FullContact Identity Streme™: Secure Identity Sharing

Securely Share Customer Identities and Information

Sharing customer and prospect data is at the heart of valuable partner collaboration and co-marketing — for media activation, enrichment and learning, or omnichannel measurement. Brands, manufacturers, publishers, portfolios of brands, and platforms can combine rich and timely information about their customers and prospects to strategically leverage first-party data in a privacy-safe way. To accomplish this, you need a secure, neutral platform as a trusted intermediary.

Discover FullContact's Secure Sharing

Our solution enables second-party data sharing by using a persistent, anonymous PersonID. We ingest and map disparate customer and prospect files (CRM, email, application, etc), purchase types, customer segments, vendor data, and more. All contributors' first-party data can be augmented with additional touchpoints and whole-person insights about each individual, as a professional and as a consumer.

You can make these robust, enriched datasets available to trusted partners for analysis, media activation, and measurement. This creates a fluid, continuous cycle to target media towards while each individual brand owner maintains control of their data and policies — without compromising security. And it can all be done via API, in real-time.

Our Secure Sharing solution is powered by FullContact Identity Streme™, a flexible, encrypted, and secure private environment that imports and obfuscates Personally Identifiable Information (PII). This provides a modern, transparent way for partners to work together and improve both parties' financial performance while sharing data.

Control All of Your Data
Your data is never shared without your permission. Everything is encrypted, resolved, and stored in your company's Identity Streme private cloud.

Make Your Data Available Without Compromise
Lower your customer acquisition costs and find additional monetization from your data.

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

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How It Works

A Whole New Class of Data Governance

The privacy-first design incorporates encryption at all points of interaction and overlays top-tier security. Your data isn't commingled or combined into a data co-op, and it isn't listed in a data exchange. You control everything — the metadata structure, how the data is used, who it is sold to, how much you charge, the use cases of the data, and the length of time a partner can use it.

Unify and Amplify Insights

Encrypted in the transfer, all PII is mapped to a PersonID meaningful only to those you share access with. The PersonID cannot be reverse-engineered back to the PII. We can provide the option to enrich with additional insights and thousands of unique attributes making up the whole person, tied back to your unique PIDs, which you can use for media amplification to make the data even more valuable.

Securely Share What You Want

You're in control of your Identity Streme and who & how to share the PersonIDs with. No one can access the PII, not FullContact nor any other external party. Secure Sharing enables an additional monetization pathway for your data which can provide to a trusted partner in an encrypted fashion. If you're buying data, it lowers acquisition costs, and gives you better intent data based on real people (not cookies).

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The Benefits of Secure Sharing

With third-party data under increased regulatory pressure, forward-thinking marketers will focus on first and second-party data sharing. Below are just a few of the benefits of our Secure Sharing solution.

Improve Your Return on Ad Spend

Target high-intent, lower-cost audiences, and share with selected partners, add additional media touchpoints, transform single channel identities into omnichannel identities, and activate across your media ecosystem.

Generate New Revenue

Monetize data by making it available in a secured environment to approved partners. Improve the return of your partners' marketing funds by adding channel amplification to outbound marketing programs.
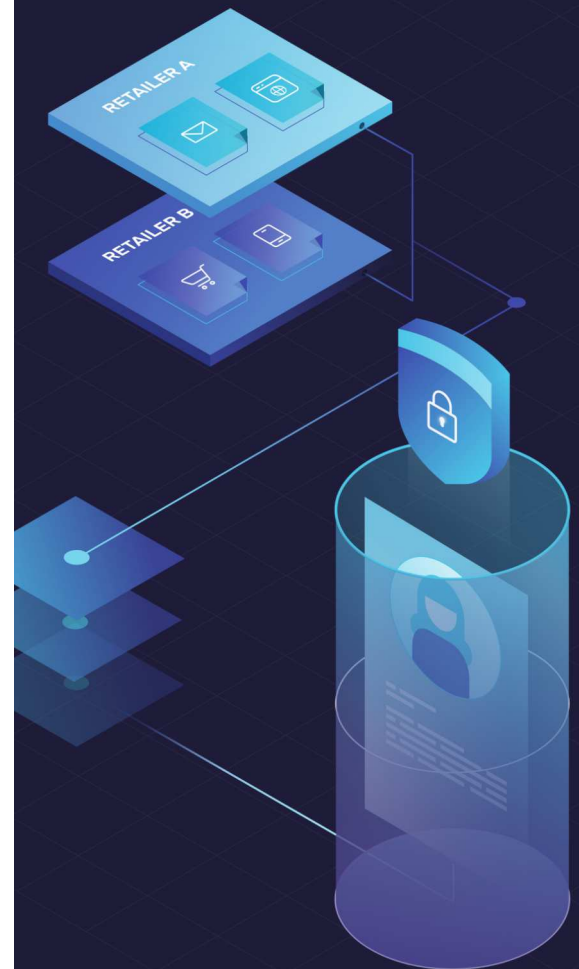
Win-Win Data Sharing

Create a co-op for the mutual benefit of all members, with all maintaining control and ownership of their data. Anonymously share segments and activities of interest among partners to create value for all, including customers.

Gain Additional Insights & Measure Spend

Gain additional person-level insights by overlaying partner data in a controlled environment. Insights can range from measuring marketing investments to a deeper understanding of customer segments.

Continuous ID Syncing

Seamlessly add new customers through API or Batch, and have FullContact continuously manage changing profiles.

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*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 Secure Sharing capabilities, you can talk with an expert at fullcontact.com/contact