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Aircloak Delivers GDPR Compliance Out Of The Box

Privacy Technology Leader Aircloak Closes Seed Investment and Receives Approval for GDPR-level Anonymity from French Data Protection Authority

Aircloak, a leader in the field of privacy-enhancing technologies and anonymized analytics received a \$1.3M equity investment from Speedinvest and Constantia New Business with existing shareholders Max Planck Innovation and Elephant & Castle Capital joining the round.

The “Aircloak Insights” solution allows companies worldwide to have GDPR compliance at a click after the French data protection authority CNIL confirmed it satisfies the criteria for GDPR-level anonymity for all data types and use cases.

Aircloak Insights has already been deployed to dramatically streamline the compliance process for financial service providers and telecommunication companies, while maintaining the highest levels of privacy protection for end customers, and compliance for the organization.

Berlin, San Francisco, October 3, 2017

Various technology developments have led to the birth of Big Data; organizations collecting, analyzing and sharing increasing amounts of information – much of it unstructured and personal. This resulted in increased security risks such as exposing Personally Identifiable Information (PII) especially when distributing data or derived analytics insights to customers and partners.

At the same time, companies are faced with ever increasing regulatory pressure, such as the General Data Protection Regulation (GDPR). The GDPR comes into effect in May 2018 and includes penalties for breach of privacy that can reach €20 million or 4% of annual global turnover – whichever is higher.

GDPR applies not just to European companies, but to companies globally that collect personal information in Europe. In fact, GDPR compliance is a top data protection priority for 92% of US organizations, according to a recent PwC survey.

GDPR also is a key factor in the growth of 16% of the Western Europe IT security market to US\$ 11.5 billion in 2018, according to Canalis. To further illustrate the impact, the International Association of Privacy Professionals (IAPP) estimates that in Europe alone at least 28,000 Data Protection Officers will be needed as the result of GDPR.

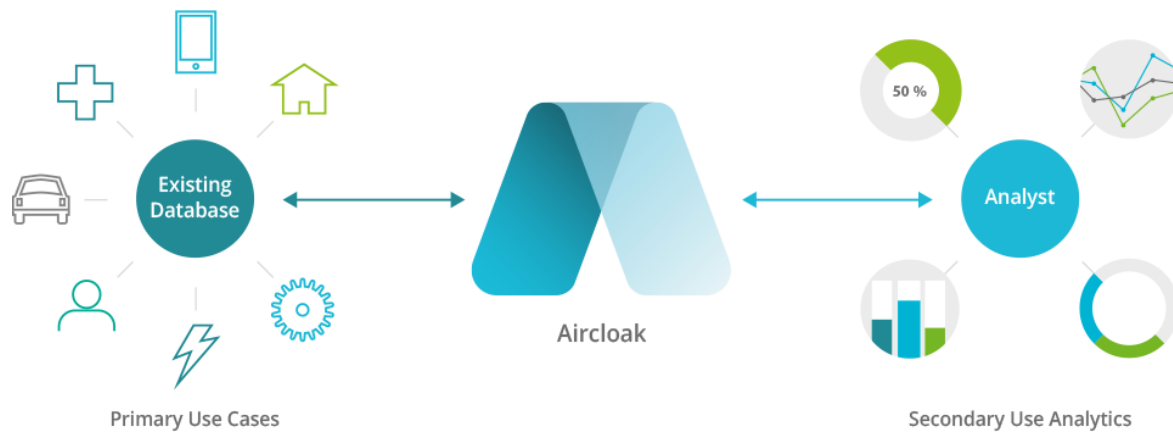
Handling personal data is a difficult process; it is intricate and often managed using limited technology, supported by complex procedures and policies that cannot easily be enforced.

This prevents companies from capitalizing on their data assets – either through sharing it with partners or by using it to improve in-house products or projects. What’s needed are secure, automated and easy

to manage technology solutions that protect privacy by design and reduce the reliance on subjective policy decisions.

Aircloak Insights Solution

For marketers, data analysts, and privacy professionals, Aircloak's solution greatly enhances data privacy protection and simplifies regulatory compliance processes while reducing compliance costs. In addition, the solution allows for higher quality analytics and real-time insights as (structured and unstructured) data does not need to be anonymized prior to analysis or machine learning.



The technology behind Aircloak Insights is based on research from the Max Planck Institute for Software Systems and allows also tightly regulated companies such as financial services organizations, healthcare companies, communications providers and data brokers to:

- Combine sensitive/private data from multiple (third party) sources for higher quality insights
- Securely share fully anonymized real-time analytics with customers and partners
- Have a transparent, future-proof and fully compliant solution that demonstrably meets regulatory requirements

All of these lead to one-click access to useable anonymous data insights.

