

polypoly revolutionizes the way our data is handled

CATEGORY

polypoly and
the companies behind it

TOPIC

Problem of centralized
data economy

Successful business models on the Internet are based almost without exception on the use of data. It has become impossible to move around the internet without leaving traces. It is our personal data that is used to make big money. Our privacy has become the fuel of the central data economy. And what do we as Europeans get out of it? Not much. The solution: a decentralized data economy that puts the control over one's own data back into the hands of the citizens. polypoly creates the basis for a decentralized data economy – from Europe, for Europe.

The data migrates to central data silos of the data oligarchs, out of Europe and thus out of our sphere of action and jurisdiction. We are talking about billions of euros that are transferred from Europe to the USA every year. So it's not just about protecting the privacy of all of us, it's also about our European economy. Because whoever controls the data also controls the successful business models on the Internet.

Europe has already created a sensible and important tool to bring market power back to Europe with the introduction of the GDPR (the European Union's General Data Protection Regulation, which standardizes the rules for processing personal data by most data processors, both private and public, across the EU). It is the basis for building a decentralized data economy for Europe.

Decentralised Data Economy – How does that work?

Data no longer has to be sent to the data silos of the data oligarchs; it always remains on the end devices of the citizens. Here they can be processed directly, under the control of European citizens by European companies, protected at all times by the GDPR.

However, no one can build a decentralized data economy on his or her own - for that you need comrades-in-arms. This is where polypoly comes on the scene. A company, or perhaps even a movement, that offers a solution from Europe, for Europe.

polypoly uses the supercomputers in our pockets

polypoly is building a decentralised solution with which the entire data economy is working directly on our end devices – the polyPod. Europeans use only 5% of their private computing power, the polyPod harnesses the remaining 95% to analyse data directly on our end devices.

An app that turns end devices into data centres

polyPod transforms private end devices into sustainable, social and efficient data centres. The unused computing power of the end devices can be used for privacy-friendly big data analyses in exchange for fair remuneration. Since all calculations are carried out on the end devices, data centres are saved and with them a whole lot of costs and CO₂.

Step by step, polyPod is developing into a so-called Super-App. Within a Super-App different services can be offered – from messengers to nutrition planners, anything is possible. A digital ecosystem is emerging that encompasses many aspects of personal and business life. Here, users always have control over their personal data.

There are three companies behind polypoly

It takes more than thoughtful technology to change the way we deal with data. For a sustainable, efficient and fair alternative, a corporate structure is needed that also takes into account the legal, economic and social aspects: at eye level, inalienable and transparent.

The team behind polypoly has decided to found three companies at once. The polypoly cooperative is developing the polyPod. It is inalienable and only European citizens can become members, i.e. shareholders. The polypoly Enterprise provides the business-to-business components for the Edge Data Ecosystem. Infrastructure for decentralised data management, federated big data and AI as well as tools and frameworks. The polypoly Foundation advises worldwide on regulations relating to data protection. It is under press law and provides a database with the help of which everyone can get an overview of data streams - polyPedia.