



# FullContact IdentityStreme™

Manage, Obfuscate, and Store  
First-Party Data

Whether you're a portfolio of brands with numerous IDs, or a brand with different system identifiers for each individual, mapping individual identities, rolling them up to a common ID, and managing other complex sets of identity rules is difficult. If you need a common ID across brands, or individual identities within a brand (or both), keeping a complex set of identities secure, updated, and stored is an evolving challenge.

### Now you can evolve with that challenge, using FullContact Identity Streme™.

FullContact Identity Streme is a flexible and encrypted private environment that ingests, obfuscates, and stores data, deleting PII upon receipt. Built upon our core Identity Resolution service, Identity Streme empowers

you to control, maintain, and store accurate identity mappings and policies, available in real-time.

Our privacy-first design empowers you to protect your data with industry-leading security and your own unique encryption key without compromising easy, convenient, and controllable access via API. And your data will be connected to our robust Identity Graph, which encompasses over 50 billion Identity fragments, including names, postal addresses, raw and hashed email addresses, phone numbers, and Mobile Advertising IDs.

Because your Identity Streme is linked to FullContact's Identity Graph, it will always be updated and encrypted. Additionally, this puts media amplification and enrichment right at your fingertips—with your own IDs.

## If you have a complex ID space, Identity Streme ensures it's now part of real-time encrypted infrastructure managed by us for free.



### Control Your Data

Your data is never shared, commingled, or combined with other data (including ours).



### Portable, Omnichannel, Persistent

Take back ownership of your customer experience by securely transacting with an anonymous PersonID wherever you like.



### Privacy-First Design

Protect your data with industry-leading security and your own, unique encryption key—without compromising easy and controllable access.

## How It Works

### End to End Encryption

Wherever you engage with your customers, regardless of platform, you can immediately call our API or send your customer data via a batch process. Your data is instantly encrypted, stored, and resolved to an anonymized PersonID (PID) unique to you.

### Mapping and Matching

Secured with a unique encrypted key, you can reference the PID downstream in real-time. We map the PID to your CRM data and match it so you know if it's an existing customer. We also enable you to map in customer IDs (loyalty IDs, CRM IDs, etc.) from your existing systems and store and access them through our API.

## Your Environment, Your ID, Your Control



Your data is instantly encrypted, stored, and resolved to a persistent PersonID.  
This obfuscated ID is available for any solution.

# The Benefits of Identity Streme

Having an accurate, portable, omnichannel, persistent identifier for a person at the foundation of Identity Streme is critical. But the ability to layer on and connect other components to that secure environment helps a brand solve the macro-identification problem while allowing it to easily plug into your marketing stack.

## Never Surrender Control of Your Data

Everything is encrypted, resolved, and stored only in your personal Identity Streme.

## Persistent & Portable Identities

A PersonID remains consistent throughout the customer journey. Use it across your entire marketing ecosystem, from loyalty programs to call centers, media partners to email platforms.

## Designed to Remove Risk

Reduce the number of places that you store highly-sensitive data, and protect consumers and brands with end-to-end encryption.

Replace PII with a unique ID only valuable to your organization. Every brand we work with has their own unique person-first identities, only used by the brand.

## Future-Proofed Protection

Prepare for the ever-changing nature of identifiers and devices by integrating with our robust Identity Graph, which updates 30M times per day, and future proof your ability to maintain consumer identity.

# There Are Endless Use Cases When Leveraging Identity Stremes:

Understanding your customers and prospects is vital to maintain a competitive advantage and provide the best consumer experience. In order to do that, you need a solution to securely manage PII while connecting to all of the capabilities of Identity Resolution and enrichment.

Create a consistent encrypted identity across silos, improve data quality, increase analytical accuracy, implement and enforce policies, and ensure compliance with data privacy laws and other regulations.