GDPR Compliant

To build trust with customers and partners, Aircloak has published its Diffix methodology for public review. In addition, Aircloak works with independent (regulatory) organizations to assess how its solutions can help meet existing and new regulatory requirements.

CNIL, the French data protection authority, evaluated Aircloak's Diffix framework and determined that, independent of data types and use cases, it satisfies the criteria on Anonymization Techniques, as set forth by the Article 29 Working Party – an organization made up of a representative from the data protection authority of each EU Member State, the European Data Protection Supervisor and the European Commission.

In practical terms, this means that the aggregate analytical insights from personal data obtained using Aircloak are truly anonymized – not merely pseudonymized – and hence fall outside of the scope of GDPR regulations. As a consequence, these insights can be used freely for further processing, including for sharing with customers and partners. At the same time, the quality of query results exceeds that obtained using pseudonymization techniques which by definition eliminate potentially valuable information in the data prior to analysis, reducing the quality and value of the insights.

For Aircloak’s customers, the benefits include a strong reduction of the complexity and costs of privacy compliance processes, even eliminating them in some cases. Using Aircloak, the company’s analytics insights are now available to a much wider audience and for a very broad range of use cases inside and outside the business, in a simple, auditable and enforceable manner. This enables new business models around data monetization previously unavailable due to technology constraints to satisfy privacy regulation. Aircloak’s customers use Aircloak Insights to drive predictive analytics and to make improved customer recommendations and credit decisions, for example, all while remaining in full compliance with European privacy regulations.

“Aircloak’s objective is to help customers gain high-quality and real-time insights from sensitive data sets in the most secure way. We continue to enable new use cases as we engage more customers” says Felix Bauer, co-founder and CEO of Aircloak, “and in the process, help our customers reduce costs and complexity of compliance, instantly unlocking valuable data.”

Aircloak Insights is deployed by a range of organizations, including German financial services organizations, to instantly access and utilize anonymized data insights, increase understanding of their customers and improve their products.

“The technology to anonymize data sets for analysis and sharing has not fundamentally changed in decades.” says Marcel van der Heijden, Partner at Speedinvest. “Sharing data sets has become a liability, and Aircloak achieved a breakthrough allowing companies to use all unstructured and real-time data while their customer’s privacy stays fully protected by design”.

“Aircloak has advanced research findings from the Max Planck Institute for Software Systems and created a sophisticated yet easy-to-use solution that provides customers with maximum data security and privacy protection,” explains Dr. Florian Kirschenhofer, Start-up & Portfolio manager at Max Planck Innovation, Max Planck Society’s technology transfer organization.

About Aircloak

Aircloak was founded in 2014 by Felix Bauer (CEO), Sebastian Probst Eide (CTO) and Prof. Paul Francis to commercialize and build on privacy protection research done at the Max Planck Institute for Software Systems. Today the company has licensed its solutions to financial services organizations and communications providers and works with healthcare organizations.

Aircloak website: www.aircloak.com

Aircloak on Twitter: www.twitter.com/aircloak

Aircloak’s founding team consists of

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About Speedinvest

Speedinvest is a venture capital fund founded in 2011 with \$100M under management that invests in European early stage technology startups. Besides providing financial investments, Speedinvest actively deploys its network and know-how to support its portfolio companies. Through its Silicon Valley office, Speedinvest operationally supports portfolio companies entering the US market. www.speedinvest.com.

About Constantia New Business

Constantia New Business invests in technology startup companies addressing B2B markets with sustainable products, preferably in the fields of information technology and industries/technology fields that are experiencing disruption through IT as well as advanced manufacturing and performance materials. www.ciag-cnb.at.

About Max Planck Society

The Max Planck Society is Germany's most successful research organization. Since its establishment in 1948, no fewer than 18 Nobel laureates have emerged from the ranks of its scientists, putting it on a par with the best and most prestigious research institutions worldwide. The more than 15,000 publications each year in internationally renowned scientific journals are proof of the outstanding research work conducted at over 80 Max Planck Institutes – and many of those articles are among the most-cited publications in the relevant field.

As the technology transfer organization of the Max Planck Society, Max Planck Innovation is the link between industry and basic research. The interdisciplinary team advises and supports scientists in assessing inventions, filing patent applications, as well as founding companies. The company offer industry centralized access to innovations of the Max Planck Institutes.

<http://www.max-planck-innovation.de/en/>

About Elephant and Castle

Elephant & Castle Capital partners with entrepreneurs and growth companies to provide capital and advice, particularly in the area of intellectual property. The firm can leverage its international network from world leading institutions including Goldman Sachs, Rothschild, McKinsey & Company, Rocket Internet, Eisenführ&Speiser, as well as European private and institutional investors. www.eac.vc