A Socially Progressive & Effective 501(c)3 (PENDING)
Response* to the GDPR aka "Anonymous Research Data SALE that Supports Data Donor's Philanthropy"

(The Market's Hottest Topic, monitored & analyzed by DDA Founders since **Trump's election** 4Q2016 (along with **similar events** in the world), which _corrupted_ the **Facebook** _business_ model**)**

Anonymous Geo-Demographic Tagged, Psychographic-Behavioral Data Sale for Socially Responsible Research & Philanthropic Purposes... Digitally Dominant Automotives' GDPR-SAFE Services are the Next Generation of Social Giving & Social Responsibility.

- **Transforming** the extraordinary **value** of anonymous market **data** into an extraordinary amount of social **impact**.
- Where well monitored, **anonymous** social **interaction** becomes a **social currency** for people & their **causes.**
- We **deliver** predictive **(foresight) research** technologies.

6/1/2018

Pnakata.dda

We have **awakened**, are **enlightened** and **know** what our exact **mission** is to be... help us & we will help you **more** in return, as we promote **profitable** market research solutions & the **benefits of the GDPR,** addressing every business marketing's **issues & liabilities**. We are here to serve **ALL.**

The strategic alignment of our OBD-II anonymous market data initiative was the key market **USE CASE** for: *_ANONYMOUS BEHAVIORAL DATA FOR SOCIALLY RESPONSIBLE RESEARCH & PHILANTHROPY_, recognized by its' current market value – e.g. anonymous driver behavior & GPS for insurance market usage, in support of Auto Safety, Equity & the Environment. We offer anonymous data sales to socially responsible companies seeking Anonymous Geo-Demographic Tagged, Psychographic & Behavioral Data for Socially Responsible Research, Remarketing & Philanthropy, **with DDA's role to serve**

as: ⇩ SERVICES MGR OF

We allow people to license their 100% Anonymous (No identity) Personal-Social Trait & Behavioral Data to DDA, as licensee/controller. Our best potential partner(s) are from one or more of the Data Buyer candidates of DDA's licensed anonymous data for philanthropy.

(1) *A PRIVATE (By-Invitation-Only), Market RESEARCH & Social-Philanthropic "CLUB*"** (_governed_ by DDA MOU _insuring_ GDPR Compliance).

(2) *A _GDPR-SAFE_™ Management Consulting & Market RESEARCH _SERVICE(S)_ supporting: (As a 501c3); our **8 year wait** is finally over!

⇨ *A Social Credit Award _SERVICE_ (optional **elective**) from profits of anonymous data; DDA as **licensee** & GDPR **Controller,**

⇨ *A 501c3 Rating _SERVICE_ (monitors & **rates** each cause by the services **delivered** to their beneficiaries)**,** associated w/social credit award service,

⇨ *A Social Data-Monitoring Watchdog (Consumer Protection) _SERVICE_**,** that monitors the socially **responsible use** of our people's data & awards,

⇨ *A GROUP "CONTROLLER" _SERVICE_ for ARTICLE 89 of the GDPR (e.g. Pu**b**lic I**n**terest, Sci**e**ntific & His**t**orical **Research**, with stat**i**stical purpose)**,** _supporting minimization, pseudonymisation and anonymisation_ (via anonymous classification 'tags'), for multiple responsible research sponsors with different interests, in anonymous, but predictive & actionable data. **We further ask one of the Big-6 to help *oversee** _(or own)_ **our service programs**. We are one of the most experienced & qualified practices with 10+ years focused on developing the infrastructure, tech & **best practices** need to support his initiative. This includes 1000+ pages of research, planning & dev related to the GDPR, psychometrics, security-by-design, 501c3, Big Data/BI, SMM, CSR & Philanthropy.

50% of the **profits** from data sales per person, goes to the favorite 501c3 organization. For OBD-II clients, we promote Clean Air / Environmental Cause Support. **No purchase is required.** We allow people to license **(as licensors)** their 100% Anonymous **(No identity)** Personal-Social Trait & Behavioral Data to DDA (Digitally Dominant Automotive Services), as **licensee.** We manage liability by making all such data invaluable for research but anonymous (no identity).

"If we partner with Facebook, who is spending millions to study their GDPR problem, and orchestrate with one of the Big Six (or Ten☺), and jump our deployment strategy (from OBD-II to the Facebook marketplace), we would become the #1 Fastest growing **socially responsible research, social award service and consumer social watchdog for philanthropy** (our last ten year vision fulfilled). We're targeting our philanthropic reach to generate world-wide $0.10/day/data-donor to their cause and $0.05/day/data-donor to major partner(s), which we seek. Our over lapping markets are reasonable realizing Facebook makes $0.25/day/user USA & $0.06/day/user world-wide.

This way everyone can anonymously donate their daily opinions (cognitive surplus) for the benefit of the socially responsible causes they care about... While transitioning Facebook into the leading social organization for social good World-Wide... and make significant traction for both Facebook (auto & IFTTT) and the connected car market respective to Facebooks' influence with Android Auto and Carplay. Furthermore it would help them with mobile advertising that constitutes 89% of the 98.5% of their income. There's much more but I don't want to spill all the beans..." quoted Phillip Nakata, Chief Strategy Officer & BI Authority for DDA. (To know him, see his CV (43 pg.)).

"And beyond the psycho-analytics, OBD-II technologies & research (automotive, Big Data analytics, philanthropy), we've developed significant breakthroughs in content management, security++ and data manipulation akin to the underlying infrastructure of cloud storage & much **more**, shared with the **Open Source community**". Pnakata.

GDPR-SAFE™ CONSULTING, MARKET RESEARCH And PHILANTHROPIC SERVICES:

aka *"Anonymous Market Research Data SALE that Supports Each Data Donor's Social Responsibility & Philanthropy" By Invitation Only:*

TRIBUTE: We at DDA, **thank God & the GDPR** for the so needed opportunity to establish, justify & manage the market-space of ANONYMOUS SOCIAL DATA FOR SOCIALLY RESPONSIBLE RESEARCH & PHILANTHROPY *(No purchase required)*, leveraging BIG Data analysis of mankind's most abundant natural resources *(our opinions and values)*… while providing assistance to each person in their life path objective of self-actualization… where *every person is & feels needed*. For two of DDA's founders, Phillip Rowland Nakata (Business, Social & Technology Authority) & Aaron Shimizu Nakata (Lead Architect & Development Manager), their works are further dedicated to the memory of Rachel Nakata (daughter & sister respectively), who died tragically from childhood asthma at age 6 in 1998 *(she would have been 26 this year)* over medical malpractice. We also want to support non-euthanizing dogs programs (finding them homes), in tribute to our dogs past (Jonathans' Ophie Sheppard, and Aaron and my Blue Harry Houdini and Cinnamon Honey Bear Chow-Chows. As business, technology and social scientists, our objective is to help the world help itself, assisted by technology and the gifts we have been each given for that mission. We further ascribe to the Chinese adage that if you give a man a fish you feed him for a day, but teach him how to fish and you feed him for a lifetime.

NOTE: Don't miss the **TED** Videos (pg 11) and dozens of past **PowerPoint, SlideShare & AuthorStream** Presentations (g 10).

Seeking **(1) Buyers** *of Anonymous Research*: Reqmts. & Pre-Sales (supports charity); **(2)** Management Consulting Partnership **Bids**

Also accepting LOI's in lieu, for invitees #1 & #2 | *Limited offering for Partnership Bids: Don't delay!*

XXX, GDPR DPO & BI Officer
123 Main Street
Anytown, State Zip

Subject: Anonymous Geo-Demographic Tagged, Psychographic-Behavioral **Data Pre-Sale** for Socially Responsible Research & Philanthropy
Acquisition & Retention of *GDPR-SAFE*™ Business Intelligence, Data Sales & Management Consulting Partner Bids

Dear XXXXX, Sr. (GDPR, BI, Mktg., CSR, Security or Data) Officer:

GDPR Ramifications for Web Design, Marketing, SEO/SEM & Advertising: Transparency, Minimization, Purpose & Usage limits, Security, Access, Accountability, Retention & Deletion (including their 'right to be forgotten').

My name is Phillip Nakata. I am a former IBM Chief Technology Officer & CSC Partner, who worked with the first biometric security patent, one of the first wireless patents, configurators, artificial intelligence, search, virtualization (e.g. The Cloud), the **GDPR**, business intelligence & some of IBM's most valuable intellectual capital… some of which I'm going to share w/ you now.

I am currently serving as **Director of Strategy, Business Intelligence** *(incl. GDPR)* **& Architecture for Digitally Dominant Automotive**, a San Francisco Bay Professional Services firm, developing cutting edge++ applications (and anonymous data) to revolutionize the auto Industry for auto dealerships. My background of 40+ years (CV **Link**) is well matched to the role of DDA's Automotive ERP-CRM 3.0 Business, Social & Technology Authority. For the last 7 years prior I was founder and CBO (Chief Business Officer) for a social **market research** organization, designed to generate funding for charities based on similar technologies & concepts as to be deployed with DDA, namely psychometrics (personas), identity security, anonymous social market research, AI & philanthropy.

I will get right down to the point of my call/letter, which **starts out by addressing the GDPR &** the long-awaited data by-product(s) of DDA's complete **research, strategy & development roadmaps** (markets, technologies, players, technologies, strategies, apps, data, productivity, predictable profitability and more) **that's referenced HERE.** NOTE: The first doc is 63 pages, cumulative 155 pages, with links to 2nd publications at over **1000+** pages. *We have assumed nothing & planned for everything.* That was key as along the way we made changes to fit changes in the marketplace, the technologies & the environment, doing extensive research & strategies for issues like the GDRP. "*Reverse Engineer the Future, to find what you didn't know that you didn't know;".* See the small comments in Red in the doc that denotes critical strategic changes & findings needed for our unique & fast market success. It is all about the offer timing & tech.

(I) OUR OBJECTIVES:

We have thoroughly prepared for 8+ years regarding Facebook, GDPR, security & privacy. Our Founder's Bios immediately follow the TOC in this doc (or doc #1 in our collateral library).

(A) *GDPR-SAFE*™**:** We have an interest in talking to you about **(1)** what **we are doing** to address the GDPR (the **hottest** topic on the market), and **(2)** what that **could mean** to your organization, and to us. I'm sure you are aware that on the 1st day (5/25), Google & Facebook faced collectively $7.8 Billion in lawsuits (EU law) and EVERY **major** news/content company in the USA **shut down access** to EU visitors, until they can 'sanitize' any personal data they have on EU clients by addressing the eight (8) DPD issues (**GDPR** predecessor-Page 7). We've done loads of research & are thus launching DDA's *GDPR-SAFE*™ **Consulting & Market Research Services:** Reviews, licensed data services, market research, CSR & philanthropy.

(B) **ANONYMOUS *GDPR-SAFE*™ RESEARCH DATA SALES** (for Philanthropy)**:** We further want to discuss **(3)** possibly buying some market research from you, and **(4)** *market research we can sell you from data that we will license from* **(a)** *OBD-II* clients (all their on-line & driving behavior), **(b)** *visitors* of auto & related on-line sites & digital remarketing *activities* (tracking all of their activity anonymously as licensee explained below) to start, following by **(c)** 'enabling' *selective industries* on-line thereafter, underline domestic & International, that ascribe to our rules of engagement (see below). USA Companies with EU clients are our 1st focus. Data Buyers => *GDPR-SAFE*™ Consulting, Research Services, Clients, Medias & Markets.

(C) **LIMITED PARTNER BUYIN** (intentionally last)**:** **Lastly & ONLY (A)** if you are a company with an interest in our **data, AND (B)** will further allow us to monitor the socially responsible use of our data, will **(C)** we discuss the potential of a limited (or buyout) buy-in as a strategic equity partner. We say *limited* because as you will see below, we have identified a number of potential data buyers, and are primarily seeking to offer pre-sales of our data as compared to a buy-in.

