

The background of the slide is a light gray color. It is decorated with numerous small, irregular geometric shapes in four colors: dark blue, yellow, red, and light gray. These shapes are scattered across the upper and right portions of the slide, creating a dynamic, abstract pattern.

**DATA** for **GOOD**  
FOUNDATION

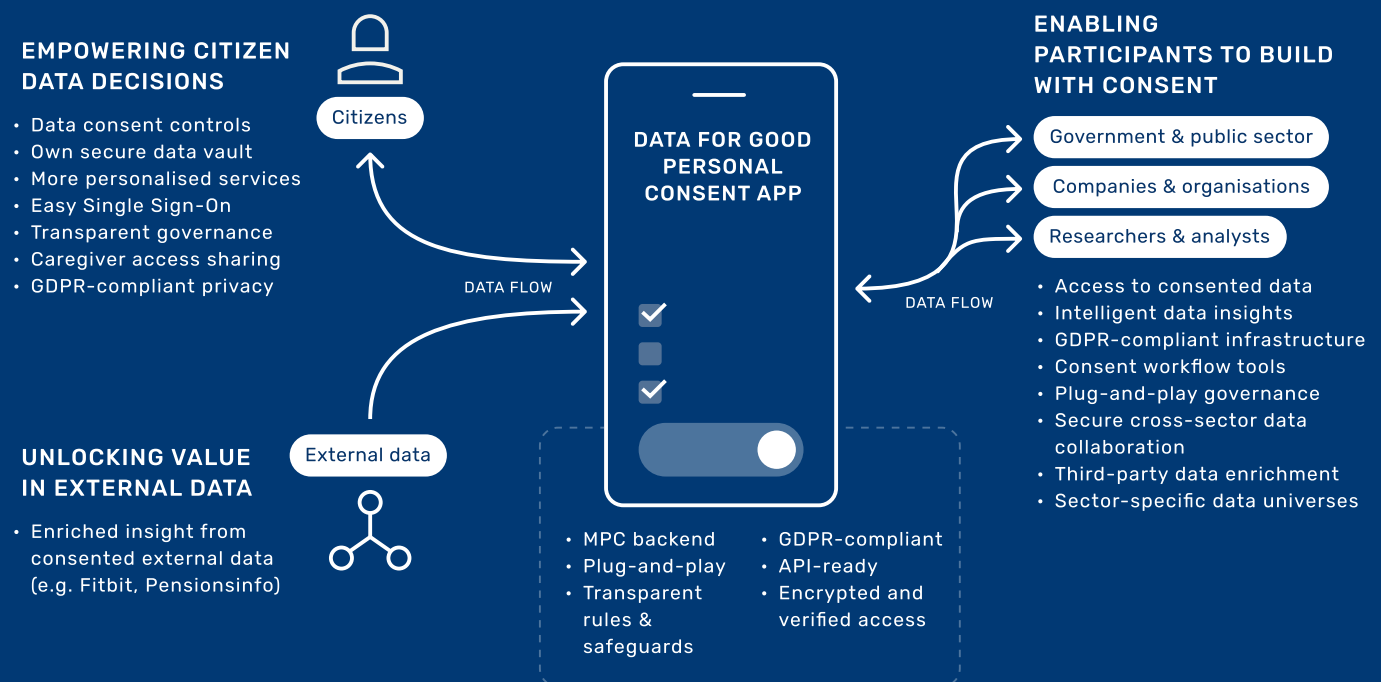
## **When consent becomes value for all.**

A new social contract on the use of data.

With DATA for GOOD you can activate all data across silos — with citizens at the center, with secure data sharing, and in collaborations that create better results for all.

# Unleash data to benefit individuals, communities and society.

Create more relevant and useful offers and services through insights based on data. Whether for your citizens, your customers or your members – in the public sector, in private companies or in organizations.



