

PRESS RELEASE

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SITU8ED raises £800K to accelerate sales

SITU8ED's products learn mobile phone users' real-world habits while conforming to the new European and UK legislation on privacy and data protection.

Funded by IT Translation Investissement and B612 Participations, and the SITU8ED's banking partners, SITU8ED has recently closed a seed round of £800K, to accelerate sales of its products for Ad Tech and Fin Tech.

SITU8ED's products provide mobile application publishers, ad networks and DSPs with the technology needed to leverage phone user's real-world habits and current behaviour in targeted advertising, while ensuring conformity to the new legislation on privacy and data protection (GDPR, ePrivacy and the 2017 Data Protection Act).

Their products intelligently use information from the phone's sensors, translating personal data such as location coordinates into rich semantic information directly on the user's mobile phone, providing the profiling needed for targeted advertising based on real-world activities while rendering the information anonymous and therefore exempt from GDPR and the associated legislation.

Their portfolio of product features includes analysis of user's real-world interests and frequently visited places, their travel patterns, geo-fencing by type of travel, ephemeral geo-fencing for drive-to-store attribution, and geo-targeting using any combination of places visited, travel habits, and the user's current situation. Geo-targeting is supported with or without the use of Advertising Ids to provide solutions that are 100% compliant to all aspects of GDPR.

Their products also address the needs in Fin Tech for implicit authentication of phone users, particularly for PISP applications under PSD-2. Through an analysis of usual user behaviour and flagging behaviour their products assess the probability that the phone has been stolen.

'One of the major challenges for both Ad Tech and Fin Tech in 2018 will be regulatory change. Our products were all designed and built following the principles of 'Privacy by Design'. They analyse the behaviour of the user of a smartphone while conforming to the new privacy and data protection legislation' - Nicolas Defranoux, CTO.

'The Ad Tech market will undergo significant changes with GDPR, and this opens up opportunities for companies like SITU8ED. This funding will enable the company to maximize this potential.' - Daniel Pilaud, Managing Director of IT-Translation.

'For Banque Populaire Caisse D'Épargne (BPCE), the new DSP-2 regulations lead us to analyse the risks of each financial transaction in real time, and to enrich our authentication solutions with behavioural analysis. SITU8ED's approach is well suited to meet this challenge while respecting the European data protection regulations.' - Sylvain Brissot, Deputy Managing Director of the B612.

About SITU8ED

SITU8ED (www.SITU8ED.com, info@SITU8ED.com) provides embedded smartphone solutions for behavioural analysis: routines, habits, and needs that comply with all aspects of GDPR and related legislation.

About IT-Translation

IT-Translation (www.it-translation.fr, contact@it-translation.fr) is an investor and co-founder of "deep-tech" start-ups from French public or private research in digital technology.

About B612

Le B612 (www.b612.com, contact@b612.com) is the incubator of the Caisse d'Épargne Rhône Alpes. The B612 supports start-ups in the creation and acceleration phases, for digital transformation in Fin Tech and neighbouring domains.