On the other hand, being limited by funding, but miles ahead on in-depth planning (UML) and OO-Content Infrastructure development that will **(1)** reduce development time by over 50%, while **(2)** developing code that scales well, **(3)** upgrades more easily, **(4)** offers more functionality, **(5)** reduces programmer complexity (site builders vs. pure object programmers), and is **(6)** rock solid secure by design from multiple perspectives… with significant funding, we could become an overnight success based on adaptive changes to our strategies; **here's the plans for our acquisition**.
Buy-In (interested?)   Terms: 0.50 % equity DDA + 20% Disc. on Data Pre-Sales + day updates: **$50K** + N/C consulting.

⇨ **DATA FOR SALE-REFERENCE:** Albeit anonymous (no personal identity), the data is **psychometric, media, time & geo-demo-graphically 'tagged",** and contains **in-depth (but anonymous) psychographic and behavioral detail** (detailed below; it is amazing). It is a predictive science, based on academic behavioral sciences **(like FBI profiling), supported by 2nd correlated research on people and specific industry research** on their audience's psychographic & behavioral data.

You'll gain valuable deeper insight into your clients, be able to request the same on your competitors, along with ability to remarket to your competitors clients who have visited one of your websites. We provide relationship reports on the best way to communicate with a specific client based on the client's and the salesperson's individual personalities.

We are forming a keiretsu of former market research competitors by openly sharing our IC.

(II) GDPR RAMIFICATIONS: Considering the ramifications of the GDPR **on Web Design, Marketing, SEO/SEM and Advertising Agency Services**... related to the GDPR topics of *(a) Transparency, (b) Data Minimization, (c) Purpose & Usage Limitation, (d) Security, (e) Access, (f) Accountability (DPO req.), (g) Retention and (h) Deletion* (probably the biggest concern associated with *the right 'to be forgotten'* (e.g. deleted), although all issues need to be addressed for compliancy), you might wonder how this can be done...

We've been planning for these days for 8+ years & know every pothole.

SOLUTION SET: NEXT GENERATION PSYCHOMETRICS, RESEARCH, PHILANTHROPY MODEL: Allow me to describe **the bigger picture of our market offerings,** that became associated with (in design, though the tech to be employed is sophisticated, it's cruder than my previous initiative), SMRC (Social Market Research For Charity Inc.), in the application of personality-persona/ psychometric technologies, the model of anonymous research for charity, AI, biometrics and philanthropy (same ingredients, different processing recipe). This is a keiretsu market research model for philanthropy.

(A) DDA INITIATIVES TO DRIVE NEW *GDPR-SAFE*™ DATA MARKETS: WE'VE BEEN WORKING ON: a number of strategic research and marketing objectives to revolutionize the auto industry, specifically FOR FRANCHISE auto dealers, that includes but is not limited to: Note: Complete details (w/o revealing our dev IC, and we mean complete) can be found **HERE** (Note: Docs #1-4 for items below... we have a few more). These are now by-products of our *GDPR-SAFE*™ consulting practice.

(1) OBD-II devices for optimized equity management associated with **remote diagnostics, automated service scheduling and red carpet services** (field/loaners) plus the **connected car experience and philanthropy** (focused on social responsibility for the environment), Automated Scheduling: Remote/Enable mileage, time & event OPCODES; Primary Care Dealer; Total Integration

⇨ **USE CASE FOR GDPR:** The strategic alignment of our **OBD-II anonymous market data initiative and the GDPR is the KEY INITIAL MARKET USE CASE FOR ANONYMOUS SOCIAL DATA FOR SOCIALLY RESPONSIBLE RESEARCH & PHILANTHROPY,** recognized by its' current market value – e.g. anonymous behavior & GPS for insurance market usage. NOTE: **See** the full details of this USE CASE at **this** link Case: Socially Responsible Use of Driver Data.

(2) Equity Mining-Matching integration with **lead management & remarketing using (a) Highly predictable psychometric 'foresight', (b) External** Big data social **and (c) Actionable car industry** business intelligence **(research)** that integrates opportunity profiling of financial (existing auto equity, interest rates, payments & secondary/upgraded car, as many/most buyers have a trade-in) **with relationship reports that optimize each customer communications** based on the individual personalities of the salesperson & the client. P.S. This feels like Automastermind revealed**.**

(3) Psychographic segmentation & Psychometrics to be applied across digital remarketing and sales processes... where all such programs are more than 100% GDPR compliant by services supplied by *GDPR-SAFE*™ Consulting.

(B) DDA's GDPR RESPONSE: We are seeking your interest in supporting a people's social data revolution (power to the people, Anonymous social data for social good movement), **A SOCIALLY PROGRESSIVE (new view) AND EFFECTIVE RESPONSE TO THE GDPR, that will:**

Allowing people the option to monetize their anonymous behavior in support of socially responsible research & community philanthropy.

(1) ALLOW PEOPLE TO LICENSE (as licensors) their 100% Anonymous (No identity) Personal-Social Trait & Behavioral Data to DDA (Digitally Dominant Automotive Services, **as licensee)**, a **(1) *GDPR-SAFE*™ Market Research Service, (2) Social Credit Award Service, (3) 501(c)3 Rating Service & (4) Consumer Data-Monitoring Social Watchdog, operating as (5) a private, by-invitation-only market research & social-philanthropic club for social responsibility...**

IN EXCHANGE FOR… Recurring donations to the **favorite national or community social causes* of the donor licensor** (***vetted** for prejudice/non- humanitarianism; limited offering by sponsor coverage); **50% of profits; full sponsor disclosure.**

Show your CSR support for your visitor's favorite social causes while giving them the opportunity to find out how other people that think just like them (similar experience, educ., etc.) are responding to a topic or offer.

❖ **ADDITIONAL BENEFITS**: Similar to the standard Cookie policy on most sites, by accepting our invitation, you'll be unrestricted to features like the ability to purchase products, or use certain features or the full functionality of our products, including (our favorite) the ability to predict your purchase, and/or to compare your interest and/or selections with others who have matching psychometric tags (e.g. we call them **social doppelgangers, with similar backgrounds, education, lifestyle, etc. who also have similar needs, motivations and values**.

❖ **FINANCIAL DISCLAIMER:** While we replace personally identity data with generic tags, and the value of your data donation is based on the number of time a day the data is used X the amount & type of anonymous data, with a **conservative estimate of $0.10-$0.15 per user/day** (based on geographic interest), this number will grow over time as we secure more socially responsible sponsors. Respectively, as the anonymous data covers vehicle and mobile devices, mobile device and vehicle usage, website usage, search usage, use of other applications, music and email usage, network carrier, and other related services associated with one of the geographic sponsors acquiring the data, we are confident this will generate a growing revenue stream optimized to reach $1.00 per user/day.

Being 100% anonymous albeit personal data, costs are minimal on managing the data, and thus profits high after supporting our social watchdog functions (of monitoring the charities and the sponsors acquiring the anonymous data.

(2) DATA SOURCES (IoT & Media): From above, our Anonymous Data Club Sources… **(1) OBD-II devices & on-line activity, (2) Auto Industry Websites & on-line media, (3) Industry Partner websites and then onto (4) ALL on-line media** => ALL participating in offering their members the opportunity to generate social good in return for their anonymous data VIA DDD (Digitally Dominant Data Services). Note: This will change based on accepted sponsors & partners.

(3) DATA MARKETS: Our Socially Responsible Research Data Club Markets (monitored for socially responsible usage): *(1) Insurance, (2) Planning: Urban/Road/ Emergency, (3) OEMs (validate research), (4) DMS & Auto CRM companies, (5) Other Dealers, (6) 3rd party automotive (ex: KBB, Edmunds, Black Book, Polk, etc.), (7) Major Industry & Market Research Companies, (8) BIG Data providers... Oracle (BlueKai), IBM Global Business services (Watson), Amazon, Google, Microsoft, Samsung, etc., (9) Management Consulting/Fortune 1000, (10) Wireless/Telecom/IP, (11) Banks/ Finance, (12) Facebook, (13) Sirius XM (Automatic), (14) News, (15) Celebrities, (15) Entertainment; (16) Government(s).*

(4) DATA ELEMENTS (ANONYMOUS): Our Research Club's Licensed Data for Socially Responsible Research & Remarking… **Anonymous (no identity)** demographic, psychographic and behavioral DATA, **each with Anonymous Psychometric, Media, Time, IP & Zip Code TAGS**. *This can include age, gender, ethnicity, religion, income, education, home ownership, garage size, sexual orientation, marital status, family/household size, health, disability & psychiatric status data..... Lifestyle, Activities, Interests, Opinions, Values, Attitudes, Social Class & Auto Personality data… and occasion (ex: marriage, graduations, new job), benefit sought, user status, user rate, loyalty rate, readiness stage & consumers attitude data –* Rich, selective detail per composite PLUS changes in last day and week (and more patterns).

❖ This includes client to salesperson's relationship reports that best match client needs, motivations & values.

❖ The **special feature** of *GDPR-SAFE*™ data is the **anonymous psychometric type** (personality) **Tag per profile.**

(5) BY EXPERTS IN… *Psychometrics, AI, Security, BIG Data, Mobile, Cloud, Application & Enterprise Architecture, SOA, SCM, Agile, NLP, Sentiment Analysis, ERP, SFA, CRM, eBusiness, Digital Marketing, Financial Analytics, Logistics, Multi-media, Object brokers, Telematics, Transportation (Trucks, Cars, Bus, Train, Air, Ship), the auto industry & more –* We are avid supporters of the Arts, History, Culture, Philosophy, Technology, Science & Philanthropy.

❖ **ENFORCEMENT:** Every sponsor and DDA employee is under a strict enforceable NDA, non-circumvent and data monitoring agreement, including background checks, and on-going biometric and AI monitoring (employee only on last 2 pts). If we find a sponsor who use of the data is not compliant with the GDA we have the right to terminate their access (example: retention, deletion and similar GDPR clauses).

❖ **DISCLAIMER:** Digitally Dominant Automotives' use of multiple psychometric technologies (DISC/MTBI/FFM) accurately predicts personality, characteristics, needs and values primarily through written text, supplemented by BIG Data, Industry research & live data updates.

You'll precisely understand your customers' habits and preferences on an individual level, and at scale.

(6) **AS A SEPARATE ENTITY, A PRIVATE BY-INVITATION-ONLY, RESEARCH & SOCIAL – PHILANTHROPHIC CLUB...** You can't own us internally unless you're a pure market research company, or we can retain all the data & manage user rights. *We share our IC with friendly competitors as a keiretsu to legitimate, manage & share equally with our competitors.* For 8+ years, we've been planning for these times. My last venture issues: Compete w/ Google PPV; Cellphones; Bandwidth; $10MM Founder died. *We'll need a management consulting partner to watchdog, our consumer watchdog services.*

Out to win no matter what: From 8+ yrs of research, planning & waiting for the GDPR + foreseen & unforeseen events, sharing IC w/competition to build manage the market (target 20%) & 'sell-out' as a consultant. It will happen!

(III) IN SUPPORT THE GDPR:

DDA thinks ALL ethical marketing should support the **GDPR, CRM 3.0** and **DDA's initiative for a private, by invitation-only market research & social-philanthropic club** is for **three** (3) primary reasons:

(1) **People's attention will be treated with the respect it deserves:** For marketers to succeed when the GDPR comes into force, they're going to have to focus on providing even **more value** to customers. This means the job of a marketer is going to get more difficult. They will have to work hard **(really hard)** to attract consumers and **earn the right** to speak with people. But they should -- attention is a valuable commodity, and in truth it's been abused by marketers over the years.

(2) **Greater transparency between people and the companies that hold their data.** If the GDPR is successful it will provide greater transparency and control to EU citizens over how their data is being used by organizations. Transparency is key. *Today, few people see the benefits of sharing data, but they often do because they want to use a service or product.* Forcing companies that collect data to become transparent means they will need to communicate and provide value to the person. **We expect greater communication and transparency around data collection will lead to better understanding about why people should share data.**

(3) **A higher bar for marketers has been set.** Let's not fool ourselves -- the GDPR is going to (forcibly) raise the bar for marketers. *Tactics which don't have GDPR-compliant consent mechanisms built in will be consigned to the history books. This means marketers will need fresh thinking and have to innovate.* The end result is that **to succeed in this new reality and comply with the GDPR,** we're going to see better, more creative and thoughtful marketing.

