

**mintBlue**

# The power of decentralised technology

How to use blockchain technology for handling sensitive personal data

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NOWATCH

authenticating

data

storage







mintBlue

authenticating data storage

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# Better data in a smarter, greener ecosystem

Today 80% of the public internet's web traffic is controlled by a small group of powerful data companies.

Originally, the internet was designed to facilitate peer-to-peer exchange of information. Big Tech saw to become trusted third parties in the exchange through offering easy-to-use – often free – services. Today the most valued internet companies on the planet are those that have kept their position as intermediaries.

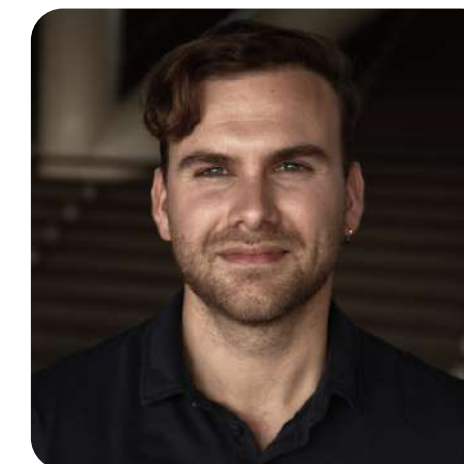
It's time to reclaim data ownership. In this deck, you can find the pioneers breaking free from third-party data storage, and taking back control of data governance through the original blockchain. The blockchain enables them to become the company, partner, app you would trust with your data, identity and documents.

Decentralised technology allows you to:

- Handle data in the safest way.
- Become compliant for future-proof data governance.
- Build a technical foundation for ambitious solutions like data exchange, business ecosystems and partnerships.

Find out what the blockchain can do for you, and more importantly: how it can benefit your target audience and business innovation. Evoking a chain reaction has never been easier.

**Compete and collaborate without compromise.**



Niels van den Bergh  
CEO mintBlue





## Case study

# NOWATCH pioneers privacy-first tools to monitor your wellbeing

Wearables company NOWATCH makes "awareable" devices that monitor users' well-being in real-time. By quietly capturing bio-data, it gives users insights into their sleep quality, stress levels, and health markers.

Building trust with users is a key challenge when handling large quantities of sensitive personal data. Therefore, NOWATCH is pioneering the most secure and privacy-friendly way to monitor your wellbeing data — powered by mintBlue.



## Maximum security

With mintBlue's decentralised technology, all user data is now fully encrypted before leaving their device or server.

It's easy for users to retrieve their data and control it — almost like a personal wallet.



## Data ownership as competitive edge

mintBlue's immutable storage technology allows NOWATCH to give their users absolute control over their own data.

This makes NOWATCH the privacy-friendly option in the market.



## The possibility to monetise

From enhanced healthcare services to supporting research labs with authenticated biometric data, absolute data ownership opens up opportunities to monetise service for both NOWATCH and its users.

Client

NOWATCH

Industry

Healthcare

Area

authenticating

data

storage

Find your solution

# Build your technical foundation with mintBlue

mintBlue's SDK makes it easy to implement and monitor original (UTXO) blockchain technology for your platform, supported by one clear dashboard.

Discover your benefits



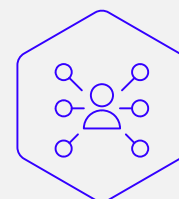
## The safest way to handle data

Eliminate fraud and data breaches with decentralised storage and identity authentication.



## Future-proof data governance

Stay ahead of evolving data regulation and consumer expectations around data portability and privacy.



## Endless opportunities

Power worldwide transactions at the highest speed and the lowest cost, with minimal carbon impact.

Data retrieved

899 MB

During year 2023

mintBlue

## Dashboard

[Dashboard](#)

[Calculator](#)

[Documentation](#)

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## Metrics

Data

Requests

Fees

3.4 GB

Data published in 2023

## Curious how mintBlue can power your data governance?

Our team of experts is here to explore the possibilities with you.

[Learn more](#)



mintBlue

authenticating

data




storage

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Build solutions  
that any user can  
rely on.

## Ready to get started?

mintBlue makes it easy to get the most out of decentralised technology. Following the original Bitcoin protocol whitepaper from 2008, mintBlue aims to make the public blockchain as accessible as the public internet.

-  Authenticate information and data
-  Break free from data breaches
-  Comply with evolving regulation



Find out what  
MintBlue can do  
for your business.

[Connect to Pieter](#)



The power of  
decentralised technology