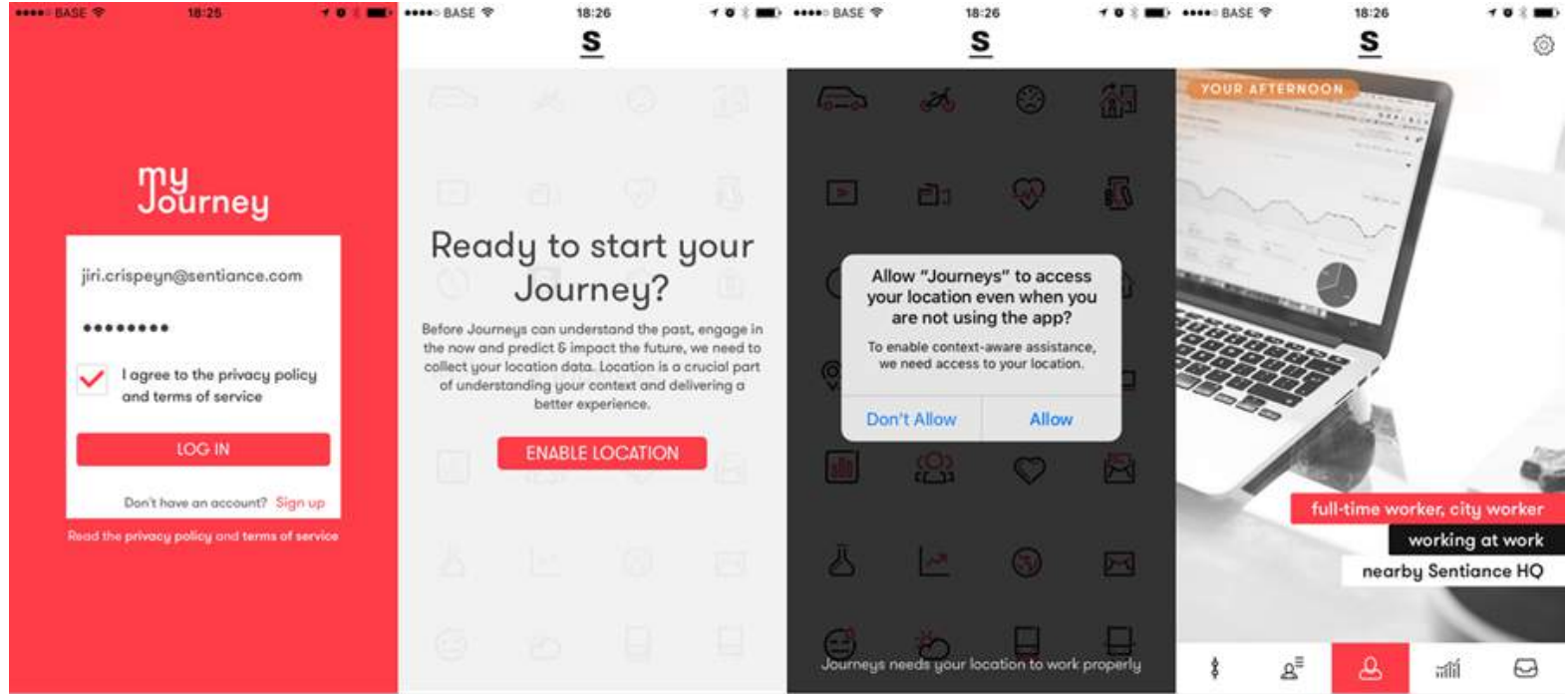
## Data minimization

**DATA PROTECTION OFFICER**

**CONTROLLERS & PROCESSORS**

# DEMO FLOW

Allow background location



Agree with readable privacy policy + verify e-mail

Use application



# DEMO PRIVACY POLICY

**sentiance**

PLATFORM SOLUTIONS COMPANY DOCS CONTACT

## Privacy Policy: Journeys Mobile Application

- A. Information collected through the Application
- B. Purpose of collection and use of information
- C. Third party recipients of information
- D. Security, reliability and retention of information
- E. Your rights
- F. Data controller coordinates
- E. Amendments