❖ **We see the GDPR as a watershed moment for the marketing industry.** It's rightly causing many organizations to **rethink** how they approach marketing, but it's also a **huge opportunity for businesses** to *articulate the importance of people sharing their data and how it leads to greater personalization, better products and services, and a more efficient data economy.* For too long businesses have remained silent on this issue. A discussion is long overdue and **we're (DDA) excited to be part of leading the shaping of it all (exposing the bigger potential).**

(IV) DDA INSIGHTS:

As in-depth business intelligence architects & industry planners (one role at IBM), we have something better than a finished product, as one that will fulfill your specific GDPR and Marketing/Market Research needs, detailed with docs like schematics, predictable data & more.

❖ **Similar to what is going to happen to credit card data** liability - to be no longer held by client companies but rather by accredited card agencies, so the data access is one way, to support purchases, DDA will protect both the client and your company's liability for personal data, by making it anonymous (replaced with non-identifying tags) and managing the client licensed (as licensor) data relationship. DDA holds all the personal but anonymous data as socially responsible market research, since it is for multiple sponsors, and we monitor the use of the data (see DDA's NDA, non-circumvent and data monitoring agreement) e.g. we monitor the sponsors, disbursement of charitable donations, and serve as social watchdog on the charities - on their delivery of benefits to end beneficiaries vs. their tax statements.

❖ **This will further** **enhance a branding/image (for auto dealers to start) of corporate social responsibility,** **promoting support for local community social causes** - e.g. every dealership site co-registering its' on-line for the invitation to DDA's

private market research and social-philanthropic CLUB for Social Responsibility (OBD-II/Clean Air), creating on-going donations to their favorite social 501c3, as long as they agree to license their anonymous social data to DDA.

❖ **Security:** It might seem unusual to say, but the best prevention from hacking is my son and I. We have unique backgrounds in this space, on both sides of the equation. No system is truly secure with big enough computers, unless your private key is in hardware. On the other hand, we have extensive knowledge of multiple biometric technologies that combined are pretty hard to beat as the key is the person and these processes circumvent ways to beat fingerprint, facial recognition, and insecure passwords which is the biggest problem aside from loose Javascript forms or systems whose data is R/W, that further does not look for malicious code in the data vs. code injection.

(V) SUMMARY, CLOSING & CONTACT:

> **Call** 4 info on bulk **pre-sale** data **discounts.**

If you are dealing with clients in the European Union, then you need to address these issues in the very near future, even if you have cut off access to EU clients for now. *On the other hand, if you are large company that currently holds personal data (without explicit vs. implied consent), <u>this will affect you shortly</u>, as so much legislation is being focused on the socially responsible use of people's personal data*, which we have seen in the auto industry already having its effect. You could take the same tact as we are on if you are a large consulting company and become our partner.

You could try to do it what we have done yourself, but unless you go through the hoops I've outlined that are necessary to support this type of initiative you will fail, as support for social causes is a dual sided wheel – if you back a charity that later isn't shown to be so charitable (delivering meager returns for the end beneficiaries vs. awareness & tax write-off) the branding effects make this a very risky endeavor. Furthermore, unless you can show the case for why you need to retain all the depth in your data related to the data buyers (who again must be monitored with periodic reporting); you will have to periodically 'sanitize' your data. Lastly, by not making your data for sale anonymous, you further have liabilities that you must protect it. This is a challenge I have been on now for 8+ years and the whole story is in my docs.

In any case let's talk. I can be reached quickly at my any of my contact links below. Thank you for your time.

With Anticipation - Taking the World On With a Smile :),

> **DDA Plan:** *GDPR-SAFE*[TM] RESEARCH & SERVICES => DATA Buyers (Equity + Pre-Sale Disc.) => Data Sources + GDPR Consulting/Services/Registrations (help companies mktg. + CSR) + Funding for Social Responsibility /Philanthropy. See page 8 of the USE CASE document (link) for the 6 components of *GDPR-SAFE*[TM] Services..

(signature)

Phillip R. Nakata, Business, Social & Technology Authority *(Director/SME)*, **Digitally Dominant Automotive (DDA)**, **GDPR-SAFE**[TM]; Former *CBO & Group Program Director* for **SMRC** (*S*ocial *M*arket *R*esearch for *C*harity); Fmr. **IBM CTO**, Fmr. **CSC** *Partner*; Fmr. **AON** *VP*; **PHONES:** 303.435.5206 (Android S4/SMS); **303.800.5766** (Skype-In, rolls over to cell/**No SMS**); **EMAIL:** pnakata@digitallydominantautomotive.com; **phillipnakata@gmail.com**; pnakata@chevroletofwatsonville.com; **CV:** Curriculum Vitae, Psychometric Scores (DISC/MBTI/FFM) & References at: **http://bit.ly/prn-cv3**; **CALL FOR** Video/Desktop Conferencing # & Scheduling. **SOCIAL MEDIA - Linkedin: philliprnakata; Facebook: phil.nakata; Twitter: @smrc001**;   **GDPR / Digital Authority.**

"Assume Nothing, Plan for Everything; Reverse Engineer the Future, to find what you didn't know that you didn't know; Think outside the glass, versus just half full – half empty; Win the battle for Mindshare & Market Share with Profits".

❖ See docs #8, and #1-4, although #5-6 (HERE) are also good fillers (buyers, car predictor), and #7 is about IC and dev that isn't easily copied.
❖ Roadmap Document #1 (Link) of the Documentation Summary contains our Founder bio's and DISC (Personality) test results.
❖ Please see my **Tribute** on page two of DDA's "The Case for Psychometric Segmentation….Social_Responsibility, Social-Credit, Philanthropy"
❖ DDA: **Creating services & data** (everything is really about services and data) **that benefits humanity.** Our Hobbies: AI/Crypto/Security.

(VI) AUTO DEALERSHIP NOTIFICATION (**not** the **main** target of this announcement)

With the exception of the OEMs, DMSs, CRMs & 3rd Party Data & Hardware Vendors, who may be potential buyers of DDA's Data & Services, **this market introduction is targeted at**: the market research companies, the major management consulting companies and major data segmentation data brokers of the world **(and Facebook)**, as identified in this announcement, **based on the geographic deployment coordinated with strategic growth on the web forefront** of our "anonymous data for socially responsible research & philanthropy" (e.g. Based on a data buyers interest, we will channel immediate resources to web and/or localized deployments (auto specific or not), until such time as we are able to secure a strategic relationship with Facebook, or another similar network or other organization addressing the GDPR issues with similar needs.   **Respectively, for the benefit of the few dealerships who could help fund our initatives (Fletcher-Jones or similar), I've outlined the benefits of our services below**, including this new data market for their visitor's anonymous data (on their website and beyond).

- Doubles the conversion rates of digital marketing
- Doubles the conversions of other dealer & OEM related ad revenues (Psychometrics & Opt-in preferences: pos & negative)
- Doubles the conversion of dealership pt. of purchase sales
- Doubles customer retention & automotive service business
- New Dealer, DMS & CRM income streams from anonymous website activity (auto personality configuration data)

- Increased sales and licensing rates for DMS & CRM companies
- Increased effectiveness to lower warranty costs
- Increased popularity/traffic of 3rd party data provider sites and dealership sites (sponsoring "Your Personality Showcase")
- Doubles the value of 3rd party data provider leads to dealers who are not part of our offering.
- Lower customer insurance costs.
- Doubles or more Customer Satisfaction.

❖ DDA APP/SERVICES:

While we have completed research, in-depth business & technical planning, and are in the final stages of infrastructure and development testing, for a number of version one initiatives (Full details available here, research; strategy; development, 63 pages), our highlight app services (everything is a service) include:

⇨ **OBD-II FOR NEW CAR SALES STRATEGY: EQUITY MGMT (**Auto. Maint. Sched.**) & RED CARPET SERVICES BY PRIMARY CARE OEM DEALERSHIP + PHILANTHROPY ($$ Savvy, All Services, Mobile Consumer): (1)** Create NEW DATA MARKETS: Anonymous psychometric, media, time & zip code 'Tagged' Data, packaged with behavioral & preference data BY sponsor match request (Next generation data commerce), **(2)** OPTMIZED EQUITY ASSURANCE and **(3)** RED CARPET SERVICES from your CERTIFIED **(4)** PRIMARY CARE DEALERSHIPS, bundled with **(5)** PHILANTHROPY & SOCIAL RESPONSIBILITY (Safety, Reliability, Value, Manage Emissions for the Environment – orig. OBD mission, Worthy social causes). **This type of customer should be especially interesting for market research.**

⇨ **EQUITY MINING, LEAD GEN & MARKETING INTEGRATION BACKED BY PSYCHOLOGY & RESEARCH:** UNIFIED ANALYSIS. PROCESSING & SUPPORT, HIGHLY PREDICTABLE PSYCHOMETRIC FORESIGHT, EXTERNAL MARKET RESEARCH & DEEP ACTIONABLE BUSINESS INTELLIGENCE (like a crystal ball insight into each person's predictable needs, motivations, values & client-salesperson relations; 70-85%, CRM 3.0 (The Actuary's Dream).

⇨ **YOUR DEEP INTRODUCTION TO DDA'S AUTOMOTIVE PSYCHOMETRIC FORESIGHT**… 53 page report. Psychometric basics, Crystal, reports, OEM/Consumer/Industry Research, Preferences & moreExpanding on the use of the DISC API augmented with Automotive Research => **SUPER** SALESPEOPLE (empowered w/AI & research) like **SUPER SOLIDIERS**… includes sample workstation views integrating DISC, MTBI, FFM **segmentation and research data at 80%+ accuracy.** USES: Seamless integration with your Digital Marketing, Interactive Websites, Sales/Service Support (relationship reports).

⇨ **AUTO VIDEO SHOWCASE & DEALER INVENTORY:** On-line virtual auto features/expert reviews and road/test/drives videos - all by year/make/model - for dealers to share, as (i) playlists, (ii) Android & iPhone apps, and (iii) website (dealer specific, for use by dealers for playlists and for user, including dealer inventory, prices & rebate info+) , with prospects of each dealer, especially valuable for used car inventory sales. Includes free Google Cardboard & bluetooth controller for Virtual 3D experience.

  ⇨ Over time, this will include a link to our Personality based Matching function, showing each prospect the next car they are most likely to purchase, based on ever-growing statistics (from our dealers and market profiling analytics) matching geo-demographic personality types (including positive and negative preferences) to year/make/models of car purchases - effectively demonstrating that like-minded people make similar purchases.

  ⇨ This site can also serve as the collection of the prospect's current car for trade-in value (yr, make, model, condition, loan payment term & status) for 3rd party value VS. the dealership offering (typically $1,000 less than 3rd party after considering all options, financing, rebates, etc. on new car).

  ⇨ **The problem for dealers and consumers:** Although many sites exist for auto videos, collections per car by year, make and model for all cars are limited that present **(1)** expert reviews vs. salesy/car-show features, and **(2)** road test drives (from within the car), vs. most "virtual test drive" sites that are about static images and write-ups, **(3)** focused on late model new cars, vs. so many of the cars taken in for trade-ins.

