

Dataprev announces pioneering data property management initiative in partnership with Drumwave at Web Summit Rio

Partnership aims to create individual "data savings accounts" that will allow citizens to exercise effective control over their personal data.

Brasilia, Brazil - April 26, 2025.

Dataprev, a public information technology company linked to the Ministry of Management and Innovation in Public Services (MGI), announced this Tuesday (29/04), during the Web Summit Rio, a partnership with **DrumWave**, a company specialized in data property technologies. The initiative will enable the management of personal data ownership.

The project contemplates the creation of an **individual "data savings account"**, which will allow individuals to effectively control their personal data. The proposal seeks to transform data into economic assets, with potential for monetization and participation in the benefits generated by investing in technologies such as artificial intelligence language models (LLMs), based on the conscious and authorized use of personal information.

The solution will allow citizens to accumulate value on their data, generate income through compound interest, and invest directly in the development of technological solutions, promoting digital and financial inclusion on a large scale.

"This is a relevant step towards digital equity, by recognizing the intrinsic value of each citizen's data. We believe that this initiative can lay the foundation for a data ownership model that promotes financial inclusion and redefines the digital economy from a fairer perspective," says Rodrigo Assumpção, president of Dataprev.

The proposal follows initiatives to establish a specific legal framework, with a view to recognizing data ownership as a fundamental right of citizens, which represents a significant conceptual transition, by overcoming the logic of privacy as the only guarantee and moving towards the model of active ownership of personal data.

For Brittany Kaiser, Chief Evangelist and Board Advisor at DrumWave and president of the Own Your Data Foundation, the partnership between the two institutions, Dataprev and DrumWave, positions Brazil as a global player in the defense of digital rights. *"This is an initiative to implement data ownership that will allow Brazilian citizens to decide on the use of their information. This is a correction in the historical imbalance of the digital economy, which aims to promote economic justice and strengthen digital human rights in the 21st century."*

Among the expectations of the initiative are:

- ✓ Ensure full transparency on the use of citizens' personal data;
- ✓ Propose a model for the participation of the population in the digital economy based on artificial intelligence, using data as investment capital;
- ✓ Promote wealth generation through compound yields based on the value of data;
- ✓ Establish a digital minimum income mechanism, based on the valorization and use of personal data in the market.

Dataprev and DrumWave, at the end of the initial stage, will present the results of the project and proposals for its expansion.

About Dataprev

Dataprev is a public company, linked to the Ministry of Management and Innovation in Public Services (MGI), a strategic partner of the Federal Government in the maintenance and expansion of initiatives for digitalization, process automation and digital transformation of public services. It offers cloud service platforms and maintains an interoperable ecosystem of social data, which includes social security, social assistance, and civil registry databases, among others.

About DrumWave

DrumWave is an international technology company that develops applications, tools, and algorithms for data evaluation, valuation, ownership control, and monetization. Through the dWallet® Platform and Data Savings Plans, the company supports businesses and consumers to manage and capitalize on the value of their data.

DrumWave press information – GBR Comunicação

Luciana Messa | luciana.messa@gbr.com.br

Natalia Baggio | natalia.baggio@gbr.com.br