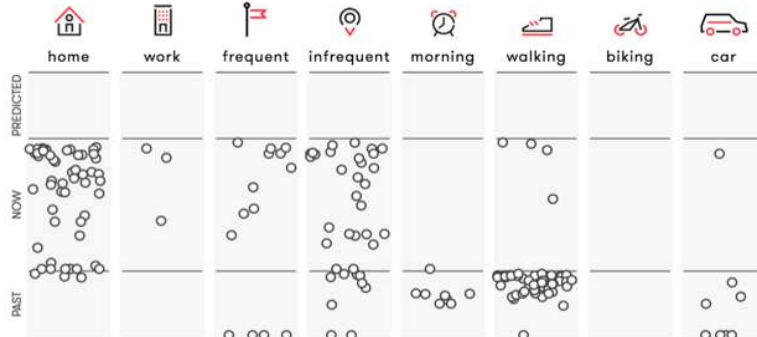
+ [sign in to see your information](#)

# DEMO DASHBOARD

REAL-TIME MAP OVERVIEW



REAL-TIME MOMENT OVERVIEW



5526ad12335d75511000010

PROFILES MOMENTS HISTORY

**Resto-lover**  
Someone who likes eating out

**Normal commute**  
User has an average commute time and distance

**Brand loyalty: Supermarket**  
Person who is loyal to a specific supermarket brand

**Die Hard Driver**  
Uses the car for almost every trip.

**Full-time worker**  
Someone who works full-time  
*Because this user works about 45 hours per week, in Antwerpen*

**Rural home**  
Lives in town or rural area

**Work traveller**  
Person who is on the road a lot during business hours

**City worker**  
Works mostly in the city

**Legal driver**  
Profile score based on speed limit violations

**Workaholic**  
Person who works more than average

**Aggressive driver**  
Profile score based on intensity of accelerations and decelerations

**Anticipative driver**  
Profile score based on sequences of coasting, cruising, accelerating, decelerating and turning

# WHAT ARE WE?

## Data controller

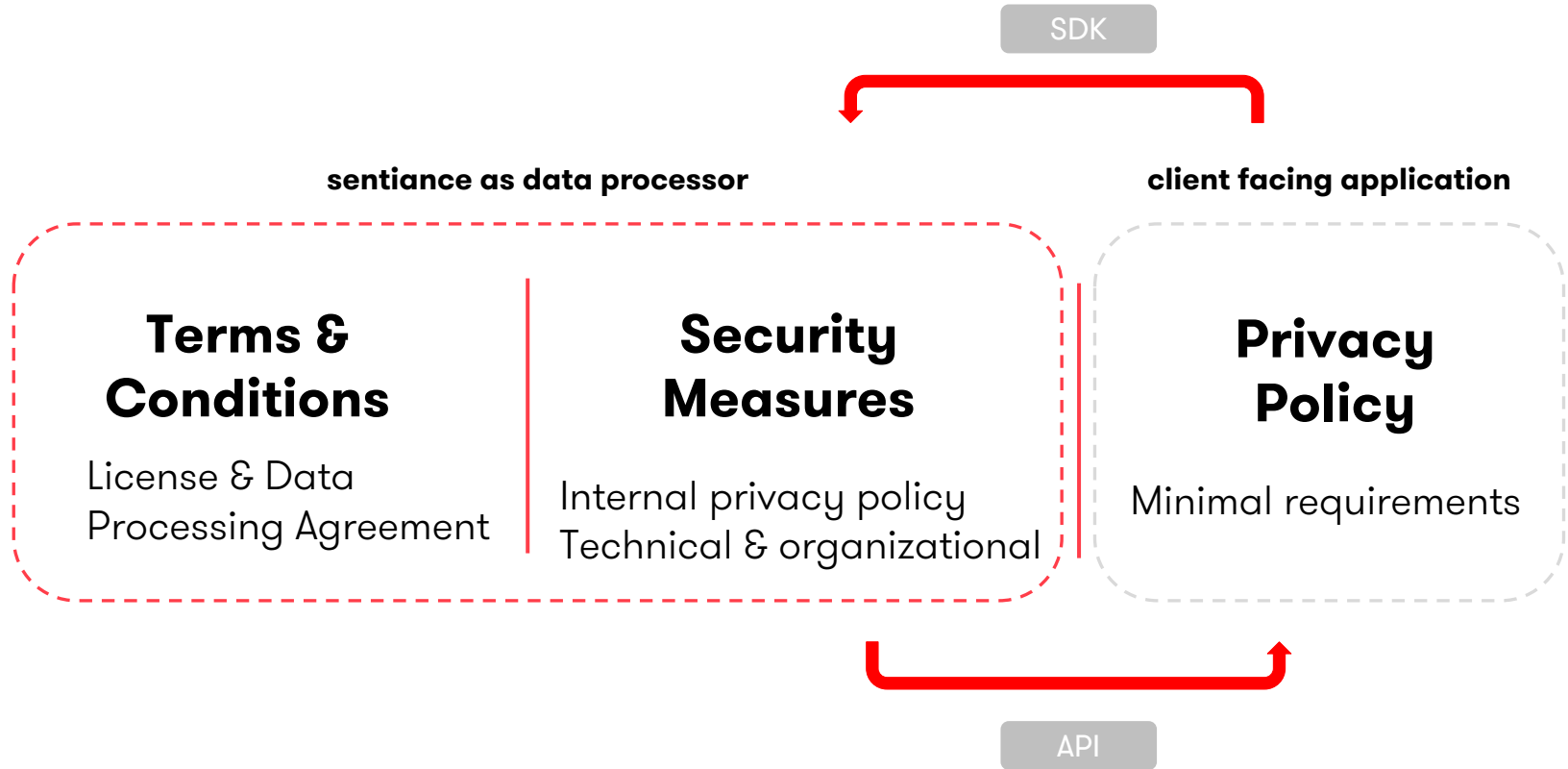
For Journeys Mobile Application for **showcasing & sales** purposes

## Data processor

For all of our client engagements (**B2B**)

- We only use **first party** data from the applications of our clients
- We only receive data provided with **explicit consent**
- We take precautions to **safeguard and pseudonymize** data
  - Any data transmitted is encrypted using industry standard (RSA) encryption algorithms.
  - We sandbox all data