(VII) Digitally Dominant Automotives' (DDA) world of…*"GDPR-SAFE™"*

Markets (OEM, Dealer, 3rd Party, Clients), **Technologies, Players, Strategies** (missions, packaging, alignments, approach)**, Deliverables** (apps & services), **Data** (business intelligence), **Productivity** (sales, goodwill, customer satisfaction), **Philanthropy, Multi-Channel Revenues & Profits… and Fun.**

DDA Service Keywords… our *"GDPR-SAFE™"* landscape…

OBD-II Connected-Car **IoT**-IFTTT **Telematics** Equity-Mining-Matching **CRM3 Personality-Psychometrics Tags Android AI Edmunds** Expert-Systems OEMs **Analytics Softpull** Infrastructure (**web, mobile, cloud**) **Dealers Facebook Agile** Architecture (**SOA**) **FEEDS** Development (Security, **UML, APIs,** DevOps, Web-Services) **PKI Content-Management** Dealervault **Trade-in** Branding **CarPlay DMS Integration** (**REST, SOAP, RPC**) **XML Crystal NLP** iPhone **BIG-DATA** CRM **GMAIL** ERP **OBJECTS** OCEAN **Finance** vAuto **3rd-Party-Automotive-Data** eCommerce **Personas Tokens** SROs Corporate-Social-Responsibility **Anonymity** Pixels **XSLT** Build-Only **Watson** Interest-Rates **Platform.sh** Digital-Marketing **Schema.org MySQL Behavioral** Android-Auto Music **Services** error-codes **Cookies** Email **Trackers DEEP**-Learning SMS **GDPR** Car-VIDEOS **SmartRoads Needs** vAuto **NoSQL** Google **Social-Media SCM** Field-Services **Market-Research** Programmatic-RTB **Tag-Manager DATA** Motivations **Certificates Middleware** Sentiment-Analysis **.htaccess** Follow-the-Money Consulting **Radio** GPS Biometrics **Taxonomy** FFM **DTC OEMs eBusiness** Dealerships KBB **Rebates** MBTI Dash **Linkedin Packets** Linux Automated-Service **Remote**-Diagnostics **Drupal8** Maps Patterns Vested-Interests Automatic **Configurators** Twitter php **Data-Monitoring** Avatars **Cox** Incentives Business-Intelligence **Cloud**–Virtualization YouTube **SFA Philanthropy** Social Responsibility **Triggers** Right-Hand-Joins **CSR** (Corporate Social Responsibility) Amazon A/B-Testing **Open-Source** Sales **Microsoft** Service Parts Inventory Dealersocket **CDK** Reyrey **Used-Cars eLeads** market research Public Interest Medical Research Auto Safety Research Emissions Research Big 6 Urban Planning

(VIII) DIGITALLY DOMINANT AUTOMOTIVE (DDA) DATA RESEARCH

DDA's research has closely paralleled the DATA interests (markets, cloud) of the world's largest data players, e.g. Amazon, Microsoft, Google, Oracle, IBM, Facebook and the Programmatic/RTB Exchanges (DoubleClick), along with the leading frameworks in the full range of digital marketing & content publication, from its' closest roots with SMRC (Social Market Research for Charity Inc.@2014: Tech Docs)… and most recently the OBD-II (Automatic/Insurance) and Equity Mining Integration with Psychometrics players (ex: Automastermind). Thus it is not surprising that, excluding the Auto industry specific keywords, and philanthropic research (end of SMRC Tech Docs), our market research has closely paralleled the leading DATA companies, **as shown in this comparison with research.facebook.com**:

- **AR/VR:** Creating the Future of Personal & Shared Reality (Virtual Reality)**
- **Computational Photography & Intelligent Cameras:** Mobile visual processing to understand, augment & enhance sharing & connections
- **Computer Vision:** Understanding the visual world around us**
- **Connectivity:** Connecting the unconnected*
- **Data Sciences:** Gaining insight to deliver meaningful social interactions*****
- **Economics & Computation:** Exploring the intersection of economics & computation*****

- **Facebook/DDA AI Research:** Advanced the field of machine intelligence*****
- **Human Computer Interaction & UX:** Understanding & improving social experiences***
- **Machine Learning:** Applying machine learning to internal products*****
- **Natural Language Processing & Speech:** Breaking down language barriers******
- **Security & Privacy:** Keeping everyone safe & secure (anonymous)******
- **Systems & Networking:** Building the systems to bring the world closer together*****

Note: Each ***** represents 2-3 years of experience per topic, with our obvious strengths in **(1)** Data Sciences, **(2)** Economics & Computation, **(3)** AI Research (and apps; avatars; see SMRC Tech), **(4)** Machine Learning, **(5)** NLP & Speech (*plus Sentiment Analysis*), **(6)** Security & Privacy (including behavioral biometrics, since 1986), and **(7)** Systems & Networking (as an Enterprise Architect, IBM, 96'-02'). Of note, our IC also includes experience developing mainframe search and spider/ant tech, as well as extensive experience in pervasive computing and virtualization (making any system work like any other system, just migrating the I/O , OS and resources.

DDA Intellectual Capital Merger:
To substantiate our 10+ year R&D claim of expertise, research, planning and development in support of DDAs **GDPR-SAFE**TM Management Consulting, Research and Philanthropic Services practice, two of DDA's Founders, Phillip Rowland Nakata and his son Aaron S. Nakata are merging their ten years experience promoting social causes as referenced by 1000+ pages of documentations generated by projects associated with: SMRC (Social Market Research for Charity Inc.) *2010-2016*, Xenia and SGS360 *(2009-2010)*, Rewarding Planet *(2008-2009)*, Honest Silence *(2008)*, Verde Reformation *(2007-2010)*, Claims Reporter & Better Insurance Bureau **(2007)**, including **this report** on the charity market. As shared IC, we will be uploading our full docs and associate web development & sites (5 gig) to one of DDA's servers available through our library menu.

This includes but is not limited to papers and research docs, that were extensions of these larger publications below:

- RewardingPlanet (Social Media/Philanthropy/80mgb)
- Xenia & SGS360 (orig. SMRC/Social Media/Philanthropy/Behavioral Anal./15 mgb)
- The Art of Software Design
- **SMRC Graphics:** Member, Sponsor, Host, Process, Package **<== GREAT GRAPHICS**.

- SMRC Executive Presentation… aka *The Holy Grail of Marketing, Security & Philanthropy*
- Introduction to SMRC Biometrics
- SMRC & Identity on the web
- Behavioral Analytics & Workflow
- SMRC Business/Technical Addendums
- **Dozens of PPTX, Slideshare & Authorstream Slides**

Phillip & Aaron Nakata's most recent (last 7+ years) applicable experience with behavioral biometric security, collaborative integration (amongst competitors), software as a service revenue models, Smart Phones & Smart devices (IoT), parallel processing / supercomputing, cloud virtualization, sentiment analysis, NLP, AI, behavioral analytics, digital personalities (personas), personal and social media(s), 100% personalized Internet marketing analytics, content intelligence (deep machine learning) and the latest DevOps stack, SEO and ad delivery technologies (for web, mobile, social, email & more).

- **NOTE:** For samples of the many service forms and processes supported by DDA's **GDPR-SAFE**TM **& 501(c)3** consulting & market research services, in support of **AnonymityInc.Net** ("the club"), see the forms & practices we've developed **HERE**.

⇨ DDA's Founder Bio's presentation: Click **HERE**.
⇨ BIO Highlight of DDA's Director of Strategy, Business Intelligence (incl. GDPR) & Architecture, pg 54-56 above.
⇨ To Supplement our Psychometrics we will be employing the **Provalis** Suite (**WordStat**: *Sentiment*, **SimStat**, **MVSP**: *Multivariable Ordination & Cluster* & **ITALASSI**: *Regression* (2 Independent Models) across many categories.

ERP Technologies: Phillip Nakata has a twenty+ year business, social and technology history, as an evangelist & pioneer, turned authority of ERP strategy & technology, whose total story (and DISC, MTBI & FFM tests) can be viewed at **http://bit.ly/prn-cv3** (an extensive Curriculum Vitae). His history in security begins in 1986 (first biometric security patent for document authentication), and his background in privacy begins as part of his architecture and infrastructure work with IBM (Raleigh,96-98), defining the foundation of web services, SOA, virtualization, mobility, and Enterprise design (DevOps/NoSQL) and launching the Websphere family of products (e.g MQ & DB2 & J2EE & XML).

Web Secret Stories, Gamification & Cognitive Surplus - Ideas worth spreading:

As the following **TED** video presenters were extremely influential in the beginning & throughout the 6+ year history of SMRC (which started out just monitoring when charity supporters were on-line and in what media), and ended up shaping the basic model of "Anonymous data for Socially Responsible Research" theme that DDA will employ (minus the phones, ad servers, different financial models, biometric security, supercomputers & more of SMRC). We present these special videos that tell the mission of what we want to do in a series of stories... a different approach like Jonathan Harris' title of "The Web's Secret Stories". **If you really want to know who we are and how we think**, we invite you to **watch these.** Note that the last is the most recent that I pulled only the other day:

⇨ **Jonathan Harris***: **The Web's Secret Stories**
⇨ **Jesse Schell***: **When Games Invade Real Life**
⇨ **Clay Shirkey: How Cognitive Surplus will Change the World**
⇨ **Seth Godwin:** The Tribes We Lead
⇨ **Dan Pink:** The Surprising Science of Motivation
⇨ **Jimmy Wales:** Free Speech, Free Minds & FreeMarkets (no longer on TED but available here)
⇨ **Yochai Benkler:** The New Open Source Economics
⇨ **Dan Gilbert:** The psychology of your future self
⇨ **Brian Little****: **Who are you, really? The puzzle of personality psychology.**

⇨ **Ben Ambridge:** 10 myths about psychology, debunked
⇨ **Emerging markets:** (HERE)
⇨ **Blueprints for the next generation:** (HERE)
⇨ **The power of social media** (HERE)
⇨ **Kio Stark:** Why you should talk to strangers
⇨ **The beauty of strangers:** (HERE)
⇨ **Dan Ariely:** Are we in control of our own decisions
⇨ **Jeff Hancock****: The future of lying (unless SMRC launches its biometrics)
⇨ **What your data reveals about you****.. aka... "Insightful human portraits made from data"
⇨ **Latest TED Videos** To Be Reviewed **<= What we are reviewing now.** You'll become excited knowing you are a part of history, witnessing the dawn of a new age we've captured the power of cognitive surplus.

GDPR Experience... *realizing 10+ years of technology, modeling & planning for the GDPR kickoff!*

While as an IBM CTO for Sales Force Transformation, a part of the IBM Software Group (SFA-OO-MM-Websphere) and IBM Sales & Marketing, Phillip has been monitoring this initiative since Directive 95/46/EC was adopted (10/24/95), as well as during his term as IBM World Wide Assessment Officer at IBM Architecture & Infrastructure (96-98) as IBM explored the security & privacy issues of its migration to the web (98'-00'). Following 3 more tours with IBM's Senior Resource Practice (Austin; distinguished engineers), along with IBM Premiere Partners (WebSphere, ADP), Aaron and Phillip have been further monitoring the GDPR initiative concurrent to a series of our social initiatives (listed above under Intellectual Capital) through:

- 11/06/11: EDPS Opinion on EC Communication 'A comprehensive approach on personal data protection in EU'
- 01/25/12: EC proposal to strengthen online privacy rights and digital economy
- 03/07/12: EDPS Opinion on EC data protection reform package

- 03/23/12: WP29 Opinion on data protection reform proposal
- 10/05/12: WP29 update on data protection reform
- 03/12/14: English Parliament Adopts GDPR
- 06/15/15: The Council reaches a general approach on the GDPR
- 07/27/15: EDPS (European Data Protection Board) recommendations on the final text of the GDPR
- 12/15/15: EP, Council and EC reach an agreement on the GDPR
- 02/02/16: The Article 29 Working Party issues an action plan for the implementation of the GDPR
- 04/27/16: General Data Protection Regulation (Directives 2016/679-680)
- 05/24/16: The Regulation enters into force, 20 days after publication in the Official Journal of the EU
- 01/10/17: EC proposes two new regulations on privacy and electronic communications and on the data protection rules applicable to EU institutions
- 05/06/18: Data Protection Directive for the police and justice sectors into national legislation applicable from this day
- 05/22/18: Proposal for a Regulation on the protection of personal data in EU institutions
- 05/25/18: Corrigendum to Regulation (EU) 2016/679
- 05/25/18: The General Data Protection Regulation will apply from this day

