



# Privacy is a Right

How Nymi protects user privacy in principle and in practice



## What is Privacy by Design?

**The concept of “Privacy by Design” stems from the belief that people should be able to benefit from using technology without having to sacrifice their privacy.**

Any amount of data can unintentionally reveal personal identifiable information (PII), which can land in the wrong hands. When practicing Privacy by Design, technology is designed with a goal to minimize the amount of sensitive data that is processed and retained. This means including control measures for data privacy as a foundation to the design.

**Nymi has been practicing Privacy by Design from its beginning.**

The nature of connecting workers to digital systems require technology to process some amount of PII, but our approach reduces risk, while increasing security, safety, and productivity for our users. Our mission has always prioritized privacy, security, and the user experience as fundamental requirements in building usable technology. In practice, this includes minimizing and securing the storage of PII to the least amount required to deliver our solution. The result is a powerful connected worker platform and wearable that are balanced towards the end user’s interests and protects their right to privacy.

## The 7 principles of Privacy by Design

- 1 Proactive not reactive;  
Preventative not remedial**
- 2 Privacy as a default setting**
- 3 Privacy embedded into design**
- 4 Positive-sum, not zero-sum**
- 5 End-to-end security - full data lifecycle protection**
- 6 Visibility and transparency - keep it open**
- 7 Respect for user privacy - keep it user-centric**

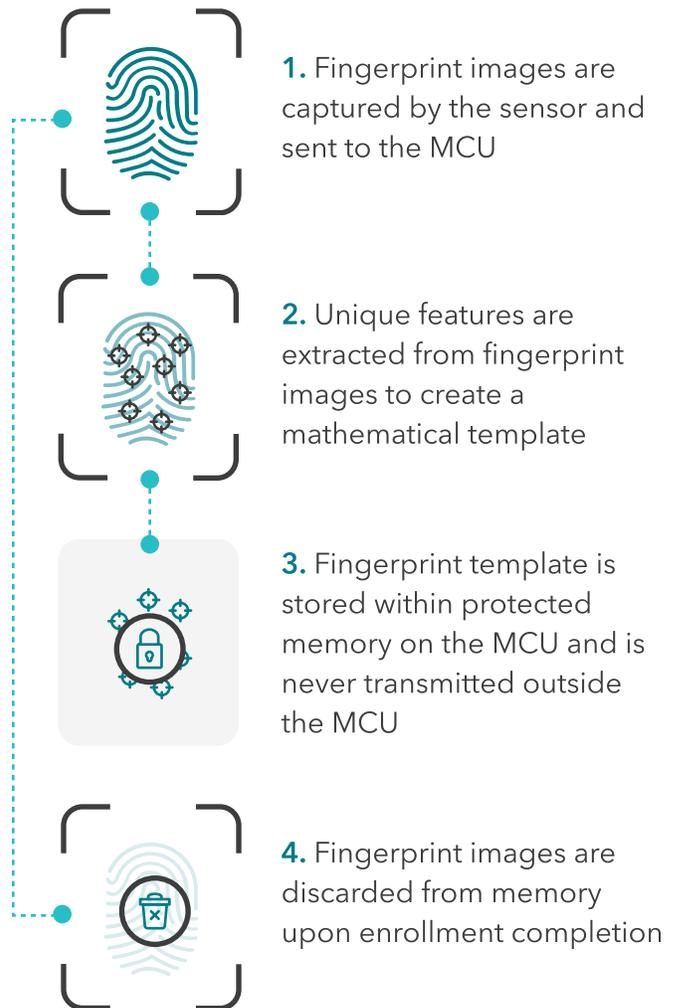
# How Nymi Protects & Minimizes PII Fingerprint

In practice, Nymi has created an enterprise service that connects people to all their workplace systems and applications through a platform and wearable. This requires a secure identification system as well as secure integrations.

The Nymi Band™ authenticates a user's identity through their fingerprint and provides an added anti-collusion measure by verifying the user's heartbeat (ECG). However, we do not store fingerprint or heartbeat data.

## Fingerprint

When scanning a user's fingerprint, the Nymi Band sensor will capture an initial fingerprint image that is then used to generate a mathematical template based on its unique features. The initial image is discarded from memory and the mathematical fingerprint template is stored within protected memory. It never leaves the Nymi Band.



## Heartbeat

Similarly, a user's heartbeat is not stored on the Nymi Band. We use heartbeat during authentication to ensure that the user is wearing their Nymi Band when authenticating with their fingerprint. Two points of contact are required to capture an ECG, and in our case, are at the finger and wrist. The sensors confirm the user's liveness, but the Nymi Band cannot uniquely identify you by your heartbeat rhythm. It also does not store, or transmit, any heartbeat data.



## Visibility & Transparency

A key component to designing a solution with Privacy by Design principles is providing visibility and transparency to the end user about the use

of their data. People should understand what data is stored and how it is being used.

At Nymi, we work with companies to ensure that there is visibility and transparency about what, how, and why any PII is processed or stored. Our platform and wearables deliver their promised benefits in some of the most highly regulated environments and within strict GDPR law.

## Nymi's Beliefs on Privacy

There are significant benefits to employee safety, security, and productivity when connecting people to the digital world. However, it is challenging to find traditional solutions that consider protecting user privacy as a fundamental requirement. While there are many ways to build a connected worker platform that balances these trade-offs, Nymi has always recognized user privacy as a design requirement as fundamental as other more obvious requirements, like security, compliance, and user experience. By embracing Privacy by Design as a core tenet in our mission and vision, Nymi has built a solution that mitigates risk to the end user and puts people's interests first in principle and in practice.

For a deeper dive into our technical practices, reach out to one of our subject matter experts at [info@nyimi.com](mailto:info@nyimi.com)