

## Friendly Data Cleaning

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### CATEGORY

polypoly press releases

### ONLINE TRADE: OUTSOURCE ADDRESS MAINTENANCE TO CUSTOMERS WITH POLYPOLY

An app from the Berlin-based start-up polypoly allows online retailers to outsource address management to their customers - in a GDPR-compliant and time-saving manner. In this way, they increase the legal security and quality of their address management with minimal effort.

By helping citizens to reclaim their data sovereignty, polypoly also relieves online retailers of the burden of address management. Friendly Data Cleaning is based on the polyPod app, which can be used to manage personal data on one's own device. Via a download feature integrated into the polyPod, E-Commerce providers enable their customers to download their address data into the app, complete and correct it themselves and then release it for use. polypoly founder Thorsten Dittmar: "Without spending time and computing power, companies let their customers maintain their address database themselves. This is not only very practical, but in principle the only way to be on the safe side in terms of GDPR and to rule out legal risks."

#### **Address quality strengthens customer loyalty**

At the same time, retailers are positioning themselves as digital pioneers who take the data sovereignty of their customers seriously. They intensify customer loyalty by offering individual incentives for the cleaning and continuous maintenance of personal data - from vouchers to a small surprise with the next purchase. Thorsten Dittmar: "Our app provides online retailers with a method to reach customers accurately and directly, and to deliver goods to the right address. Unfortunately, this is not yet a matter of course for most firms and therefore would have a positive effect on their image." Companies use their marketing budget more effectively because they send mail in a legally compliant manner and their mail is guaranteed to arrive - both online and through the letterbox.

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## ABOUT POLYPOLY

The European data economy is a growth market with a potential of up to one Trillion euros, but it is controlled in particular by US companies that profit massively from business done with the data of their European customers. In doing this business they intervene deeply in the value chains of European companies.

polypoly is developing an edge data ecosystem that gives European companies direct access to their potential customers. The heart of this ecosystem is the polyPod, an application that makes it possible to map the entire value chain of the data economy directly on the end devices of citizens. Each polyPod user decides for him or herself which data they share with companies. Users can also earn a digital income, for example by taking over the maintenance of their own customer data for a company as outsourcing partners (friendly data cleaning).

The edge data ecosystem is built by three organisations that focus on the needs of the respective market participants and thus enable a smooth use of data for all parties involved.

- **polypoly Cooperative:** a European cooperative that takes care of the development of the polyPod, which is owned by citizens, just like the cooperative itself.
- **polypoly Enterprise:** develops the infrastructure that enables companies to enter into a direct business relationship with polyPod users.
- **polypoly Foundation:** supports states and communities around the world in building a decentralised data economy that enables privacy, sustainability, free competition, innovation and tax payment in the countries where the revenues from data-based services are generated.

## PRESS CONTACT

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### Useful Links:

European Cooperative Society (SCE)

[https://en.wikipedia.org/wiki/Societas\\_cooperativa\\_Europaea](https://en.wikipedia.org/wiki/Societas_cooperativa_Europaea)