Our short introduction to the GDPR, sufficient to address the affects of the GDPR on Web Design, SEO/SEM, advertising services and data management of people's personal data can be found here.   It covers the **key issues of *penalties, consent, breach notification, right to access, right to be forgotten, data portability, privacy by design & DPO*** (data protection officers), as well as all issues regarding *data collection* (transparency, data minimization), *Data Storage & Processing* (purpose/use limits, security, accuracy, accountability) and *End of Relationship issues* (retention, deletion)… in general terms, as well as with reference to all 99 articles of the 11 sections of the EU-GDPR from the Official Journal of the European Union (available here).   To supplement this education, we have supplied a number of links to the market leaders EULA, Privacy Policies, Cookie policies, etc.   Respectively, we further offer a productive and effective two (2) part solution, namely:

(1) A **PRIVATE (By-Invitation-Only), Market RESEARCH & Social-Philanthropic "CLUB***" (governed by DDA MOU insuring GDPR Compliance),

(2) A *GDPR-SAFE*^{TM} **Management Consulting & Market RESEARCH SERVICE(S)** supporting, **As a 501c3:**

⇨ **A Social Credit Award *SERVICE*** (optional elective) from profits of anonymous data; DDA as licensee & GDPR Controller. *This service serves as the processing hub for all of the **registrations, research, analytics, anonymity** of data for sale, **data sales**, and managing the charitable **trust** (and **tax** administration) distribution to the 501(c)3 causes supported, respective to each Host of new DDA Data donors - As a private, by-invitation-only service, we are inviting people from host sites, targeted by Data Buyers & the host's need for GDPR Consulting.* **<= This is the work horse and BI** (predictable Big Data) **center.**

⇨ **A 501c3 Rating *SERVICE*** (monitors & rates each cause by the services delivered to their beneficiaries) associated with the social credit award service,

⇨ **A Social Data-Monitoring Watchdog *SERVICE*** (Consumer Protection) that monitors the socially responsible use of our people's data & awards,

⇨ **A GROUP "CONTROLLER" *SERVICE* for ARTICLE 89 of the GDPR (e.g. Public Interest, Scientific & Historical Research, with statistical purpose)**, supporting minimization, pseudonymisation and anonymisation (via anonymous classification 'tags'), for multiple responsible research sponsors with different interests, in anonymous, but predictive & actionable data. We further ask one of the Big-6 to help *oversee (or own) our service programs. We are one of the most experienced & qualified practices with 10+ years focused on developing the infrastructure, tech & best practices need to support his initiative. This includes 1000+ pages of research, planning & dev related to the GDPR, psychometrics, security-by-design, 501c3, Big Data/BI, SMM, CSR & Philanthropy.

- *GDPR-SAFE*^{TM} Management Consulting & Research Services do not require the client's adoption of their CLUB and its' related services, although it is highly recommended as it minimizes a clients' liabilities.   Other services include vulnerability assessments, instruction/training/awareness course (supported by a dynamically updated online e-book), audits, reviews and more…. Including our most recent addition… 501(c)3 Consulting (2 easy lessons).

We are implementing Article 89 for multiple buyers of our club's anonymous data, as this effective & productive solution, in addition to our management consulting services. In this strategy, having established a solid framework for implementing this

offering, we (A) approach data buyers first, along with one of the BIG6 management consulting partners, offering pre-sales of anonymous data, for which the buyers tell us what audiences they want, followed by (B) using our **GDPR-SAFE**^{TM} management consultings' best practices, we approach those data source markets that are most interested in our consulting services, offered a solution to their GDPR needs that will allow them access to their data, while removing any associated liabilities through our third party solution that directly licenses people's anonymous data.

Respectfully we make the data for sale totally anonymous (as described herein) and then monitor the use of the anonymous data while also monitoring and reporting on the productivity of the causes we support (insuring we are only supporting causes with integrity and performance. NOTE: For the best reference on this topic see the BCG (Boston Consulting Group) report on "Creating Social impact", located here.

(IX) DIGITALLY DOMINANT AUTOMOTIVE (DDA) STRATEGY & ARCHITECTURE

Managed by Enterprise Strategy & Technology Architects, as compared to project managed led programmers, we tackle the fundamental infrastructure enhancements/upgrades that allow our UML guided development to be built rapidly and securely. The following statements reflect the way we think.

"When you get into the deeper world of data management, where there are *dozens of layered relationships* (joins) and requirements for access, sorting and filtering that necessitates *changing the order of access (the schema) for efficiency* (think complex pivot tables...find the shortest path to the data)… You will find that **(1)** thinking about everything that becomes a primary object of an access, search, sort or filter process as **'nodes'** (content object management key architecture) that can be expanded, and **(2)** thinking about accessing and manipulating data as enormous flat files, compared to using relational calls (e.g. hit the tree directly or walk the tree)..."

⇨ The logic we often enable is *"make this join and this join based on this condition except when…"* that is also central to the foundation of the infrastructure underlying cloud data technologies. This is thus similar to NoSQL".

⇨ Another way of thinking about this is to consider the different format of logic going from **(a) rules and formulas** (easy to create circular logic; endless loops; many as one-offs; CPU & data intensive (seconds vs. microseconds), **(b) constraint based logic** (isolating a small subset by fast constraint and abstraction, like a linear program) easy to program, very fast (especially if the constraints can identify just a few final qualifiers, and **(c) exception processing**, which is the most taxing on the CPU & Data, unless it is invoked as a trigger.

⇨ In any case, the point of this discussion was to comment that Aaron's programming architecture for DDA's first version round of deliverables is about *seeing the world of automotive data that's still an extension of the PIC OS* (enabled today with REST, SOAP & SQL, which is also similar to the underlying architecture of the Cloud (virtualization on a WW Scale)… and also similar to the architecture of health services' EHR (Electronic Health Records). And thus it should be no wonder Amazon is the main bidder in that multi-billion contract (to integrate the majority of EHR services where the key is the insurance companies).

We (Aaron & I) view the world of CRM & DMS systems as just special purpose content management systems. For managing this data that's often based on the old mainframe like format of enormous flat files, advanced content management frameworks can be better at handling these access problems, because *in simple terms, content management systems are used to handling services that require many changes to the data schema*; the real trick here just **the way in which you view the problem** (e.g. Use Nodes and constraint based logic, mixed with rules & formulas).

⇨ Addressing taxonomy also in his infrastructure, it's amazing to me the rabbit holes we've gone down to solve the original API integration problem of complex security overhead, as build-only server architecture providing Drupal8 functionality in version7.

⇨ Now consider the application of this same programming infrastructure to handle the *myriad of relationships between the psychographic tags and the convergence of media APIs* (with their security) to manage the **predictable business intelligence capability** we deliver for our select sponsor-partners (for the data), supporting our "Anonymous research for charity initiative".

The net results of this development, will **(1)** reduce development time by over 50%, while **(2)** developing code that scales well, **(3)** upgrades more easily, **(4)** offers more functionality, **(5)** reduces programmer complexity, and is **(6)** rock solid secure by design from multiple perspectives.

⇨ **New breakthroughs occur literally daily.** Most recently, Aaron deciphered the OPCODE mystery, extracting the full potential of mileage, time and event (condition), that DMS systems are based on mapped against Edmund's 10,000 combos of year/make/model listings (a part of the full style/trim data) which unfortunately is not a native client capability. As a by-product of this framework, the service is also now capable of VIN Decoding.

⇨ **Infrastructure programming** is the type of work that frustrates most programming managers, as whenever we just get something workings, we don't move onto the next task, but rather **review the extension from an Enterprise point of view,** wondering if there is a **better way** to establish the functionality, whereby the enhancement can be **reused**, across the total application space of the service development. As a result, we make it easy for object-oriented application 'site builders' (Drupal 7 main community) to develop apps that typically require additional security, design pattern and mobile application specialists.

⇨ While we are **very flexible to changing requirements**, and our team development only takes 20% of the normal total development time, we do (or rather have) **spent the 80% of the time upfront**, thoroughly planning out the strategy and development, founded on our principle of assume nothing and plan for everything, leveraging the full potential of Open Source programming." *We always come out in front, although in the beginning we may appear stuck at the start.*

(X) DDA Founder's History with Philanthropy & Social Responsibility
(+ AI & Behavior Research)

Phillip Rowland Nakata, DDA's Director of Strategy, Business Intelligence & Architecture, and his son, Aaron Shimizu Nakata, Lead Architect & Program Manager, have been involved in services to benefit humanity since 2007:

✓ **06/2004-2006:** Not a philanthropic reference but a placeholder referencing my work with **ADP Dealer Service & Credit Check**, where I was the J2EE Websphere Migration Manager who also implemented Performance Monitoring in Portland talking to Tempe, AZ. While I keep all code and docs, being proprietary, I cannot share a link to those libraries.

✓ **11/2006: ebook-multiple connection sharing**: Not really philanthropic but this was a publication I started to bind multiple hardwired connections together into businesses which from there had local wireless and long-distance wireless, which became utilized to link remote cattle ranches in central Oregon.

✓ **4/2007**: Media re-publication site calling for **Insurance Law Reform in Oregon**; Changed after 3 mo. in operation. In addition to building a streaming weekly TV show, I built **Claimsreporter** (that changed the law) and **BiB (Better Insurance Bureau)**

✓ **11/2007-2010: Verde Reformation:** Low Temp Gasifier Organic Reformer by Fisher Tropic process any petro. Alt.

✓ **1/2008: Honest Silence**: Processing service for vocal biometics: Simple system to ex-sense pro (Govt. Level/Police/FBI) Website & **Working** Code links.

✓ **6/2008 – 2009**: **Rewarding Planet**: Jetropa/Jet Fuel, Carbon Credit Farming, Environmental Tax Credits, Social Media

✓ **6/2009- 2010: Xenia & SGS360** (Social Geographic Group 360): Extension of Rewarding Planet to serve all charities. Sgs360 was a spinoff of my work with Verde, apply a multiple alternative energy site/contract to Laguna Electric, supplying a major part of Solar power to S. California => San Diego, CA.

✓ **2011-2016: Social Market Research for Charity Inc. (SMRC)**: Personas, Biometrics, NLP+, Market Research, Philanthropy. See **Doc1; Doc2&Doc3; Doc4; Doc5**. Between Xenia & SMRC, from 1Q2009 – 1Q2016, we secured pledges from major charity organizations (St. Jude, Boys and Girls Club of America, etc.) amounting to 7+ million members targeted to start this network, orgs similar to DAA, but also w/ phones, supercomputing & ad servers.

✓ **2015-2017:** Business, Social & Tech. Authority for **UVS** – Overly productive/sustainable human ecosystems/Mexico.

✓ **2017 – Present: Digitally Dominant Automotive:** *GDPR-SAFE™* **RESEARCH & PHILANTHROPY SERVICES** (Herein)
NOTE: These references are being supplied for two reasons. One is for reference to our commitment to philanthropy. Second is IC (research, ideas, discussions) and code that is still usable. Each link above is a zip or rar archive of my development and or website. Note that the lie detector code contains a copy of Ex-Sense Pro.

(XI) Lights, Camera, Action, National Visibility (Roadshow)

In the spirit (theme) of GDPR-SAFETM underlying objection of spreading social good, fully supported by our management consulting host, we'd like to host a bus tour (coast to coast), bring hope to **both** (a) random strangers we meet along the way and (b) a series of strategic stops for example, at one of the homes for humanity orgs, to give the next worthy family we meet the full furnishing for their living room, or bedrooms or both (perhaps also with some pre-arranged local community org). We'll need a camera man to go along a record (televise as appropriate). We'd also like to sticker the bus, and plan for a spot on Jimmy Fallon or Jimmy Kimmel or equivalent. We think that would draw immediate attention, sufficient to insure multiple on-going recurring revenue streams with minimal attrition.