  - For applications requiring it, all sensitive data, like locations and itineraries will be deleted immediately after processing and will never be stored in our data bases.
- We only process and analyze data when authorized and adequate for the **purpose**

# HOW THE DATA POLICIES FLOW





# LICENSE AGREEMENT WARRANTIES

Standard terms & conditions as well as a specific data protection clause are added to the license agreement stipulating the necessary compliance with the current directive and future regulation. Sentiance provides for a **minimum privacy policy baseline** in its Journeys privacy policy available via: <http://www.sentiance.com/privacy-and-security/journeys/>

## Licensee

“Licensee warrants that (..) it shall bind each End User through an explicit opt in to a privacy policy that contains **at least the consents, notices, information and opt-out possibilities** as provided required by the applicable laws, regulations and industry guideline.”

## Sentiance

“Sentiance acts as a **data processor** for the Licensee in respect of personal data collected and processed (..) processes the personal data only on documented instructions from the Licensee (..) take all measures required in respect of the security of processing as set out in Article 32 of the General Data Protection Regulation (“**GDPR**” - EU 2016/679)”

# DATA PROCESSING AGREEMENT COMPONENTS

As an **additional Exhibit** to the license agreement, personal data stipulates the necessary details concerning the use and processing of such data. Upon request of the client also a separate data processing agreement can be put in place.

