



A Presentation to IPAG

Stuart Innes, CEO emhTrade
7th May 2019

Agenda

- Reiterate our view on data access
- P2P issues and solutions
- Why this process is doomed (sorry)

Data Access

In 2014 we said:

“Whilst we agree that development of appropriate authorisation protocols should be left to the market, the Authority should closely monitor the development of these protocols and be prepared to issue guidelines or take further action if it becomes apparent that they are either too loose, or that unwarranted privacy concerns are being used as an excuse to withhold data (for instance if requested by a competing retailer).”

Our view hasn't changed, and neither has our view that this could be really easily resolved.

Peer-to-Peer

- P2P between two different (consenting) retailers is possible today.
- P2P as a completely parallel process (ie retailers may not know or consent) is considerably harder and would require change.

A More Fundamental Question



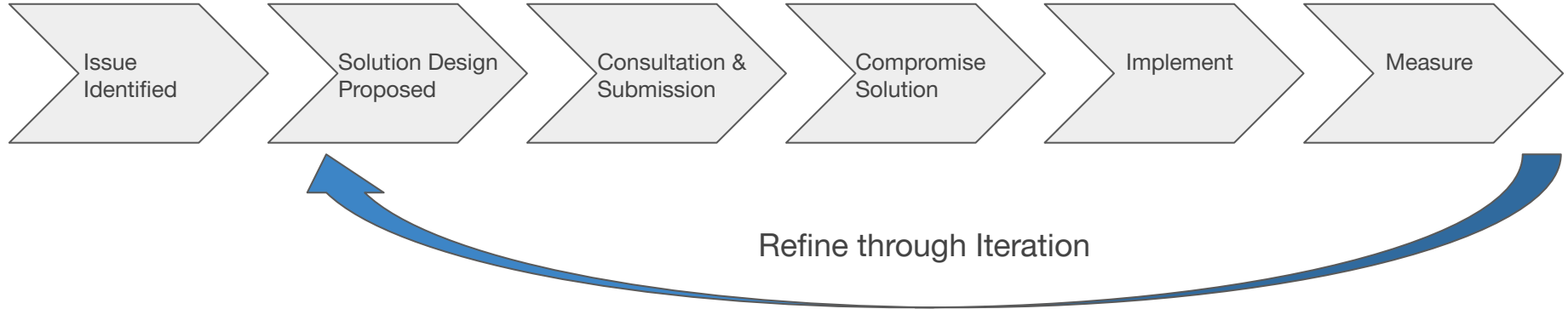
If you lived here, and wanted to add more fish to your diet, would you:

A. