



PRAEFERRE

Data privacy engine

Creating value for Institutions, Companies
and bodies of the United Kingdom.

www.praeferre.com





About us

Praeferre has developed a secure cyber ecosystem that maintains customer privacy settings and GDPR compliance. This ecosystem puts more control and rewards into the hands of customers and allows companies to automatically comply with preference changes and gain additional layers of data.

Building UK's vision of continue to be a leading responsible and democratic cyber power.

We are supported by:



Using blockchain to track and trade data, the Praeferre SaaS platform connects companies to the very latest customer preferences. It provides individuals with a single point of control for data privacy and rewards across all their digital touch points. It connects companies with those customer preferences, providing automatic confidence in compliance and providing access to additional layers of data that customers choose to share.



Compliance

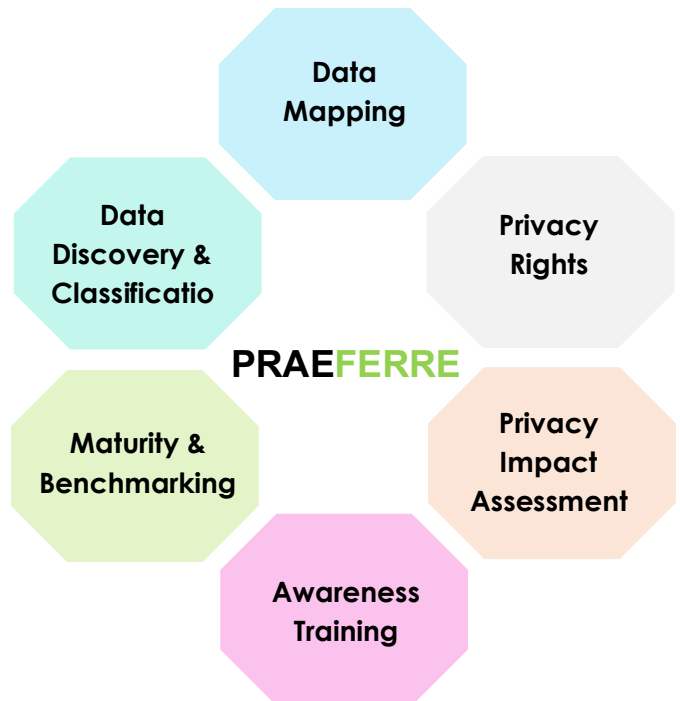
With access to real time privacy agreements from customers.

Intelligence

The enhanced loyalty feature allows companies to respond with bespoke offerings.

Governance

Manage and mine customer information in line with country specific data laws.



Praeferre for consumers



Rewards

Vouchers, offers or charitable donations in exchange for data with permission to share.

Flexibility

Change preferences at any time with immediate effect for any licensed company.

Control

Managing all their digital data privacy settings using one simple app.

Personalised cybersecurity for everyone

In just one year, we have achieved technical validation and successfully completed first phase pilots. We are now moving toward national and international roll-out to capture the internal returns for enterprise partners.

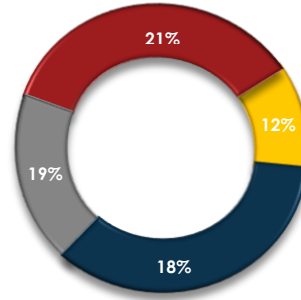
We help businesses to save against privacy penalties and ineffective marketing

Privacy incidents impacts

21% the high penalties could lead to a workforce reduction ²

19% negative media coverage caused to lose customers ³

expectation for ¹
9%
drop in global annual turnover as a result of a data privacy crisis event



12% negative media/social coverage caused brand devaluation ⁴

18% high penalties impact in global revenue ⁵

Ineffective marketing

37% Wasted marketing spend

35% Inaccurate targeting

28% Poor customer experience

\$611 bn per year is lost only in the US by poorly targeted digital marketing ⁶

Join the movement to build a better and safer internet for all.

Sectors

Telco
Smart City
Insurance
Mobility
Retail

For more information on Praeferre, please visit www.praeferre.com

Or email us at contactus@praeferre.com