<b>Data subject</b>	Elaboration on data subjects referred to in license agreement
<b>Controller &amp; processor</b>	Sentiance only acts as Processor and will never become the Controller with respect to the Licensee Data.
<b>Categories of data</b>	Identification of non-personal and personal data used
<b>Processing operations</b>	Details on specific processing activities
<b>Sub-processors</b>	Details on sub-processors and hosting services used

# TECHNICAL & ORGANIZATIONAL MEASURES

In order to make sure personal data is processed in a secure manner, certain technical & organizational measures are required, made available via:

<https://www.sentiance.com/privacy-and-security/technical-and-organizational-measures/>

**Control**

Defined control mechanisms to ensure quality and security of data processed by Sentiance, amongst others data processing clauses and/or standard contractual clauses (cross-border) set-up as part of utilization control with data processors, offshore development hubs and services providers.

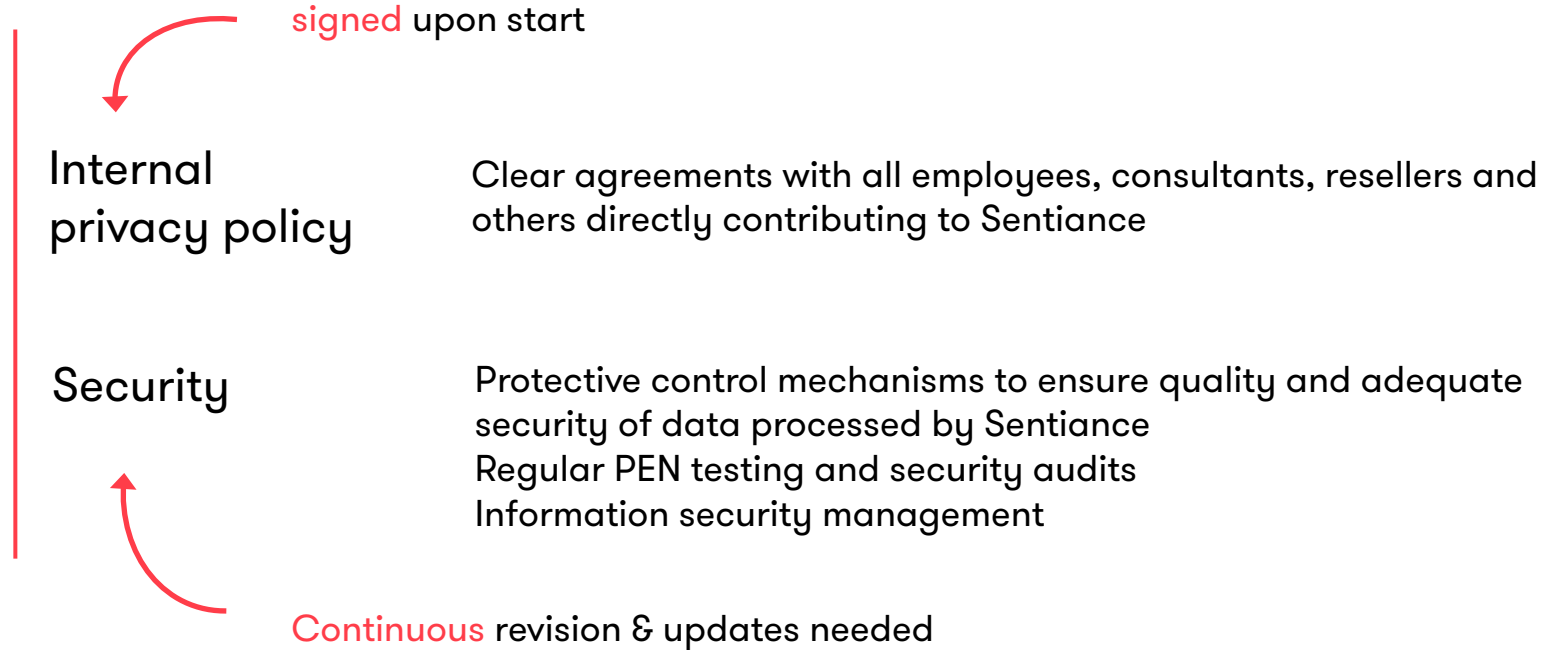
**Confidentiality**

Protective agreements with all employees, data processors and business relationships