(XII) Select Former SMRC Partners to be offered DDA *GDPR-SAFE*™ Management Consultant Roles:

Considering that ----------- we are one of a handful of the **most experienced practices** (10+ years), with the **most research** focused on designing and establishing these best practice specializations (GDPR, MARKET RESEARCH, SOCIAL CREDIT, PHILANTHROPY, SOCIAL IMPACT ANALY, PSYCHOMETRICS, SECURITY BY DESIGN, IT/ERP MONITORING, OBD-II, DMS/CRM, DRUPAL8, CORDOVA, NOSQL/DEVOPS, API INTERPRETERS, AI LOGIC, FINANCIAL ANALY & MORE)-------- to create an very productive and effective solution for **USA** and World-wide companies

------------- involved in **marketing/sales, web design, SEO/SEM, advertising services**, or other services that ------------- utilize people personal data, in the interests of **personal data privacy**, ----------if you are **not a** market research company ---------- we (DDA) realized that **we should expect a significant response** interested in all of that plus our natural alignment with Facebook, especially if we first select the Big6 management company that we select to oversee all of our secondary service practices (marked as *SERVICES* / cover) for a processing fee prior to establishing profitability.

For this role, we're telling our first key management consulting partner (from a GDPR practice or CSR/Governance) whose interests further align with our own (ex: with big auto client(s); or selling to big data clients; for CSR/branding) **that our next step is to go to Facebook** (or immediately after), **along with** the consulting partner for another quick win. At the same time that this is going on, we should expect to receive a steady stream of pure consulting business that does not rely on the CLUB's existence, or the management consulting company, or a Facebook partnership, in order to generate an on-going and steady recurring revenue (albeit small to begin with)… considering again that we are one of the most experienced, with a productive and effective solution to the GDPR challenge (more than 100% compliant), the consulting business should sustain us… and this GDPR issue is one of the **hottest** topics on the market…beating **Beyonce** in popularity.

To meet the anticipated rush of business (mid-sized or small-medium, who deal in EU personal data and websites, OR the savvy company who want to look good ahead of time and/or wants to get a significant **jump on the issues that are not going to go away, considering** that this was one of the longest and most costly pieces of EU legislation EVER! For that I will be calling on select former SMRC partners (hard & sweat equity) that can be easily cross-trained, to serve as DDA's as needed, *GDPR-SAFE*™ trained consultants (that we could also franchise).

This will bring our offering to having between 7-25 people on the staff… so as to be able to match posturing with a flexible trained staff size. For hard equity former SMRC partners, I will also, by personal discretion, insure compensation equal to the earlier partner contribution (as it was a private, research and social-philanthropic club run by a GDPR). Respectively to such consultant, it is important to know herein, that there significant changes in DDA's *GDPR-SAFE*™ Mgmt. Consulting & Market Research *SERVICES* as compared to SMRC, which need to be addressed. These include but is not limited to (e.g. call if you have any questions):

- *No ad servers* (too many conflict. interests/Google/FB)
- *DDA Class Type (*DISC/MBTI/FFM) vs. SMRC Individual modeling
- *DDA Predictable* startup vs. SMRC collection/processing overload
- *No biometric* security (except internal) SMRC leverage was startup size
- *No SMRC free cell* phone (also no revenues for providers)
- *No peer supercomputing* (vs bandwidth limitations)

- No build-in *training* (again Open Source LMS)
- *Different funding model* all around => $0.15/user/day vs. $2.25
- *DDA data buyers target data providers,* SMRC was number first/reverse
- *Most good hosts are also sponsors with DDA* (buying & selling anonymous data)
- *Best sponsors are best partners w/DDA;* SMRC focus: data providers/numbers

- *Driven by non-profit GDPR consulting;* SMRC was only the club
- Instead of getting paid (SMRC), *data hosts get GDPR consulting + $0.03/user/day?*
- *Dif process:* SMRC=>hosts=>sponsors; DDA => practice => data buyers=>data sources w/consultant. & club
- *No intelligent avatar (maybe again)*

⇨ *The List above shows the difference bw.* DDA's **GDPR-SAFE**^TM *Consulting & Research Services & CLUB vs. SMRC:*

This is a funding model by sponsors (data buyer) matched to data hosts in need of GDPR Consulting Reviews and/or Services. *This model further supported by Jonathan Silva's five (5) years of establishing a network of dealer consultant, with similar roles as his own, ready to launch the **original** OBD-II, Equity Mining, and other initiatives of DDA's plan to market*, as expressed in Jonathan's *original* description offering (HERE), as compared to the *current* strategy and development doc developed after thoroughly researching the marketplace, players and technologies (HERE).

(XIII) 2ⁿᵈ LOB: DDA *501(c)3 Consulting Services* Announcement

Hindsight is 20-20, and it has been our recommendation to all companies to establish the R&D section of their business as a 501(c)3 – similar to General Electric R&D that is a pure 501(c)3, allowing contributors to receive significant tax deduction**(s)**, particularly if you are knowledgeable of the multiple cross-filings available (just like green projects with categories from energy, to health, clean water, to natural resources, plus stuff like carbon credits, etc., etc.   This won't fund your other expenses, but it will insure that your company continues to put needed R&D to keep your company health, and pay good money for the top people (you just aren't trying to create profit vs. customer value).

We realize that this approach was something we need now from the start (to make a really attractive offer to our near future management consulting partner), as well as invaluable to every company with on-going R&D needs. Thus, as a natural extension of our **GDPR-SAFE**^TM **Consulting and Research Services (& CLUB)**, we will cross-train our consultants to provide the knowledge and skills needed to help companies secure and manage a 501(c)3 to support their R&D. Over time, we see this spawning off as a 2ⁿᵈ Line of Business (LOB), titled *"501(c)3 Consulting Services, fueling your R&D"*.

(XIV) How to Effect Radical, Progressive Change - Industry Experts are Only Half of the Equation... unless you are not in a hurry ☺ e.g. Not Radical.

⇨ *This is a special selection of ageless & new age insight from experience, out of DDA's Collective Intellectual Capital*

With such smart people in the world, it may seem like a wonder that radical, progressive change is only affected *when you add two (2) other groups of experts,* one of which is a subset of the industry experts. The reason for this is that the group of industry experts often bases their finding on what they have learned before, with only a handful of thinking anything beyond 'the glass half full vs. half empty scenario'…. E.g. Vs. everything outside of the glass.
Whenever you introduce something that sounds radically new, you always get two camps: **(A)** Some experts that love the idea, and **(B)** the others that think it is just **plain stupid**. Everyone starts arguing on their differences of opinion, as compared to the common things upon which they agree as a start. So what you need are:

1. A group of **even more well known and recognized experts**, with an interest in the subject, but **literally no in-depth knowledge** on the subject; by their nature they will **question** everything and **not assume** anything. Because they are even **more** well known and respected in their own specialties, they **will get** the respect for their opinions, especially if one or more of the 2ⁿᵈ expert group agrees.

2. The second group you need is made up from a **small** subset of the original industry expert group. Their **literal job is to act as the devil's advocate** against those elements that are **common** to industry expert group. This is based on the

"10th man rule" (from the Israeli conflict, where no one suspected that on the most religious Holy day for both parties of a conflict, that it would be the perfect day to launch an assault). On the other hand, to anyone with a history in military conflicts and takeovers, it's a well observed tactic if you want to win, paraphrasing Goering.

The net result *is establishing radical progressive change*. What typically happens is that between expert group #1 above (outside bigger experts) and the devils' advocate group #2 (average 1:10), this opens the door to getting such change accomplished. Incidentally, this is literally the story about how IBM came to adopt SOA as its' foundation to move forth after 2000. Also you find how to overcome vested interests and develop MOUs (Memorandum of Understanding) to get things started and keep them on track.

⇨ Not getting enough traction in your new idea? Give this a spin and you won't be disappointed.

⇨ The only trouble you'll have with this idea is that 'experts' are arrogant in assuming that no non-expert could possibly come up with a better idea than the industry group. The last thing they want to hear is about 'what you didn't know that you didn't know' … e.g. what you had never even imagined is almost always the solution to apparent 'unsolvable' problems. On the other hand, the logic presented here should be more than obviously true… at least to anyone outside of the insiders industry group. **In any case, this is the reality, vs. what any expert otherwise thinks.**

Alternative Approaches:

⇨ You can go the **"all experts"** route, but for the most part the best you should expect is **gradual change**, which is fine if that solution is adequate for your needs.

⇨ You can go the total radical route & bring together **only experts in other areas, with a little knowledge** of your subject but the **total successes vs. total failures will ratio 1:20**, as they will likely go to the Industry Experts and thus do little to nothing new. You also go the total radical method and hire **people with no experience** at all; go try **that one** ☺.

How this discussion relates to this letter to our data buyers – will you be one just a buyer or a major partner?

⇨ **The analogy** between the obvious logic (and experience as this model works every time) presented above and the DDA initiative of "Anonymous licensed data and socially responsible research & Philanthropy" related to the GDPR and our OBD-II implementation… is in **the radical, out of the box thinking and packaging** that is required to put it all together, although all the components have been laid out in detail in our roadmap document… **e.g. We need people who can see this future of data.**

⇨ **Why Compete when you could just buy us and get so much more?** Respectively, while any **savvy** market player (OEM => largest data buyer) on our list with sufficient technical and financial resources **could do it all** (including the psychometrics, analytics (financial & psychographic), watchdog groups, data monitoring, as well as matching our technology breakthroughs described in our docs), **it would not make much financial sense to not just acquire DDA and have us implement it for you**…removing your biggest liability which is not having us already, as we have no pride of ownership, **compared to the objective of providing this service for the world's benefit**, powered by our philanthropic data donors (e.g. the whole world). We've also developed full planning to franchise it out, as well as manage it internationally.

⇨ **Similar to a history of never wanting to be first,** but only 2nd when the market responds, and as one of the most knowledgeable & experienced resources from **8+** years of planning and **10+** years in similar breakthrough technologies, I know that *we need to fuel 3-4 friendly competitors* (funding us meagerly like an industry group), *and together we will **each get 2X as much** business as we could each accomplish separately* during the pre-saturation period. Respectively, in the meantime, while fueling our original auto dealership market, we will be actively pursuing consulting in the market's hottest topic… nice eh? Is it thus not obvious that we have a no-lose plan for a conservative return, as good as a guarantee, with a total upside potential? Nice eh? … what comes from 8+ yrs plans.

⇨ On the other hand, **we literally dare you to challenge us and our plans.** But before you do, be sure to re-read this last article and understand that we both respect and scoff at the experts. This is literally why, with no degree, I sat on the central object architect's practice at IBM and led the IBM Migration to the Internet, after working on the internal IBM Intellectual Capital that the then world-wide CIO Lorraine Fenton called the most valuable IBM Intellectual Capital in

70+ years, effectively both the foundation for web services, the meta-objects of all IBM CRM objects, and SOA, all in one shot. Please see my resume for my list of accomplishments at **http://bit.ly/prn-cv3**.

⇨ We further have hundreds of scenarios, prototypes & documentation (600+ pages?) including feedback from some of today's **leading** psycho-analysts and the **largest** social causes. *We have been preparing for this opportunity for 7+ years, and we've mapped every potential pitfall* (not published)**,** *along with in-depth detail of this battle plan for philanthropy/social good***.**

(XV) Closing Thoughts & On-Going Updated News (FYI's) for:

(a) Data Buyers (Seeking Anonymous, Highly Predictable Data Pre-Sales Discount that supports philanthropy),

(b) Management Consultants **submitting a joint partnership** **bid** **for our 501(c)3 Market Research Best Practices or Conference for LOI Request** (To Departments: GDPR, CSR, Governance, Security, Privacy, DPO, CFO, CMO, Web, Cloud, Mobile, IT, Service),

(c) Data Donor Hosts Organization **(TBD by b), qualified by GDPR or 501(c)3 needs** (review, audit, instruction, advisory and/or enrollment sidelining their cookie policy for extended benefits and anonymity).

