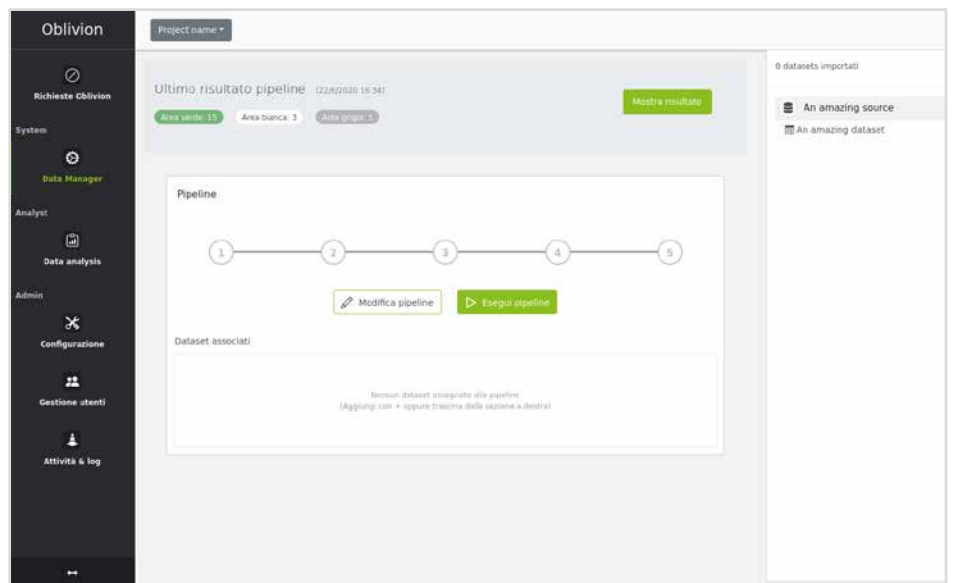
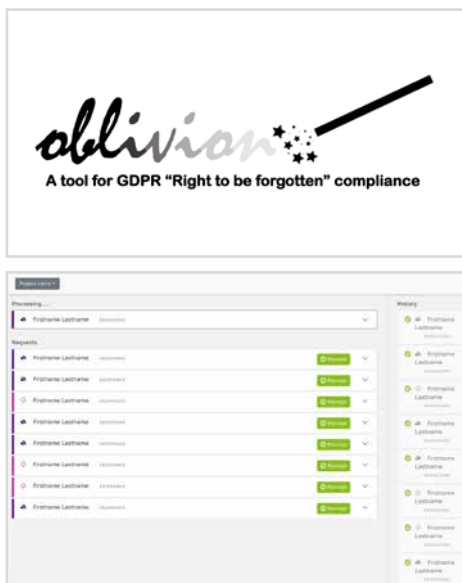


Digital Tech Oblivion compliance

PRODUCT LAUNCH

PARTNERS: OKKAM (Italy), Pipple (The Netherlands), LINKS (Italy), GFT Italia (Italy), Poste Italiane (Italy)



Stay one step ahead of the GDPR right to be forgotten

Oblivion provides a unique platform which allows organizations to meet the GDPR right to be forgotten obligation by supporting all the key operations to respond to the erasure requests of their customers.

For most organizations knowing where the data of their customers is stored is a huge challenge, making erasure or portability very difficult.

Oblivion provides the right technology which helps with every step of the process for the right to be forgotten compliance including collecting erasure requests from users, accessing and identifying personal data, integrating data from heterogeneous sources

(including unstructured or poorly structured data) and managing the erasure or portability requests based on a common framework which identifies types of data, exceptions, request actions and feedback.

Competitive Advantages

- It provides an entity-centric integrated view on personal data.
- It let organizations to manage all personal data through a single point of view based on a knowledge graph representing the core of the exploration and data management solution.
- It allows to manage personal data within unstructured data such as textual data or documents by using Named Entity Recognition (NER) and Natural Language Processing (NLP).

Target Markets

- Companies, like financial institutions, which need to process large amount of personal data at regional, national or transnational level and affect a large number of data subjects represent the key target of the oblivion platform due the complexity of their data systems and interrelations between them.
- We firstly concentrate our marketing effort on companies which are already in the network of the OBLIVION partners. This includes companies which have provided letters of endorsement, like UniCredit, Banca Sella, Generali, Widiba. Then we will extend our commercial offer to other financial firms.

Status/ Traction

- A first pilot with Poste Italiane which is part of the consortium will be conducted once the development of the product prototype is finished and tested. The testing phase will be conducted on 3 SqlServer including 300 tables.
- This will provide not only a very important validation of the product but also a very strategic reference for bringing it to the market.
- Poste Italiane is Italy's largest service provider with a network of nearly 13,000 post offices and over 30,000 delivery personnel working throughout the territory

Road Map

During second half of 2020

- Finalization of the Oblivion platform and services

End of 2020

- first validation pilot with Poste Italiane

- implementation of go-to-market activities and business model
- presentation of OBLIVION and commercial offer to companies which are already in the network of the OBLIVION partners
- a mature commercial offer will be implemented

Leveraged Technologies

Entity Name System: a system which allows to manage persistent unique identifiers for entities and to reconcile occurrences of the same entity in different systems through entity matching algorithms. Ontologies: will be used to map personal data stored in different systems and applications onto a common semantic model. Machine learning/AI: different algorithms will be used to make as automatic as possible the entity reconciliation process and the mapping of local schemas on the ontology elements.

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