The Platform Architecture

1 Digital ID

Connected Wallets

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Hyperledger IDENTUS

2 Data Platform

Personal Data Middleware

AIKEN
Data Subscriptions Smart Contracts

Create & Share a Profila

Auditing | Dynamic Consent / Aggregation / Structuring / Personal Data Management | Sharing

Private Surveys (MPC)

Partisia Blockchain

AI/NLP Privacy Question Answering knowledgebase

Connected Devices & 1st Party Data Streams

Decentralised Storage

iagon

3 Data Sharing

Multiparty Computation

Data bidding, sharing & analysis

Brand Customer Targeting

Partisia Blockchain

4 Publishers & a Profila Content Channel

Ad Delivery Software

Zero Knowledge Advertising Protocol

Zero Knowledge Ad Server

Advertisers Ad Server

ADS

2. APP_ACTIVATION
3. AD_REQUEST
1. AD_LIST

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5. AD RANKING PROCESS
4. AD_OFFER

5.1 AD SPACE AVAILABLE

Partisia Blockchain

6. AD_RETRIEVAL

Ad Delivery IP Obfuscation MPC

7. AD_DELIVERY

8. DELIVERY TO THE APP

5 CARDANO

Partisia Blockchain

Cookie-less Internet Experiences

Browser Plugin, Website Integration

Brand Apps SDK

Public Blockchain

Identity, Data & Attention Smart Contract Audits, & Payments

Content Attention & Ad Fraud Smart Contracts

Private Blockchain

Data & Attention Smart Contracts Ad Delivery & Ad Fraud Prevention

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Legend

Digital Identity
SSI DID Partner Wallets

Data Platform
Profila Platform UX
Connected Devices & Data Ingestion
MPC Private Surveys
Data Management
Data Subscription Smart Contracts

Data Spaces
Distributed enterprise Solid Pods

Data Sharing
Data Consent Management
Data Bidding
Data Sharing
Private Analytics

Zero Knowledge Advertising
ZKA Protocol, ZKA Ad Server
Attention smart-contracts

Publishers
Profila & Partner Publisher Assets

Private Content Channels
Profila & Partner Web/Apps

Cookie-less Internet
Profila SDK, Browser Plugin & Website Integration

Private & Public Blockchain
Smart contracts, payment and privacy TX ledger

Live (beta)
In Development
Planned