

We are YOUpowered...

...the leading provider of permission based personalization software for ebusiness.

Our mission is to make online privacy cool...
...and permission based personalization pervasive.

- Technology solves the issues it created
- Self-Mediaries
- Behavior adaptive web environments



Let's Talk About...

What is Personalization?

The role of data mining in personalization

The Privacy Factor...

Creating a Permission Based Data Mining Infrastructure



What is Personalization?

- ◆ Personalization is the science of using personal information to uniquely tailor products, contents and services to an individual.
- ◆ Personal information falls in to two categories:
 - PII: personally identifying (separate you from a class of individual, such as name, e-mail address and mailing address)
 - Non-PII: behavioral data, imputed data, etc.
- ◆ Successful personalization requires a high degree personally information to be successful, hence the current privacy debate.



The Importance of Permission Based Personalization

- ◆ Personalization is a differentiator for Ebusinesses:
 - Will be mandatory within 6 - 12 months for leading e-commerce websites...
 - With personalized websites to more than double... (IDC)
- ◆ Privacy and personalization are flip sides of the same coin
 - Bad players spawn FTC investigations (Toysmart...)
 - Public awareness has increased and punishes privacy violators



Permission Based Data Mining Requirements

- ◆ Permission based data mining systems must:
 - Be designed from the ground up to utilize enterprise wide privacy models and protocols
 - Be opt-in... GET PERMISSION!
 - Provide mechanisms for informed consumer consent
 - Provide several opt-out options
 - ☞ 1. No data mining of consumer data
 - ☞ 2. Data mining for internal use only
 - ☞ 3. Data mining for both internal and external uses



Food for Thought...

- ◆ Derived data...Data extracted via the data mining process
 - Who owns it? Business, consumer, both...
 - What level of access and disclosure should a business be responsible for?
 - Business perspective: “My mining algorithms are proprietary...”
 - Consumer perspective: “Hey, you’re using my information...”
 - Does any of this fall under the “Fair Credit Reporting Act”?



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Our goal is to build trust
between visitors and ebusinesses...

...and erase the word "privacy" from the FTC commissioner's lips
without government regulation. TM

Dr. David Zimmerman
CTO

David.Zimmerman@YOUpowered.com