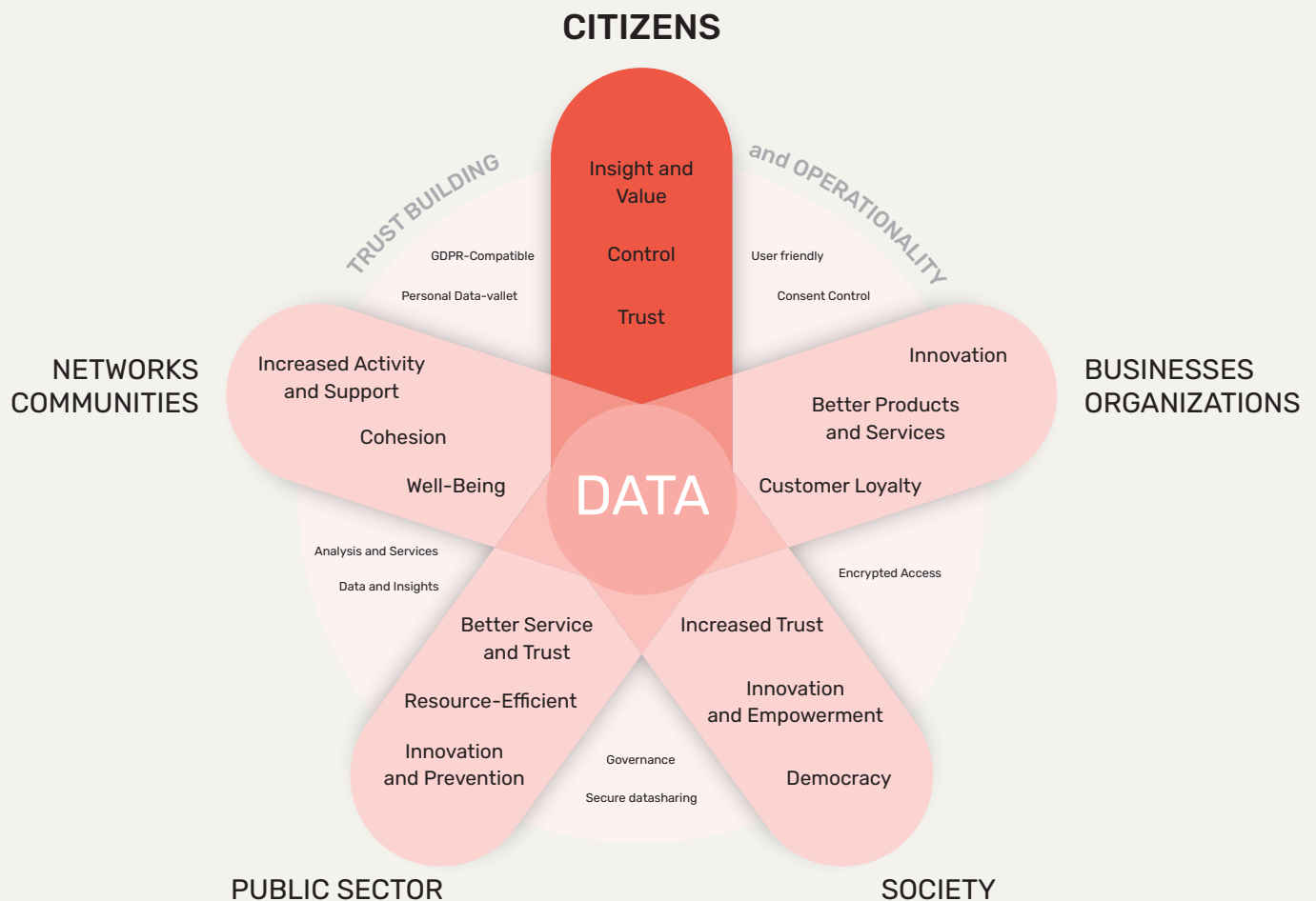
DATA for GOOD enables public and private actors to collaborate securely and transparently using a neutral structure that supports innovation and better decision-making, while giving individuals full control over their own personal data.

With DfG's platform you can:

- 1** Access and connect internal and external data sources and merge data from here.
- 2** Give individuals full control over how and with whom they share their data.
- 3** Integrate with existing systems under full data compliance.
- 4** Create better and more relevant insights and services based on data with full consent.

# Value creation

With the help of a secure and safe data sharing platform, DATA for GOOD enables you to create secure digital environments where individuals, organizations and society can create value and insights together.



How different parties benefit from collaborating in DfG's data sharing platform:

## Citizens

Gain personal insight, strengthened influence and control over their own data - leading to increased general trust, improved quality of life and greater well-being.

## The public sector

Achieve better resource efficiency, improved citizen service and trust, and expanded capacity through data-driven decision-making and monitoring.

## Networks and communities

By gaining secure access to shared data, networks can be strengthened and become more active. They thereby contribute to community, well-being and cohesion.

## Companies and organizations

Get more and better opportunities for innovation, product development, CSR improvement, customer loyalty and market positioning through insights and increased trust in data sharing and responsible use of data.

## Society as a whole

Will benefit from increased trust, empowerment and self-governance among citizens, health equity and resource optimization. Data for Good supports cross-sector collaboration, regulatory compliance and the democratization of data.

# Who is DATA for GOOD

DfG is a not-for-profit organization that offers individuals and organizations a safe and secure way to share and exchange data. With the aim that the insights stored in individual data and personal information can be extracted and used for the benefit of us all and society in a safe and secure way.

DfG provides a secure, GDPR-compliant data sharing platform based on advanced MPC technology and neutral and independent governance.

Recognized by the Danish government's expert group report from December 2024 and winner of the MyData Award 2025.

DfG is part of the EU-funded Crane project in Spain, Sweden and Norway, which aims to develop a scalable, digital model that gives citizens better control over their health and their data and supports value-based healthcare.

DfG is organized as a foundation and therefore cannot be taken over by the state or other companies. It secures personal data against resale.



## Translating data into a vision

When founder Annemette Broch herself experienced a period of unexplained illness, she looked beyond diagnoses – she saw possibilities. Annemette already had deep expertise in data and its ability to create insights across industries. She saw a future where personal data could transform well-being, empower individuals and drive innovation.

This vision became the foundation for DATA for GOOD: a bold vision to reshape the healthcare sector and society through intelligent, data-driven solutions. Partly through the power of consent, where people are given the opportunity to control their own data, while also making it easier for organizations to comply with GDPR. Partly by DATA for GOOD facilitating data partnerships between organizations and individuals.

**DATA for GOOD Foundation**  
CVR nr. 39708493  
Biskop Svanes Vej 62C, 1.tv  
DK-3460 Birkerød  
Denmark

**Annemette Broch**  
Founder & CEO  
ab@dfgfoundation.com  
+45 24 65 11 19

**Flemming Conrad**  
Commercial & Strategy  
flco@dfgfoundation.com  
+45 51 39 33 00

**Christel Friis Conrad**  
CPO & Customer Success  
cfc@dfgfoundation.com  
+45 31 33 61 91

**Kristian Johnsen**  
Strategy & Partnerships  
kj@dfgfoundation.com  
+45 41 91 88 17



Proud winners of:



Partners in:

