



TOKYO METROPOLITAN GOVERNMENT

betterdata

Tokyo Financial Award

- Financial Innovation Category

Theme

- Others
 - 19. Services that promote data utilization

Feb 06 2023

Problem

120+
Privacy Laws

\$4B+
fines in 4 years



The Act on the
Protection of
Personal
Information
APPI



2017



Fine of up to
¥500,000
USD 4,000

2020



Fine of up to
¥100M
USD 815,000

Problem

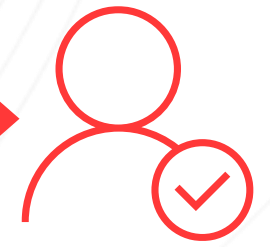
Company

3 - 24 months

1 - 6 months

1 - 12 months

1 - 6 months



Customer Data

Engineering

Legal

Security

Data Teams

70%

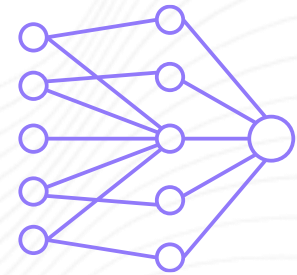


Locked away

Solution

betterdata

1



Generative AI

Synthetic Data

- Fully anonymous
- Looks, feels and works just like real data
- 100% compliant with privacy laws worldwide

2

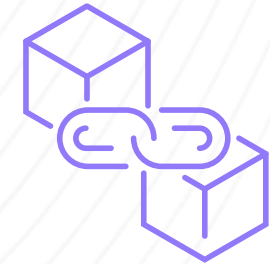


Confidential Computing

Encrypted Data

- Data is encrypted at rest (storage), in transit (motion) and during processing (use)
- Custodial and non-custodial private key management

3



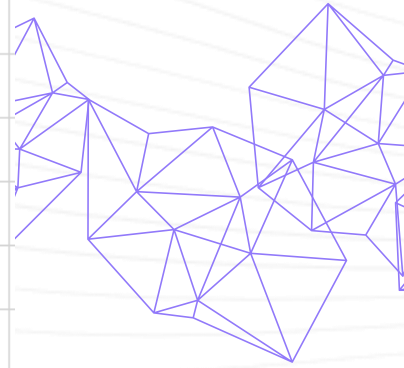
Blockchain

Tokenised Data

- 100% ownership
- Tamper-proof logs for tracking and auditing
- Fine-grained, dynamic access control policies

Solution

1	Name	Age	Gender	Children	Education	Income
2	John Doe	45	F	3	High School	\$60K - \$80K
3	John Doe	58	M	0	Unknown	\$40K - \$60K
4	John Doe	46	M	3	Doctorate	\$80K - \$120K
5	John Doe	34	F	2	Uneducated	Less than \$40K
6	John Doe	49	F	2	Uneducated	Unknown
7	John Doe	43	M	4	Unknown	\$60K - \$80K
8	John Doe	32	F	0	Graduate	\$60K - \$80K
9	John Doe	37	F	2	High School	\$120K +
10	John Doe	55	F	3	College	Less than \$40K



1	Name	Age	Gender	Children	Education	Income
2	Kenneth Evans	61	M	1	College	\$80K - \$120K
3	Theresa Smith	47	F	1	Doctorate	Less than \$40K
4	Dwayne Williams	51	M	1	Graduate	\$120K +
5	Ann Davis	40	F	1	Graduate	Less than \$40K
6	Cindy Quinn	45	F	2	High School	Less than \$40K
7	Paul Moreno	56	M	0	Doctorate	\$120K +
8	Douglas Hines	58	F	3	College	Less than \$40K
9	Nicole Phillips	63	M	2	High School	\$60K - \$80K
10	Tammie Campbell	35	F	2	High School	Less than \$40K

