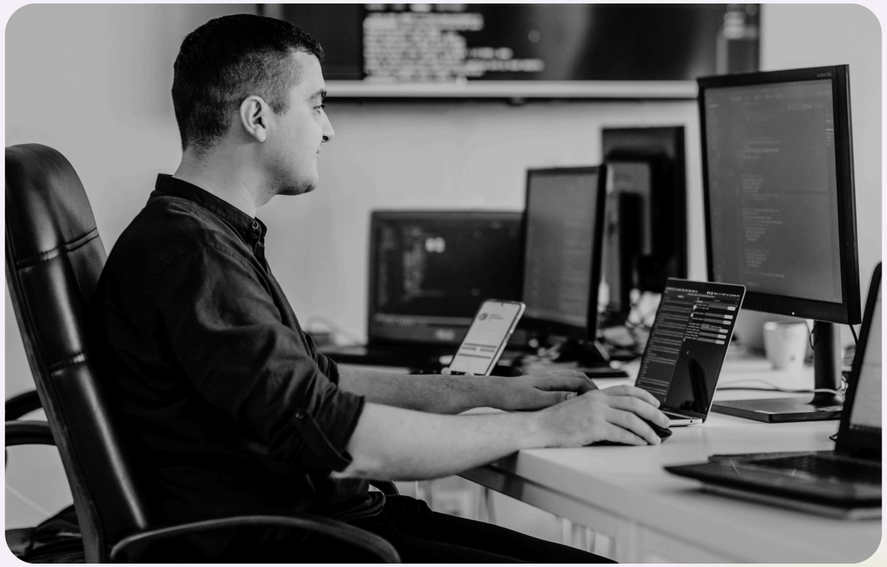
# CrowdSnap™

Privacy-First Research for Sensitive Data

www.crowdsnap.ai

# WHO WE ARE & WHAT WE DO

CrowdSnap, focuses on building **Privacy-first Research Technologies** with higher quality data collection, AI-driven analytics, and comprehensive reports, **with privacy options for sensitive data** through the use of AI and blockchain technologies that drive actionable Insights.



## Target Audience

- HealthCare Research
- Researchers work on sensitive data collections

# HEALTHCARE'S DATA VULNERABILITY

01. **Data Breaches**
Anthem, Premera, and Community Health Systems breaches

02. **Non-Encrypted Data**
Unprotected health data can be exposed during transmission, storage, or processing

03. **Regulatory Risks**
HIPAA, GDPR, and other regulatory frameworks that impose heavy fines for data breaches

04. **Privacy Concerns**
Growing concerns from patients and stakeholders about the security and privacy of their health data

# PRIVACY-FIRST RESEARCH APPROACH

01. **End-to-End Encryption:**
Data is encrypted from collection to processing, ensuring privacy at every step.

02. **MPC (Multi-Party Computation):**
Explain how MPC allows secure, collaborative computation on encrypted data, ensuring no party sees the raw data.

03. **Secure Smart Contracts:**
Using blockchain technology to ensure data integrity, transparency, and privacy throughout the research process.

04. **Privacy-First Framework:**
Focus on how privacy is embedded from the start, making it easy for healthcare companies to comply with regulations

01

### Data Security

Ensure sensitive health data is always encrypted and secure, even during analysis.

02

### Regulatory Compliance

Help healthcare providers comply with HIPAA, GDPR, and other privacy laws.

03

### Patient Trust

Enhance trust with patients, ensuring them that their data is never exposed.

04

### Reduced Risk of Data Leaks

Minimize the financial and reputational risks associated with data breaches.

# KEY BENEFITS FOR HEALTH-TECH

## 01. Clinical Trials

Conduct privacy-preserving research and trials without revealing sensitive patient data.

## 02. Health Surveys

Securely gather and analyze health data (e.g., patient feedback, measuring public health risks, satisfaction surveys) while maintaining privacy.

## 03. Medical Data Sharing

Securely share encrypted health data across organizations (e.g., hospitals, insurance companies) for research or analysis.

## 04. Personalized Medicine

Enable data-driven, personalized treatments without compromising patient confidentiality.

# REAL-WORLD IMPACT OF PRIVACY-FIRST RESEARCH

# COMPETITIVE ADVANTAGE

## Differentiation

Privacy-First Research offers something beyond traditional data analytics where privacy and security as integral components of the research process.

## Compliance-Ready

Unlike conventional research tools, our solution is designed to meet the most stringent data privacy regulations (e.g., HIPAA, GDPR).

## Scalable and Secure

Easily scale research efforts while ensuring that data privacy remains at the core of operations.

## Patient Confidence

Patients can trust that their data is only used for research purposes and is fully protected.

# DEMO VIDEO

CrowdSnap™

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