… from the Desk of Phillip Rowland Nakata, Director of Strategy, Business Intelligence & Architecture, DDA:

⇨ We (DDA's *GDPR-SAFE*^{TM} **Consulting & Market Research Services (&CLUB)** **are NOT in the business of managing ad servers or advertising services,** even though we may consult of data analytics related to marketing and dynamic response. We are very familiar with Open Source e-commerce architectures, from SQL and writing credit payment gateways, to managing the cloud's underlying legacy/NoSQL's dynamic schemas. We (DDA) **are just focused on (1)** *making data anonymous while extremely valuable, along with all* **(2)** *the various aspects of managing (and analyzing) the anonymous data for both the data donor and our host organizations, as shared access rights, with the ultimate control by the data donor, and* **(3)** *monitoring the social causes and use of our data, and* **(4)** *doing GDPR & 501(c)3 consulting.*

**1)** As previously stated, Digitally Dominant Automotive's *"Social Credit Award Service"* (a set of best practices), serves as the **processing hub for a**ll of the: *Registrations, research, analytics, anonymity of data for sale, data sales, and managing the charitable trust* (and tax administration) *distribution to the 501(c)3 causes* supported by the data donors, respective to geographies or interest/discussion/sharing groups. Aside from the technologies which have continued to advance significantly (psychometrics, analytics, data & monitoring/security-by-design) over the last few years (the trends), **the balance of the services needed** to support the sale of anonymous (licensed) data for socially responsible usage and benefit is a matter of well established **best practices** *(processes, procedures, forms, data sanitization, accountability & more)* that the DDA Founders have been planning for 10+ years.

➢ Using the same tech and approach that we use to everywhere to prevent insertion (inoculation) of data as code or system triggers, in addition to releasing build-only server code (abstracted php), we sanitize (anonymity) monitored data removing all unique identifying elements, while building a psychometric tag for each record. Internally, we store a copy for hosts of their data, that is also assessable until the data donor no longer wishes to their data to a particular data buyer (sponsor), a list or wishes to terminate their relation (and benefits) from one or more of DDA's service practices.

➢ For details on research, analytics, data sales, and the **establishment, management & distribution of the charitable trust funds to the charities supported (as direct accounts of the trust),** which will be *limited for the immediate future to the 10 most popular 501(c)3's in a 40 mile geography* around brick and mortar HOST operations… please see SMRC's Executive Summary and Five (5+) year Business Plan, along with the SMRC technical & business Addendums (A-M).

➢ The main (interactive) forms required for these "services" includes but are not limited to **(a)** Social Impact Rating/Ranking Reports, **(b)** 501(c)3 Registrations as Charitable recipients accounts able to accept donations,

checked against 501(c)3 tax filings register, **(c)** Host's member invitations, **(d)** Member (data donor) Registration and **(e)** Host onboard/provisioning forms can be found **here**, along with links to our PowerPoint presentations that supplement **(f)** our 50+ online Slideshare (pnakatadroid) and AuthorStream (pnakata) slideshows.   The principles are the same throughout, while the models have been developed in reverse, to fit the underlying architecture of the social web and the advancement of psychometrics…. In perfect timing to the onset of the EU-GDPR and launch of DDA's **GDPR and 501(c)3 Consulting & Market Research Service**, piggybacking our cutting edge initiatives for the Auto Dealership marketplace.

⇨ **TRACKERS:** Type "trackers revel your personality" in Google and you'll get a unique insight about behavioral data & the future of digital (data driven) marketing. Popular job sites averaged 15 trackers & free movie sites averaged 141 trackers – that did not respect my Chrome's anti-tracking request, as there's no penalty (including Facebook, Twitter & Google w/140 trackers on me, on a free movie site); some sites will stop your browsing if you block them. Every bank transaction, credit card purchase, library book, Amazon record, music, Kindle book, etc. is being tracked. And while most of this data does not directly reveal your identity, how long will it be before supercomputers change that? Read *"The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future"* by Kevin Kelly (**softcopy** link).

⇨ **PSYCHOMETRICS FOR PREDICTABLE (2X) RESULTS:** If you can accept the hypothesis of psycho-analysis, an ever-evolving 2500+ year science, that defines 4-8 basic classes of personalities as 16 different archetypes (architect, analyst, planner, connector, influencer, etc.) as pictured to the right… and from someone's tag it tells you all about their needs, motivations and value systems…
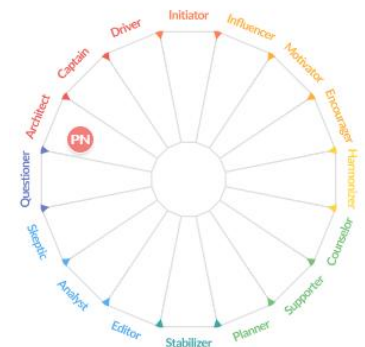
1) if your salesperson is similarly classified, then A relationship report that tells you the best way to communicate (in person, on the phone or email), that best addresses the client's needs, motivations and values (all the do's and don'ts for each client), will at minimum double your potential of a successful outcome, if it is possible.

2) While someone who is trained to recognize these characteristic 'traits' can do a better job than any computer (as the mind is a super-computer if natively or by nature programmed that way), this technology will otherwise increase the average salesperson's potential by 8x times, during each of the many steps in the sales process. This is especially important if the average sales cycle is long. How can you not take advantage of this technology (and some training)? It's a well accepted tech today used in the Fortune 500, and government, for recruiting, training, team building, conflict resolution and career counseling (and marketing integrated with the Sales Force product line)… based not so much on the science as the results.

3) All DDA Anonymously monitored donor behavior data includes psychometric tags, that predictably profile (75%+ accuracy) a dozen or more 'traits' associated with each person's individual needs, motivations and behavior.

⇨ **OBD-II DTC, GPS & OPCODE INTEGRATION:** Just as we've exposed that the financial foundation of the OBD-II market is about driver data for insurance companies, so has we exposed that the value of the telecom-enabled OBD-II reader is not so much in the diagnostic capability, as it should be in the coordinating the automated service scheduling & 2nd level diagnostics related to the OPCODES (mileage, time & event code based triggers) that maps for example on my 99' Saturn, the 199 possible codes (or conditions with a prescribed response-fix-review-adjust-replace, etc.

In addition to our infrastructure enhancement (DB; Security; Reduced Complexity/Overhead; Scalability, Flexibility & more), we will be implementing this 'smarter' capability (vs. most of the competition based on mileage) to fulfill our goal to establishing 5% more equity value. It should be noted that this smarter capability is the same underlying objective as for the major OEMs, but not necessarily associated with the customer's primary care authorized factory dealership, which is DDA's target objective.

⇨ **BACK TO OUR ROOTS:** I was reminded as I re-watched the TED video by Clay Shirkey that the real value of today's sharing frameworks is more than about the **communal value** shared by most participants of that app or services, but rather about the **civic value** that our sharing service can create – e.g. the amount of additional value created by the service for the greater audience**(s)** that the service serves.

Similarly, DDA's anonymous research, can accurately help predict the selections of a returning visitor, based on big data analytics associated with an anonymous psychographic TAG, geography (zip), area IP and member cookie. Respective to Clay's point of view, the focus of the DDA's **GDPR-SAFE**^{TM} *Market Research and Social-Philanthropic CLUB*, is all about **Public Interest Research** *(Article 89/GDPR)* – e.g. the interest than any 1/8 of the population by diversity should have naturally in other *people who share very similar needs, motivations, values and resulting (predictable) associated behavior patterns.*

⇨ ***We stand on the brink*** *of the monetization of the social consciousness - where social credit will be measured by predictable anonymous behavior monitoring and the number/interest of socially responsible companies seeking that information (data), as a philanthropic (social responsible) exchange.... Quote by Phillip R. Nakata, SME.*

⇨ **Anonymity, combined with** geo-demographic, group, IP & psychometric 'tags' and a licensed data donor **contract, are the** <u>KEYS</u> *to establishing these anonymous (but invaluable for pattern recognition) data view(s)* – e.g. your schemas of data about your clients & visitors, a broad scale version of Neilson, based on real-time passive observation and managed program integrity ('The socially responsible use of anonymous data and data profits'). Imagine what would happen if half of all data profits, went (in society) to support worthy social causes?

⇨ **Let's put this another way:** Without exposing a data donor's identity (name, email, phone, address, acct #, etc.) this service will generate monitored behavioral data at a very **granular** level (by geo-demographics, IP, zip) as **predictable** Big Data. This is fed into **pattern** recognition systems that **cross-correlate** our data with your data base systems & business intelligence network, identifying *actionable leverage and market trends*, along with *precise* data for your *remarketing* initiatives. We turn all of your client and visitor data into an in-depth marketing **intelligence** hub/portal, that can track and manage the **'heartbeat'** of your audience. Effectively, for everyone at the top of the *"food-chain of data", we are creating the executive workstations (like a crystal ball) to this new world of data.*

⇨ **For ten+ years,** Aaron and I have doing business & technical modeling and R&D (tons), evangelizing this consistent vision/mission to **harness the cognitive surplus of society ('the voice')**, though a history of social initiative pilots, timed to the installment of the GDPR Directives now legislated, in force. Respectively, the research about the financial underpinning of the OBD-II market (which we've made *'smarter' & more secure*) exposed the real *by-products* of all of our cutting edge technologies for dealers – which was about the anonymous audience data to be *harnessed* & the new relations to be *forged.* From there... ***it's about a future of literal unlimited possibilities for DDA & Our Partners.***

⇨ **One of the fundamental things we do** is modify non-core and *core design, development and data base best practice patterns (meta-objects)* to solve an objective, while providing additional reuse. ..the stuff that takes a 15 second process to micro-seconds, remodeling content as nodes, compared to mapping content relationally – which may seem straightforward, but from the world of joins and relationships but when it's more than 20 layers deep, the *overhead is significant*, albeit our ever increasing server computing power.

That's why working on integrating with today's DMS systems, reflecting their legacy roots in our integration exercise with Edmunds was a very familiar experience, especially considering my tour as a WebSphere Migration Manager for **ADP Dealer Services, (the predecessor of CDK Global)**, whose roots (like R&R) were *all based on the PIC OS*, before the Application / Middleware Servers with REST/SOAP filled in as a front end to those Enterprise services.

I have a history of managing legacy data starting from **MMDS,** and **IBM** (1st tour), and later for the Enterprise (WW) managing the IBM Migration (SNA=> IP), WebSphere, SOA and the standardization of Web & Java Services... e.g. We wrote the middleware that *integrated all of IBM's internal services* and formed the Enterprise *Object Broker* Services.... and *standardized the role of Java, XML, MQ and DB2 as the integration application server* that could be virtualized to support integration to any legacy data, which I grew up with (as one of the first people in OO CASE based development).

Aaron's work at *StorageTek* was to document, update and fix legacy code to read old enterprise tapes (primarily for the banks). His unique ability was being able to float from programming in mainframe style point-based references as compared... to gets and puts using SQL. *He reads the code like reading a language*, updating the logic by sequentially following the logic, followed each step by replacing all similar occurrences of the pattern alternation before doing in-line documentation and moving on. This is typical when cleaning up old mainframe programming where *job security*

influenced this type of code development – e.g. it worked consistently except no one aside from the programmer could figure it out.

Suffice this whole discussion to summarize that we love to tackle this type of data that is the underlying infrastructure of the cloud (e.g. Not the stuff they put on your Windows servers… but rather *the land of NoSQL*).

⇨ **Our Method to Madness… Or Pure Genius:** To be successful in this venture, we are applying a bit of reverse future logic, <u>not</u> going after the networks, charities & popular hosts to start (e.g. The ultimate points of viral distribution, & the typical investment qualifier) but rather to **go to the data buyers first is because:** With **(1)** a data buyer's pre-interest, when approaching a host candidate with **(2)** a prospective need (web site, seo/sem or advertising) for *GDPR-SAFE*^{TM} *Consulting (& Market Research Services / Social-Philanthropy CLUB)*, **we (3) will be coming to the host candidate with a ready buyer for the hosts' visitor's anonymous data,** and we **(4)** can easily negotiate to adjust a small portion of our service costs/fees (3-5%) to the host as charitable deductions (while managing a copy to be GDPR compliant).

