With privacy to consent

Laura Kaltenbrunner, CMO & co-founder
DATA is key
Problem: new regulations are coming

2021

TTDSG (national law)
Concerning every access to or storing of data in terminal equipment
Germany

2024

EU Data Act
Sets up rules on who can use and access what data for which purposes across all economic sectors
EU

2024

ePrivacy Regulation
Concerning the respect for private life and the protection of personal data in electronic communications
EU

Need for an explicit user consent
Privacy policies are no longer sufficient
The solution: APOCRAT

First consent management platform for smart home devices

Example of a consent screen (whitelabeling solution)

Customer platform with consent overview

IoT device

Mobile SDK

SDK-Set

IoT SDK

consent

settings & execution

social media data

marketing data

Company X
Business model: Pay per device

**Smart Living Devices**
4 cents per device/month

**Smart Entertainment**
8 cents per device/month

**Smart Home Security**
6 cents per device/month

**Wearables**
8 cents per device/month

**Smart Toys**
4 cents per device/month

Base: 440-1,000€ (basic, premium, enterprise)
platform access, setup process, infrastructure, support
Minimize legal risk & create a competitive advantage

Increased risk of data protection audits & fines

Fines up to 300,000€ or omission

>500,000 € potential damage per day*

Increased privacy reputation

60% higher user trust

>25% use privacy as a criteria for their buying decision

*based on a company with a sales volume of approx. 2 million devices per year (loss of sales), not included: Image damage / brand value loss
https://www2.deloitte.com/content/dam/Deloitte/de/Documents/Innovation/Analytics_Datenland-Deutschland_safe.pdf
Emami-Naeini, Henry Dixon, Agarwal, u.a. 2019, Exploring How Privacy and Security Factor into IoT Device Purchase Behavior
The Smart Home Market

Target group: smart home companies, z.B. Bosch, Phillips, TP-Link, ...

TAM - worldwide
14,000 smart home providers
493.5 million smart households

SAM - EU
2,500 smart home providers
32.8 million smart households

SOM - AT & DE
About 2,500 smart home providers
12.4 million smart households

TAM 2021
87 billion €
CAGR 12.03%

SAM 2021
14 billion €
CAGR 10.41%

SOM 2021
6 billion €
CAGR 9.84%

https://de.statista.com/outlook/dmo/smart-home
Status quo & next steps

Status quo

- 3 focus groups, stakeholder interviews / cooperations
- Proof of Concept: MVP development
- Funding received: NÖ Innovationsförderung, FFG Impact Innovation

Next steps

- 2022
  - MVP
  - test partners
  - ePrivacy regulation
- 2023
  - beta version
  - market entry
- 2024
  - additional software
  - expansion devices
  - ePrivacy regulation
- 2025
  - quality seal
  - team >25 people
  - expansion USA
  - PIMS for IoT
- 2026
  - >150 customers

Expansion devices

USA
Team

CTO

ARMIN HUREMAGIC
Experienced in R&D, Privacy / anti-censorship, IT security
Focus on R&D
Before: Researcher in the field of anti-censorship, University of Michigan

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AHMED MAZEN DESSOUKY
Frontend Developer

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