PRESS RELEASE

Bitmark Brings Blockchain Technology to UC Berkeley Public Health Studies

UC Berkeley leverages the Bitmark blockchain to give data donors unprecedented levels of transparency and rights with their personal data.

Bitmark Inc., in partnership with UC Berkeley School of Public Health, empowers individuals to donate their personal data to advance public health. Bitmark will fund School of Public Health research fellows to conduct studies using Bitmark's blockchain technology. The security of the Bitmark system ensures that participants will know exactly how and where their data is being used while giving researchers the tools to verify provenance and consent.

Bitmark creates simple tools that allow anyone to assert ownership over their digital lives and share data. The Bitmark system works by structuring and converting personal data into digital property by issuing property titles, or "bitmarks." Each bitmark serves as a permanent record of the ownership history for its property by recording each transfer of ownership in the open-source Bitmark blockchain. This ownership history safeguards the authenticity of the data and its access of digital property. Researchers publicly link their identities to their accounts so that donors can trust them. Transparency and accountability is extremely high and both parties can independently track the data provenance.

"Our phones and Fitbits track our steps, calories, sleep cycles, and more. This data is empowering and helps improve our wellbeing. It can also aid research in myriad areas. Through our partnership with UC Berkeley, we all can become data philanthropists and help advance public health,"
   —Sean Moss-Pultz, CEO, Bitmark Inc.

This is the first public application of the Bitmark system. Berkeley has a long history of challenging established ideas with the goal of effecting positive change; it is one of the health industry's most innovative research sources. The Bitmark blockchain allows participants to verify what is being recorded and transferred without relying on central intermediaries. Berkeley students can know exactly where their data is being used and for what purposes; researchers can directly confirm the provenance of data and the students' consent to use it.
[...]

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[...]
"Berkeley is excited to partner with Bitmark Inc. on this fellowship. It is a great opportunity for our young researchers to gain valuable hands-on experience at the intersection of public health and technology,"
    —Lauren Goldstein, PhD, Director of Research Development, School of Public Health, UC Berkeley

This partnership marks a significant step toward technology innovation for health research. Berkeley is world renown and is now issuing in blockchain technology into one of its premier schools. Bitmark is the toolset in which this innovation is possible.

Beyond the partnership with Berkeley, Bitmark can benefit the larger public health system: affording transparent access to data; providing a network effect of usability via crowdsourcing; automating consent, via Bitmark's uses of blockchain technology.

Bitmark has created a universal system for digital property ownership, and envisions a new internet built on individual freedom where everyone owns their data and a piece of the digital economy.