By sharing high quality data, we and our partners can better understand the problems we are trying to solve while developing more efficient and effective strategies to overcome them. With an open exchange of information and ideas, we can better assess evidence, identify opportunities, build trust and learn for each other’s experiences.”

Bill & Melinda Gates foundation

The data charities hold is highly valued. Valued for increasing fundraising. Valued for improving service delivery. Valued for monitoring impact.

Born from the exponential transformation of the world of data, the introduction of the EU General Data Protection Regulation (GDPR) in 2018 should not become an obstacle to realising the true value of your data. The prohibition of blanket permissions for contacting supporters, and giving them control of their data are opportunities for the third sector.
Ensuring compliance and strengthening trust

The capabilities required for compliance with this new legislation also create the chance to deepen the trust of your supporters and service users. Engage with them more meaningfully. Grow support. Foster collaboration and improve outcomes.

Far from a creating a compliance headache, we believe the introduction of GDPR could present a real and exciting opportunity.

An opportunity to:

- Deepen trust and engagement with your supporters and service users
- Gather high quality, linked data to transform your understanding of impact
- Ultimately share insights that can improve policy and benefit society

Informing supporters

“Any person or organisation genuinely trying to solve a social problem will become a total geek about data on impact.”

Tris Lumley, Director of Development, New Philanthropy Capital

We have been helping charities make things happen through data analytics and insights since 2007, through our partner company Wood for Trees. We collaborate with some of the world’s best-known charities and not-for-profit organisations to improve fundraising efficiencies and performance. Since 2014, we have been preparing for the impact of citizen-empowered consent.

GDPR requires explicit consent from supporters on the data being collected. Organisations that hold Personally Identifiable Information (PII) on their database will need to explain why they collect the data they do, when and where it was captured, who has access to it and what they do with it.

While a supporter’s awareness of the value of their data is low, this is changing. Supporters are beginning to recognise the power of their data and will be looking to their charitable organisations to use it effectively – to benefit themselves and society as a whole.
The value exchange

We believe there should be no blanket permission for the use of data. Instead, supporters and users need to be in control of their data. They can provide consent of certain fields in one area. They can deny use in another. They can be given permission to use anonymised data and decide where it is shared.

To strengthen trust, supporters and users need to know their data is held safely and securely. With the Consentric Platform, data is securely stored and easily managed from their own StrongBox.

Our Consentric Platform enables data to be exchanged consensually with supporters, organisations and possibly the community, appreciating the benefits.

Enables supporters and service users to

- Have access and control of their data
- Change their permissions and details at any time
- Grant permission for who has access to their data
- Gain permission to share data and follow the rules of the individual
- Erase all information and have the right to be forgotten
- Share data about activities and aspects of their own lives
- View what it is they actually do on a daily basis
- Demonstrate impact on an individual level
- Share their data for greater good

Enables charities to

- Put their supporters in control on the charity’s own branded platform
- Be open 24/7 for supporters to amend details at any time
- Gain permission to share data and follow the rules of the supporter
- Improve understanding of the issues and needs of supporters to aid decision making
- Demonstrate impact on an individual level
- Deliver better outcomes for communities or society as a whole
Supporter data

Our Consentric Platform is citizen-centric:

- **Consentric Permissions** puts supporters in control of their own data
- **Consentric Engage** allows supporters to monitor their own activities
- **Consentric Value Index** aggregates data to improve decision-making at supporter and organisational level

About MyLife Digital

MyLife Digital helps charities, not-for-profit organisations and individuals realise the value, meaning and power of their data.

**Meaning.** An individual gives consent for the use of their data. An organisation gains insights. Both parties improve decision-making.

**Value.** Redefining the relationship between individuals and organisations. Where there is mutual benefit.

**Power.** Data is powerful. It gives the opportunity to gain insights. To see patterns. Insights that deliver change.

Using the Consentric Platform, with supporter consent at the heart of the system, data can be collected, collated and shared to better understand needs and issues, increase effectiveness of delivery, and improve outcomes.

Informed insight from informed consent