Marketers

Karlsgate Identity Exchange:
Privacy-compliant data sharing for your enterprise

Empower marketing while reducing risk

Marketing depends on having more data to build effective customer profiles, understand customer needs and engage consumers across a complex digital media landscape. Unfortunately, building up a rich customer database also has its risks that have very real costs:

DATA BREACHES	BRAND REPUTATION	PRIVACY REGULATIONS
$3.86M	**9%**	**€332M**
average cost per data breach in 2020[1]	decrease in global annual sales from a data privacy crisis event[2]	GDPR fines for information security deficiencies in 2019[3]

Building a first-party identity graph is critical to marketing success

Collecting customer data from company-owned platforms like stores, websites, apps, service centers and even IOT devices is critical to building a differentiating customer experience. But you still need external data to gain a more complete understanding of your customers and to reach them across channels. Data acquisition and integration support all aspects of marketing, including:

- CRM enrichment – Acquire data from other brands and data providers
- Audience activation – Onboard audience data to publishers
- Partner collaboration – Integrate data for joint promotions
- Data monetization – Market data attributes to potential partners

Zero-trust data sharing: Powering your secure data ecosystem

Karlsgate Identity Exchange™ satisfies the needs of your enterprise and your partners for secure and privacy-compliant data sharing.

Privacy compliant
Personal Data never leaves your environment

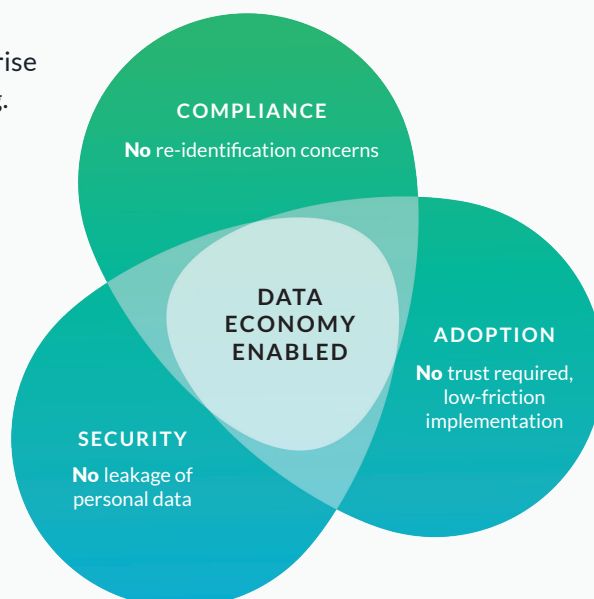**Control and transparency**
Exchange rules agreed to ahead of time

Scale
Low-friction implementation makes adoption easy

Zero trust required
No party has the visibility required to re-identify your data

COMPLIANCE
No re-identification concerns

DATA ECONOMY ENABLED

ADOPTION
No trust required, low-friction implementation

SECURITY
No leakage of personal data

Karlsgate Identity Exchange meets the needs of your internal stakeholders

Technology

Karlsgate Identity Exchange is a new platform that helps us integrate the entire marketing ecosystem with secure data sharing, while ensuring customer-privacy compliance.

Lightweight and secure implementation: One-time node software installation that runs on all major operating systems.

Distributed automation: Minimizes manual work and iterative troubleshooting with built-in automation.

Streamlined operations: Auto-detection routines reduce the effort involved in modeling data formats and structure, and data ingestion and appends.

Compliance

Karlsgate Identity Exchange is a new platform that simplifies data-partnership management and privacy-complaint data sharing.

Privacy by design: Personal Data never leaves your data environment.

Anonymous data matching: No party has full visibility to Cryptoidentity process, making match keys un-hackable.

Complete control: Data partners, available attributes and matching elements are managed on a per-trade contract basis.

Data Science

Karlsgate Identity Exchange simplifies data partnership management and rapid data testing.

Predictable outcomes: Data partners list available attributes for you to select from and counts are automated.

Transparent process: Match logic is pre-arranged and 100% deterministic, so all parties have complete visibility.

Accelerate time-to-market: Peer-to-peer network facilitates safe and secure direct partnerships while avoiding delays associated with third-party processors.

Karlsgate Identity Exchange supports all data ecosystem partners

Your partners will benefit from adopting Karlsgate Identity Exchange as a means of securely sharing data with your organization. Our platform is designed to benefit all constituents in the consumer data ecosystem.

Data Owners	Unlock the full potential of your data	Complete control over customer data	Comply with existing and emerging privacy regulations
Consumers	Stop Personal Data disclosure	Prevent re-identification	Avoid persistency of consumer information in the digital ecosystem
Data Product / Service Providers	Enable data-enrichment revenue streams	Accelerate data innovation and protect core data sources	Help clients identify new trading partners

Get started with secure data sharing

Contact us to set up a demo at info@Karlsgate.com.

1 IBM Security, Cost of a Data Breach Report 2020   2 Data Privacy Manager, Data Privacy study: 500 Companies share their insights, 2020   3 GDPR enforcement tracker