



# Driving growth while respecting privacy in the data economy

## Roadblocks to data sharing and monetization

Driving growth by using data is often a top goal for many businesses, but consumers' trust and privacy concerns often act as barriers. Data owners can't easily sell sensitive data (which is often the most valuable), or operate in certain jurisdictions due to privacy regulations. Potential buyers, on the other hand, don't always want to make their interests in the data known to others for competitive or compliance reasons.

This creates an impasse in which potential sellers cannot drive growth, while potential buyers are faced with constraints in getting the data and insights they need.

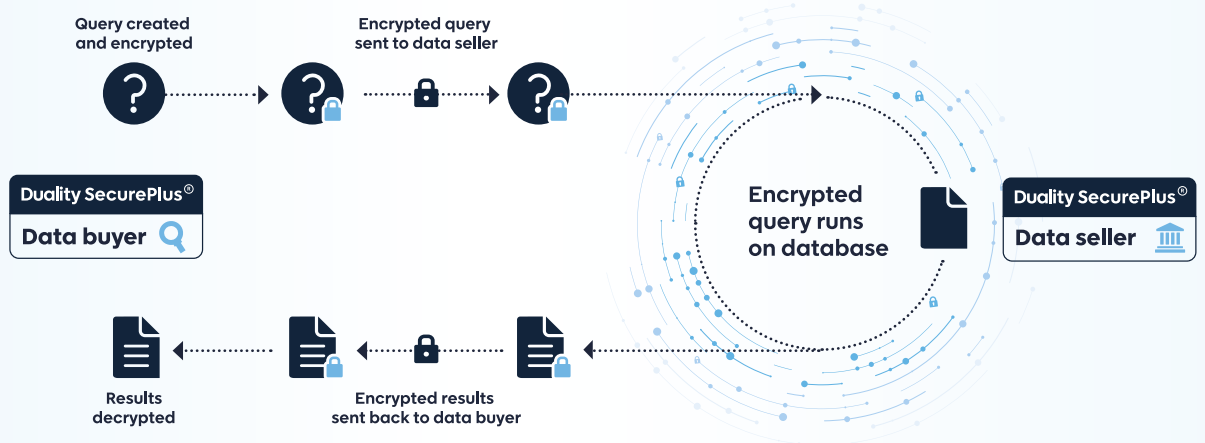
## Driving growth in a privacy-centric world

Duality SecurePlus® Query helps achieve growth in today's privacy-centric data economy by building trust and privacy protections into data-driven operations.

It does so by enabling organizations to send encrypted SQL-like queries to external data sets. By leveraging advanced homomorphic encryption, Duality guarantees privacy and confidentiality of both the query parameters and results - which may include account numbers, asset and liability information, personally identifiable information (PII), and other sensitive business data elements.

This opens opportunities to build new products and businesses, improve operations, and offer more value to customers and partners, while keeping privacy and confidentiality top of mind.

## How Duality SecurePlus® Query works



# Duality SecurePlus Query for data monetization



## Data Sellers

- **Control your data while driving growth:** choose what data you make available for queries, and control what queries can be asked
- **Open new markets:** Sell in jurisdictions that were off-limits due to local privacy and data regulations



## Data Buyers

- **Access new data to drive insights:** Query data that may not have been previously available due to data privacy and localization regulations
- **Maintain confidentiality and anonymity** of your query subject and results while consuming data and insights, ensuring data owners and other parties do not know what specific insights you are deriving from the data

## Partners and recognition



## About us

Duality was founded by world-renowned cryptographers and data science executives, including a Turing Award winner, with a mission of delivering practical privacy-protecting technologies to the market. Backed by Intel Capital, Hearst Ventures, and Team8, Duality Technologies addresses the rapidly growing need of enterprises across regulated industries to collaborate on sensitive data, making it possible for them to do so while complying with data privacy regulations, protecting their IP, and preserving trust.

## Contact us

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