Manetu
Simple. Secure. Automated.

Consumer Privacy Management (CPM®)

280+	$500M	30+
GDPR FINES ISSUED	GDPR FINES COLLECTED	COUNTRIES WITH DATA LAWS

"Manetu has created the world's first Consumer Privacy Management platform. With Hedera we are able to extend its highly secure benefits to an efficient public ledger where each action taken by a consumer and enterprise are validated and proveable to enhance trust."

MOIZ KOHARI
CEO & CO-FOUNDER,
MANETU

INDUSTRY

RegTech

OVERVIEW

Manetu provides a platform for Consumer Privacy Management, enabling businesses to readily meet global compliance standards.

CHALLENGE

Companies have never before had to track or trace responses to data privacy requests and do not have the tools or capabilities to do so efficiently and effectively. Manetu needs to provide enterprises with a trusted way to manage this information and share it with consumers and regulators.

SOLUTION

Manetu selected Hedera Consensus Service to provide an impartial and auditable log of each user request and the enterprise's response. Making it easier for Manetu and its customers to prove their ability to meet data privacy regulations.

Consumer data privacy has become a defining issue in this age of social media, digital health records, and security. Personal information is everywhere and data breaches are all too common and costly. The public has demanded better access, knowledge and control over the information that is collected on them and regulators are responding to this call for action.

The General Data Protection Regulation (GDPR) in the European Union came into existence in May 2018 and was among the first data privacy laws of its kind. GDPR, in its infancy, has cost businesses nearly half a billion dollars in fines in just over two years. It is now being followed by similar laws in Australia, Brazil, Canada, Chile, Hong Kong, India, Japan, Singapore and most notably the United States where a dozen States have initiated data privacy legislation. The California Consumer Protection Act (CCPA) is one of the first laws in the United States and enforcement of it begins on July 1, 2020.

Sensitive personal information is often stored in hundreds, if not thousands of applications and data stores across each enterprise. Companies are now forced to have a compliance strategy with the ability to prove they have responded to requests surrounding the use, modification, and deletion of personal data.
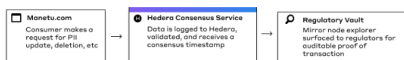
Manetu's Consumer Privacy Management (CPM®) platform automates data privacy compliance by discovering, mapping and updating sensitive consumer information held by enterprises. It's machine-learning algorithms scan data stores for personal information the enterprise holds, organizes and classifies that data, and pulls an encrypted copy of it into a highly secure control plane. The Manetu CPM® creates a single source of truth for the enterprise to manage their consumer's sensitive data.

All information relevant to a given consumer is made available to them directly through an intuitive online self-service portal, where each individual can make changes and provide or withhold consents. Consumer self-service builds trust with the enterprise and relieves the burden of data management for the organization, saving time and resources while achieving regulatory compliance. Manetu CPM® automatically transmits consumer consent information and updates back to the enterprise, updating their data stores in near real-time.

Tamper-proof requests

For managing consumer requests, Manetu has audit logs to memorialize each and every request from end-users and the enterprise's response to it. To manage this critical data Manetu wanted to achieve the highest level of data integrity in order for consumers, companies and regulators to readily and easily verify compliance. To do this, the team looked to blockchain and distributed ledger technology as a mechanism to provide transparent and tamper-proof records uncontrolled by a single, centralized party.

The Hedera Consensus Service elevates Manetu's high-throughput, cost-effective solution by validating each action consumers make to exercise their legal right to access, confirm, correct or delete their data is fulfilled by the enterprise.

Manetu.com	Hedera Consensus Service	Regulatory Vault
Consumer makes a request for PII update, deletion, etc	Data is logged to Hedera, validated, and receives a consensus timestamp	Mirror node explorer surfaced to regulators for auditable proof of transaction

Manetu logs each user request as a Hedera Consensus Service message

With each consumer request to modify, update, or delete their PII that event is sent to Hedera where the decentralized network then validates and provides a consensus timestamp. This immutable and cryptographically secure record allows enterprises, consumers, and regulators to instantly verify the consumers request and the enterprise's subsequent response. Understanding exactly the who, what, and when behind a request.

By handling these requests in a tamper-proof manner Manetu can provide each party with stronger assurances and evidence of the interaction in the case of an audit. As compliance standards continue to grow in volume and veracity having a single view of personal data managed by indisputable records places Manetu at the leading edge of consumer privacy management.