

Mass Individualisation, Identity Protection and Control of Our Personal Data Are Fuelling The Rise of Personal Knowledge Banks

Submitted by: Devonshire Marketing Consultants Limited

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Individual Consumers No Longer Want To Be Passive Participants In The Use, Abuse and Unsolicited Marketing of Their Personal Data, Says PAOGA

Society's move to individualisation, coupled with the growing desire to protect our identity and control access to our personal data are fuelling the rise of Personal Knowledge Banks, according to personal records management specialists, PAOGA Ltd. Personal Knowledge Banks shift the ownership, management and control of individual data from internal company databases and CRM systems back to the individual.

Personal Knowledge Banks provide one very private and highly secure site where an individual can keep all of their information, currently on innumerable databases, files, vaults and shoeboxes, which can be accessed, updated or deleted from anywhere at any time and communicated to anyone on a permissions only basis. Individuals are able to compile a complete record of all of their interactions across firms in each industry, as well as supplementing this data with their updated personal details, current preferences and plans for future purchases as they change over time.

"There is a mountain of information held just about you all over the world. How can you possibly check that it is accurate, appropriate or secure?" said Graham Sadd, CEO of PAOGA Ltd. "Instead of distributing information about individuals to numerous companies and organizations without a hope of tracking and maintaining it, individual consumers should have the right to keep their own database where they store all the information about themselves in one place that they keep current. This not only significantly simplifies the whole concept of targeted marketing campaigns, but more importantly protects the privacy, rights and identity of individuals while significantly reducing their risk of identity theft."

Rather than being bombarded with junk mail, spam and special promotions from every organisation you've ever bought from, Personal Knowledge Banks enable individuals to selectively reveal appropriate data to specific organisations, and when the transaction is complete, they can 'slam the door'. Suppliers are able to absolve themselves of their onerous legal obligations under the Data Protection Act and know that the information they access from a Personal Knowledge Bank is accurate and up-to-date.

The same principles of maintaining accurate, up-to-date personal data equally apply to factual information held for medical records, employment and HR, protection against identity theft, as well as a myriad of other uses. It also affords the ability for third parties to provide independent verification of sensitive data which individuals cannot change - be it birth certificates, house deeds or links to the Criminal Records Agency.

"Over time, Personal Knowledge Banks will become the natural interface between consumers, companies and the public sector for numerous transactions through Web Services Applications," added Sadd.

“Increasing UK and European legislation such as the Data Protection Act and the Freedom of Information Act and their associated penalties for infringement make enterprise held data a liability for companies, rather than an asset. Suppliers are beginning to realise that the only way of harvesting the deep knowledge that CRM promises is by returning control and input back to consumers.”

PAOGA uses the ubiquity of the Internet to give individuals total control over their personal data. By giving access, control and responsibility of personal data back to the individual, PAOGA reduces and automates unnecessary bureaucracy, automatically compiling a complete record of all interactions with various organisations, as well as the ability for individuals to supplement this data with their own preferences and plans.

About PAOGA Ltd

Founded in 2002, PAOGA Ltd provides the global technology platform that enables Web Service Operators to deliver secure Personal Knowledge Banks for an individual’s data. PAOGA’s core asset is the PAOGAplatform which is an IT architecture and infrastructure. The company licenses access to the platform to Web Services Operators who are building applications for specific horizontal and vertical markets marketed directly to end users. PAOGA plans to become the trusted global repository for personal data, and is currently working with a number of Web Services Operators in the areas of Property, Project Management and Recruitment. www.paoga.com

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