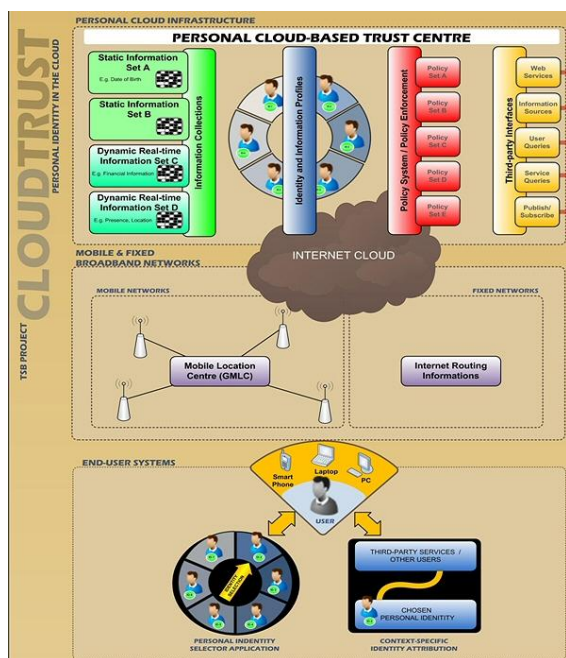


CloudTrust

The Personalised Cloud: Cloud Identity and Data Storage for the Consumer

Further Information

For more information about the project, please contact the Lead Partner Avoco Secure:
susan.morrow@avocosecure.com



- The solution is an integration of state of the art Cloud technologies for the consumer
- The solution allows consumers to store and access their personal data and interact with their social sphere from mobile devices and PC's
- Access is controlled using your own personalized, consumer centric identity
- The information stored in your data store can be used to transact with other online services.
- The system is secure and driven by the tenets of Privacy by Design

A consortia of four leading industry players; Avoco Secure (Lead partner), Private Planet, Imperial College and O2, has formed to create a solution that will bring personalised Cloud computing to the consumer.

There has been a dramatic increase in the use of the internet by consumers. This is generally believed to be caused by the explosion of the social networking platforms such as Facebook. The Office for national Statistics, Internet Access 20110 survey, found that in the UK 30.9 million adults used the internet every day – double that of 2006 and that 31% of them accessed the internet through their mobile phone.

CloudTrust is perfectly timed to take advantage of this massive surge in consumer use of the internet.

The solution, funded by the Technology Strategy Board, will develop an integration between the Avoco Secure, user centric identity system and the Private Planet personal Cloud data store. The solution will result in a personalised Cloud based offering for individuals, which will allow them to; store, access and share their own content, access that information securely and in a privacy enhanced manner, as well as transact with third parties using that information to inform and to gain access to online services. The solution will be enhanced by a user centric policy engine as developed by Imperial College, allowing owners of a Private Planet store to control access and use of their data.