**Other recipients**

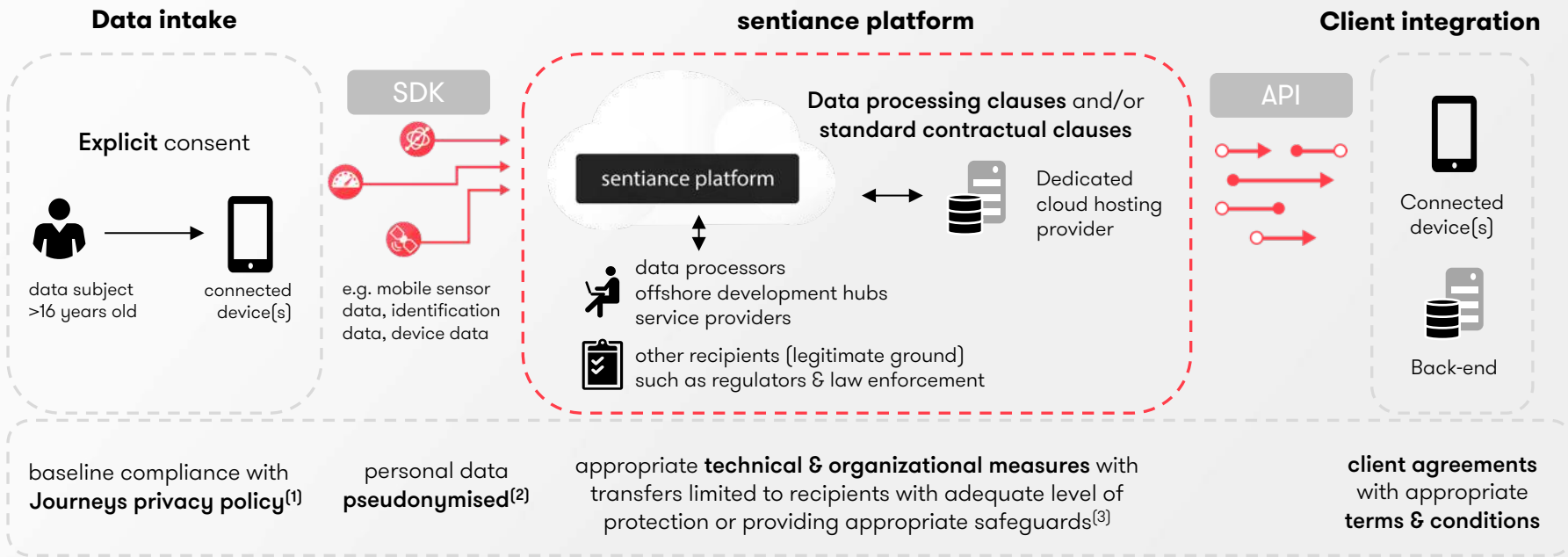
Legitimate ground for regulators or law enforcement

# HOW WE DEAL WITH PERSONAL DATA





# PROTECTING YOUR DATA & PRIVACY OF YOUR USERS



## PRIVACY FLOW BASED ON DATA MINIMIZATION

## References

1. declared at Belgian Privacy Commission under VT005061888
2. pseudonymised data is non-attributable to the data subject by the people who hold or receive it, unless with additional information or codes that are kept separate and secured
3. according to EU standards AND subject to specific contractual measures including adherence to the journeys privacy policy.

Q&A

[privacy@sentiance.com](mailto:privacy@sentiance.com)  
[www.sentiance.com/privacy](http://www.sentiance.com/privacy)

[www.sentiance.com](http://www.sentiance.com)  
[@sentiance](https://twitter.com/sentiance)