That should now make our offer *particularly* attractive to Hosts, **(5)** resolving their concerns over their *GDPR liability* (needing only the *GDPR-SAFE*^{TM} *Consulting Group's* guidance on sanitizing internal DB's *compliant with the GDPR's guidelines* on usage, minimization, deletion, etc.), as by contract to each donor and multi-parties, **and (6)** insure the host *on-going access* to their shared IC.

(7) The host will benefit financially in terms of *taxable deductions*, and **(8)** It is a good **branding** move for both *hosts* (inviting data donors) and the *sponsors* (data buyers), as **both see their role** (and their external branding image) **as philanthropic with a focus on community causes**. **(a)** For Hosts, it's because their **(i)** trusts invites their people to this by-invitation-only opportunity (Anonymous Research that Supports Social Causes) while **(ii)** solving their GDPR related liability and IC retention concerns, and **(b)** for Sponsors, it is because they know the anonymous research they buy is invaluable , while it helps the social causes of the people themselves who supply their data.

Respectively, Celebrities play a dual role, acquiring market data on their fans and their competitors, while inviting their followers for the bigger piece of the data value. And lastly, the integrity of the services for Hosts, Sponsors and members is protected by the data monitoring and charity oversight services... along with a big brother (BIG 6) watching us.

⇨ **PERSONALITY CLASSIFICATION & 'TRAITS'** = *8-10x the Insight & Value, see why…*

Of all of the many type of classification (taxonomy) for example age, gender, city, music preference, education, income, etc., the most important category is the classical psycho-analytical tags (e.g. 8:16, type:archetype) **because the tag** *(which implies no positive or negative distinction)* is predictable **associated with 8-10 2nd character 'TRAITS',** effectively defining at a rudimentary level (but still predictable at 75%+) profile that is extremely useful for **re**-marketing purposes…

One Step Further: Especially when combined with our relationship reports that associates the psycho-analytical TAG of your salesperson and your re-marketing prospect or client. Our reports (supporting in person, phone & email) will take Crystal one step further, integrating psychometrics into the interactive reflective dynamics across the web, and into the daily activity of sales and service people. More specifically, our intelligent workbench will integrate psychometrics, industry research and online dynamic training (training w/tests, until it becomes 2nd nature). NOTE: I say that as I have been thinking a lot about how to franchise the psychometrics components of Aaron and my offerings with DDA. Similar to the finest hotels, when a scheduled service order comes in, the dealership will know how to best communicate with each client to more than satisfy their needs, motivations and value, successfully always managing their behavior.

All data generated & managed for sale by DDAs *GDPR-SAFE*^{TM} *Market Research and Social-Philanthropic CLUB,* is anonymous (e.g. no name, phone, email) monitored data (AND/OR cumulative profiles.), classified by geo-demographics (ranges), media types (no handles), AAND GPS, IP & Zip --- **AND WILL HAVE A PSYCHOMETRIC DISC TAG** FOR 75% of the working population (via Linkedin/Crystal). Our ability to secure more profiling (greater %) will be dependent on hiring someone from India to process DISC or FFM classifications of texts (any length) that work nicely for example with a resume or CV. On the other hand keep in mind that IBM's Personality Insight detail (from open examination) secures more than 4000 words from multiple sources, and the more accurate and consistent DISC, MBTI & FFM testing comes

from responding to upwards of 200 questions on those tests. We will also secure multiple psychometric tags to analyze for consistency.

PSYCHOMETRICS FOR DEALERSHIPS & MORE: While we launch DDA's *GDPR-SAFE*[TM] *Consulting & Market Research Service (& Social-Philanthropic CLUB),* going for the GDPR-enabled DATA Platform (to be absorbed by one of the Big Data providers evemtually), while serving clients seeking *GDPR-SAFE*[TM] and/or 501(c)3 Consulting and/or cutting edge technologies for auto dealerships, the most valuable thing we can offer, aside from highly leveraged strategies & technologies, is the understanding of the impact that psychometrics and market research will have across your marketing and sales processes. Perhaps best of all is the assurance this will bring to each salesperson, knowing that technology is truly giving them the competitive edge they need to win.

⇨ **OBD-II / DEALER AUTOMATION AS A FACEBOOK APP:** On the other hand, because we are working with Drupal 7, which is well known for its' integration with Facebook and mobile technology (Cordova extension), we will be launching the OBD-II application service as a Native Mobile App (iPhone or Android), or as a **Facebook App.** Furthermore, we're announcing our intention to move into the Facebook integration space, *powered by the functionality of a Drupal 8 back-end* (Note – To our fellow Open Source Enterprise DB programmers). The main key here is that we can offer much of the Drupal 8 functionality that can be easily worked by Drupal 7 programmers (95%), whereas Cordova as well as features like integration with Facebook are not part of the core of Drupal 8, that is fixated on the unique design patterns and security management of Enterprise data.

⇨ **BEING WELCOME AT EVERY DOOR, PROVIDED WE OPEN THEM IN ORDER:** Extending our professional consulting practices and franchising to support **(a)** 501(c)3 consulting division (announcement above) and **(b)** automotive consumer behavior research in addition to **(c)** our long planned for 501(c)3 GDPR-SAFETM.... insures that we are welcome every step of our go-to market strategy. Thus, following the data market (buying & selling behavioral data), **starting with our offering to our data buyers:** we offer a 10+ year history, associated with our GDPR & 501(c)3 Consulting and Market Research Services (& social-philanthropic CLUB). Our offer/appeal to each audience in order looks like:

1) **We offer Data Buyers (for data sales):**

    a) *Anonymous Research Data SALE that Supports our Data Donor's Philanthropy"*

    b) 10+ years experience planning anonymous, progressive& efficient solutions (see all plans)

2) **We offer Management Consultant Firms (for Partner Bids, 1-2 needed):**

    a) **'No-lose'** *opportunity (as 501(c)3 / write-off worst case)*

    b) Dedicated/progressive & effective **response to the GDPR**

    c) The market's **hottest** topic

    d) 10+ years plans

    e) Tons of research

    f) More (people-contacts, tech, across models),

    g) *Help business' R&D as self-sustaining 501(c)3's*

    h) **Franchise** potential - sub best-practices,

    i) **Go to Facebook** with 501(c)3 *GDPR-SAFE*[TM] & **Big partner,**

    j) Corporate customers for **GDPR or 501(c)3 consulting and/or club** support,

    k) Not greedy, **buy us quick**, for plans, experience & best practices, incl. all of the services;

    l) Insure each program's **integrity** and success, especially the **value** of the data.

    m) Just enough complexity & bulk to **justify** value of 10+ years & **scope** of charitable data proposition above.

3) **We Offer Data Donor Hosts (Networks, Celebrities, Charities):**

    a) Support for **GDPR** concerns, best practices, audits, reviews, etc. AND our CLUB.

    b) Support for **501(c)3** consulting to get funding for their R&D

    c) A starting and growing source of anonymous data **buyers**

    d) Assurance of the program's **integrity** for supporting charities

    e) Assurance of the socially **responsible** use for users/ donor's data

    f) Retention off-site for ANY data; some normal lost by GDPR related.

g) Freedom: All data, DDA finds public interest or Scientific Research; multiple recipients; anonymize data.

h) Cam acquire (buy or trade) data: **competitor's** audiences

i) No-cost update; more detail on remarketing contacts

j) Removal of **liability** for anonymous data sales

k) Residual recurring returns / anonymous data **revenues**

l) Final: A **No-Risk** opportunity; look like a **social hero.**

4) **We offer Users / Data Donors (licensors of their own data to DDA as licensee; Must be invited by a Host above):**

A) We sanitize data to be anonymous and then sell it as socially responsible market **research** that funds people's favorite social **causes,** while insure **integrity** in the causes supported and the socially responsible use of their data, while another watchdog watches us.

B) The other big benefits relates to public & scientific interest as knowing what other people with similar psychometric tags are looking at or buying. This is a big step up from "See what other books people who read this book bought", as there are many needs, motivations and values character 'traits' associated to make a good match.

C) We need to point out the hundreds of trackers at work every day; tracking personalized preferences, and temporary memory of your site journey... to the point that turning off these services may cost you important functionality that you have come to expect.

⇨ **Why a Reverse Go-To-Market Model for Anonymous Data is more Stable than the Conventional Startup Model:**

 Conventionally, you build a product, service or audience network before going to the data buyers to offer your advertising potential which is fraught with competitive challenges, time and costs. By comparison, from 10+ years of business, social & technical R&D plans, designed as a set of management best practices to insure our program's integrity, we are well positioned to approach the Big Data buyers/**SPONSORS** (and prospective management consulting partners) & exchanges, prior to addressing our **HOSTS** (the market convention for similar new ideas)… **We will take anonymous data sales orders that are much more strategic & targeted than our competition (a custom data order vs. seeing what the vendor has to offer)**. We know to be successful, we are prepared to be absorbed by a big consulting partner, as we have everything except the funding & positioning (e.g. Big business to Big business) to be successful QUICKLY.

This approach will give our consolidated *GDPR-SAFE*^TM *and 501(c)3 Management Consulting* practices a unique advantage with prospective **HOSTS** (seeking consulting services for their data or a funding channel) as we will have 1+ parties in hand, seeking to acquire the **HOST'S** invited customers and visitors to create a contract with AnonymityInc.Net, generating daily donations to each data donor's favorite social cause for the use of their anonymous psychographic data. While our consulting practice's services & related Club(s) will initially focus on acquiring the membership of specific **HOSTS & NETWORKS**, *as directed by* the orders & requests for anonymous psychometric data from the data buyers/**SPONSORS**, once we have acquired those **HOSTS,** it is **much** easier to concentrate equally thereafter on increasing the value of a **HOST'S** customer's & visitor's data, while always driven by the top of the data funnel… e.g. Our go-to-market approach of visiting data buyers/**SPONSORS** in the 1st place.

This creates a self-perpetuating market, always driven by the underlying value equation – which starts out by asking the question of the Host – "So who wants to buy your data?" Provided that you start there (with end buyer of anonymous data), and in the beginning of this market place, support your most worthy competitors (to build justification for the new marketplace), with a well-planned set of research & services that hopefully address every contingency in the planning (including getting absorbed in common vested interests). Respectfully, we look forward to working with you.

⇨ **TO PROSPECTIVE MANAGEMENT CONSULTING PARTNERS** (Submit Your Opening Bid Today)

We did not establish the Charitable Trust needed to administer the disbursal of funds generated by the profits of our "Anonymous Public Interest & Scientific Data for Socially Responsible Research" CLUB - that's an offering of our GDPR-SAFE & 501(c)3 Consulting & CLUB (hosts seeking IC, $$ & philanthropic branding), targeted from our on-going discussions with data buyers… As we recognized that all of the large management consulting companies have better banking & trust relationships for establishing such **large** relations & trusts, *and/or may wish to finance this internally* ☺.

This should be set up to administer at least $50 million year one… although when we roll the numbers with your actuaries, given the **best practices** (services) to insure the programs' integrity, **adoption** (incentive-based flow**s**), **status** (as a 501(c) for investment recovery), **branding value** (making your agency the leader in CDR & philanthropy), and the fact that **you'll be the overall manager** of our success… **we are absolutely sure to at least peak your interest** ☺**.**

That's why we decided that instead of telling you how much we wanted (for what), it would be better to detail almost everything (except for the banking explained above, it's all here, detailed in ~200 pages of research & planning) and then ask you how much you think it is worth ☺?

➢ Banking Relation (Your choice): The majority of transactions are electronic data sales, or services expenses from marketing, to data processing (including storage & security monitoring), research, GDPR compliance, finance & social impact rating services, where all services are to be managed as a 501(c)3. Balance to be managed: $50+MM.

➢ The Charitable Trust will serve as the disbursal point for 50% of the profits generated by the *GDPR-SAFE*[TM] *Research & Philanthropy CLUB* data, with a separate account for each 501(c)3, that are to be fully vetted, regularly monitored & rated *(Social Impact Rating Report)*. We require regular auditing. Estimated flow year one: $10MM.