**Securely Manage Your PII**



**Secure Digital Advertising**



**Data Infrastructure on Demand**



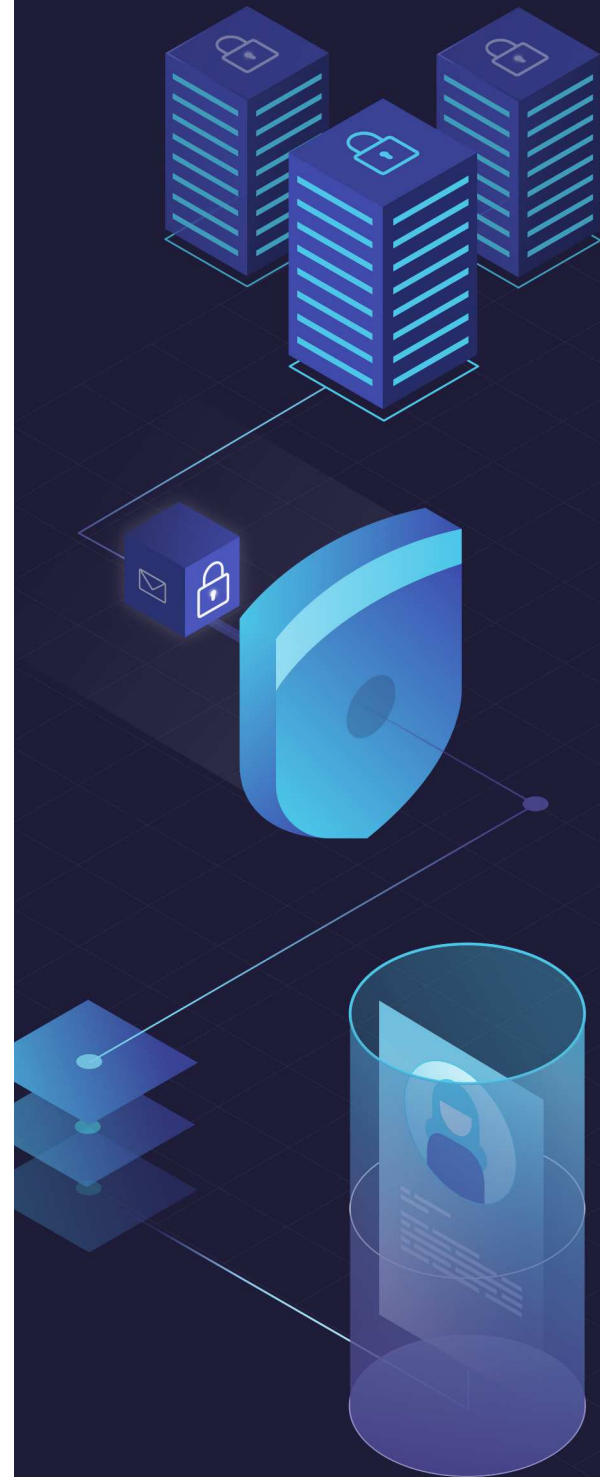
**Segmentation**



**Amplify Digital Identifiers for Incremental Reach**



**Analyze Campaign Reach & Frequency**





*Amplify your ability to recognize and reach real people by **3X**.  
Or it's on us. **Guaranteed.***

## **Real People**

Access and map fragmented physical and digital identities into a **persistent PersonID from a single graph**. Omnichannel input and outputs.

- **248 Million People**
- **50 Billion** Individual Omnichannel Identifiers
- **700+** Ethically Sourced Personal and Professional Attributes

## **Real Control**

Leverage **FullContact Identity Streme™** to protect & control your first-party data across your enterprise. Enable permission-based partnering without commingling data.

Port the **PersonID** across your ecosystem improving targeting, reach, recognition and measurement.

Manage **privacy and permission at a person level** at every touchpoint.

- **SOC2 Type II Compliant**

## **Real Time**

Recognize people across platforms and engagement **in the moments that matter**.

Leverage our machine learning, applied graph theory, and distributed computing to **improve resolution**.

**High availability, high throughput**, and resilient low latency architecture.

- **30+ Million** Updates per Day
- **40 Millisecond** Response Time

*If you're interested in learning more about FullContact's  
Identity Streme capabilities, you can talk with an  
expert at [fullcontact.com/contact](https://fullcontact.com/contact)*