

# How ACME Corp uses Self-Sovereign Identity (SSI) to give customers full control over their personal data

Showcase: <https://energychain.github.io/tydids-validation/public/DataIdentity/>

## Scenario

Experience how ACME Corp. uses Self-Sovereign Identity (SSI) to give you full control over your personal data. With SSI, you can manage and revoke consent anytime, ensuring compliance with GDPR and other privacy regulations.

## Key Benefits


- **Full Data Control:** Download your SSI to manage consent preferences easily.
- **Privacy Compliance:** Ensure your data is handled according to GDPR and other privacy regulations.
- **User Empowerment:** Maintain ownership of your data and revoke consent at your discretion.
- **Seamless Integration:** ACME Corp. processes your revocation request efficiently, maintaining data privacy and security.

## Demo Instructions

1. **Download Your SSI:** Click "Download Self Sovereign Identity (SSI) for Data Privacy."
2. **Acknowledge and Consent:** Check the privacy checkbox to consent to ACME Corp.'s processing of your personal data.
3. **Submit Your Data:** Click "Submit to ACME" to see how your consent is securely handled.

# Why It Matters

By using SSI, you have unparalleled control over your personal information. Protect your privacy, ensure regulatory compliance, and experience the future of data consent management with TydidsDataIdentity.



Demo Scenario

Personal Data at ACME Corp

ACME Corp, an online retailer, collects personal data from customers through a website form. To comply with GDPR regulations and empower users, ACME provides customers like Alice with a Self-Sovereign Identity (SSI) upon form submission. This SSI serves as a digital credential enabling Alice to manage her data privacy preferences. By utilizing the SSI, Alice can revoke consent for data processing at any time, ensuring greater control over her personal information.

Showcase

Firstname	Alice
Lastname	Schmidt

Continue

Download Self Sovereign Identity (SSI) for Data Privacy

☐ By checking this box, I acknowledge that I have successfully downloaded the Self-Sovereign Identity (SSI) with ID "0xb33ff79Bf210e8c86e47F849a693A775e40C3FB8" and consent to ACME Corp's processing of my personal data as outlined in the Privacy Policy. I understand that I can revoke this consent at any time using the SSI.

"Hidden" fields submitted to ACME Corp

To illustrate how ACME Corp captures and stores user consent, we've made following fields visible. In a real-world scenario, these fields would be populated automatically to provide proof of consent in accordance with privacy laws.

Identity	0xb33ff79Bf210e8c86e47F849a693A775e40C3FB8
Signature	0x09207a450038771d571c6d4a982916a900ee7c3b6393731d8b6dd81304979c4f76a6c850ca64d9ec8249668398f935441aa787f0e2861186630

Submit to ACME

tl;dr


Implementation at ACME Corp

ACME Corp stores user data and associated consent information, including an Identifie. To comply with data privacy regulations, ACME regularly checks if the user has revoked consent using its SSI. This ensures that data is handled in accordance with the user's wishes. It's important to note that ACME doesn't control the SSI; it's owned and managed by the user.

Good to know for Alice

Alice downloaded her SSI, which gives her full control over her data and consent. She can revoke consent at any time by using her SSI. However, it's essential to understand that revoking consent doesn't immediately delete her data. ACME must process her revocation request and update their systems accordingly. This process might take some time. By maintaining control of her SSI, she ensures her data privacy rights are upheld.

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