Limited Real Data

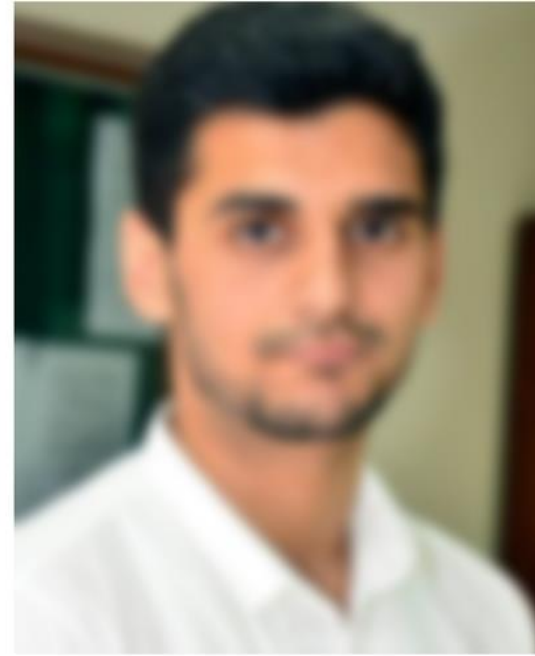
Unlimited Synthetic Data

3 - 24 months

3 - 24 days

Value

Order of Months

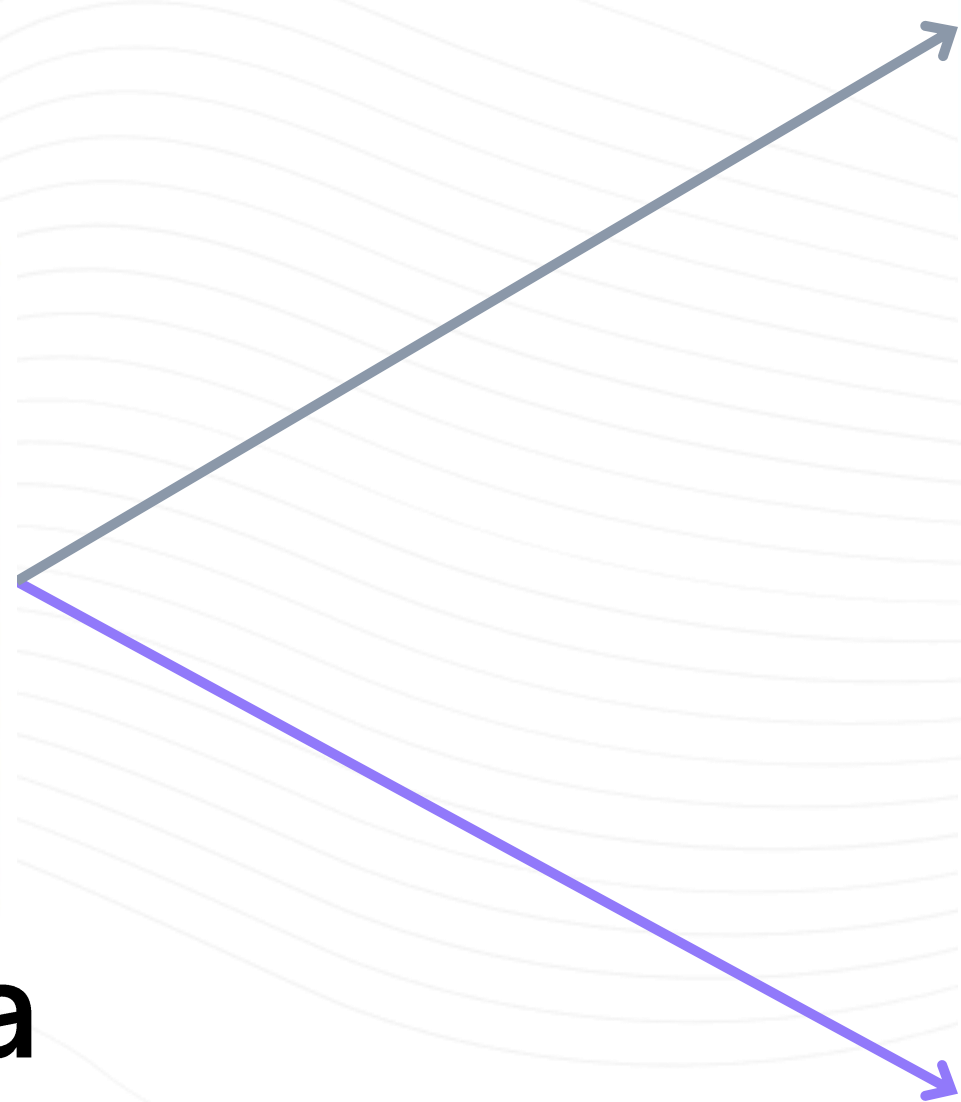


Other Techniques

APPI apply



Real Data



Order of Days



Synthetic Data

APPI does not apply

Go-To- Market

Customers



Regulators



R&D



Featured by



Customer



-	-	-
-	-	-
-	-	-
-	-	-

Transaction data

~~Regtank~~

Transaction monitoring



-	-	-
-	-	-
-	-	-
-	-	-

Synthetic Transaction data

~~Regtank~~

Proposal



Launching in Japan - Q3 2023

- Looking for pilot projects with banks
 - 1-3x Team Members in Japan
- Strategic partners to build data flows b/w Singapore and Japan
- Data agreements to monetize data

Why BetterData?

- Comply with data laws worldwide
- Save 3x costs on compliance
- 80% reduction in data sharing time
- Free installation and deployment

Questions

Can it meet the requirements for **"anonymously processed information"** under Japanese law?

- Yes

How can AI reduce the cost of data compliance for companies?

- No need to pay APPI fines ever
 - ¥100M
 - USD 815,000



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