



Private Identity Cloud

Manage, Obfuscate, and Store
First-Party Data

Whether you're a portfolio of brands with numerous IDs, or a brand with different system identifiers for each individual, mapping individual identities, rolling them up to a common ID, and managing other complex sets of identity rules is difficult. If you need a common ID across brands, or individual identities within a brand (or both), keeping a complex set of identities secure, updated, and stored is an evolving challenge.

Now you can evolve with that challenge, using FullContact's Private Identity Cloud.

FullContact's Private Identity Cloud solution is a flexible and encrypted private environment that ingests, obfuscates, and stores data, deleting PII upon receipt. Built upon our core Identity Resolution service, Private Identity Cloud empowers

you to control, maintain, and store accurate identity mappings and policies, available in real-time.

Our privacy-first design empowers you to protect your data with industry-leading security and your own unique encryption key without compromising easy, convenient, and controllable access via API. And your data will be connected to our robust Identity Graph, which encompasses over 50 billion Identity fragments, including names, postal addresses, raw and hashed email addresses, phone numbers, and Mobile Advertising IDs.

Because your Private Identity Cloud is linked to FullContact's Identity Graph, it will always be updated and encrypted. Additionally, this puts media amplification and enrichment right at your fingertips--with your own IDs.

If you have a complex ID space, Private Identity Cloud ensures it's now part of a real-time encrypted infrastructure.



Control Your Data

Your data is never shared, commingled, or combined with other data (including ours).



Portable, Omnichannel, Persistent

Take back ownership of your customer experience by securely transacting with an anonymous PersonID wherever you like.



Privacy-First Design

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

How It Works

End-to-End Encryption

Wherever you engage with your customers, regardless of platform, you can immediately call our API or send your customer data via a batch process. Your data is instantly encrypted, stored, and resolved to an anonymized PersonID (PID) unique to you.

Mapping and Matching

Secured with a unique encrypted key, you can reference the PID downstream in real-time. We map the PID to your CRM data and match it so you know if it's an existing customer. We also enable you to map in customer IDs (loyalty IDs, CRM IDs, etc.) from your existing systems and store and access them through our API.

Your Environment, Your ID, Your Control



Your data is instantly encrypted, stored, and resolved to a persistent PersonID.
This obfuscated ID is available for any solution.

The Benefits of Private Identity Cloud

Having an accurate, portable, omnichannel, persistent identifier for a person at the foundation of Private Identity Cloud is critical. But the ability to layer on and connect other components to that secure environment helps a brand solve the macro-identification problem while allowing it to easily plug into your marketing stack.

Never Surrender Control of Your Data

Everything is encrypted, resolved, and stored only in your personal Private Identity Cloud.

Persistent & Portable Identities

A PersonID remains consistent throughout the customer journey. Use it across your entire marketing ecosystem, from loyalty programs to call centers, media partners to email platforms.

Designed to Remove Risk

Reduce the number of places that you store highly-sensitive data, and protect consumers and brands with end-to-end encryption.

Replace PII with a unique ID only valuable to your organization. Every brand we work with has their own unique person-first identities, only used by the brand.

Future-Proofed Protection

Prepare for the ever-changing nature of identifiers and devices by integrating with our robust Identity Graph, which updates 30M times per day, and future proof your ability to maintain consumer identity.

There Are Endless Use Cases When Leveraging Private Identity Cloud:

Understanding your customers and prospects is vital to maintain a competitive advantage and provide the best consumer experience. In order to do that, you need a solution to securely manage PII while connecting to all of the capabilities of Identity Resolution and enrichment.

Create a consistent encrypted identity across silos, improve data quality, increase analytical accuracy, implement and enforce policies, and ensure compliance with data privacy laws and other regulations.



Securely Manage Your PII



Secure Digital Advertising



Data Infrastructure on Demand



Segmentation



Amplify Digital Identifiers for Incremental Reach



Analyze Campaign Reach & Frequency





We provide person-centered Identity Resolution to improve your customer interactions with simple, real-time API integration.

Real People

Gain unparalleled recognition and insights by mapping fragmented identities into a persistent PersonID with our person-first identity graph. Map data across your enterprise and your media ecosystem.

- **275 Million** U.S. Whole Person Profiles
- **50+ Billion** Individual Omnichannel Identifiers
- **70,000+** Ethically-Sourced Personal & Professional Attributes on Every U.S. Consumer
- **928 Million** Digital Identifiers, Including Mobile Ad IDs & Hashed Emails

Real-Time

Increase your conversions and improve the lifetime value of your relationships by recognizing your customers as they engage with your brand.

- **40 Millisecond** Response Time
- **30+ Million** Updates Per Day

Real Control

Build competitive differentiation by taking control of your customer experience and leveraging the portability of our persistent identity layer embedded across your enterprise.

Your data is your data—it's never commingled or added to our graph, and you have total control over who has access to it, as well as the confidence levels of identity matching. Our Private Identity Cloud secures your data and reduces risk, all in a privacy-compliant manner.

- **SOC2 Type II** Compliant

If you're interested in learning more about FullContact's Private Identity Cloud capabilities, you can talk with an expert at fullcontact.com/contact