Today, we are surrounded with a variety of communication devices such as smartphones, personal computers, and other networked sensors for health care and security services. It is important to achieve a better balance between protection and utilization of personal information generated with these devices and services. Our platform provides safe and effective personal data sharing and service personalization without having to worry about unexpected secondary use of personal information.

**Features**

- **Feature #1**: A data aggregation and management mechanism enables users to utilize their own personal data.
- **Feature #2**: Service UI/UX is personalized without sending users personal data to service providers.
- **Feature #3**: Service providers can obtain collective intelligence through the “Query-Answer” mechanism.
- **Feature #4**: For guaranteeing transparency, this framework records all personal data accesses for guaranteeing transparency of data utilization. The platform will always request permission to handle their personal data from users.

**Application Scenarios**

- Finding people with similar interests and sharing activities among them.
- Customize UI/UX is automatically personalized based on one’s own activity log.
- Investigating customers’ product usage by querying them and obtaining answers.

**NTT Group Global Advantage**

‘Big Data’ business associated with personal data has become a global trend. Our new platform enables world-wide business firms the opportunity to obtain individual's personal data. This technology creates a new paradigm of ‘protection and utilization of personal data’.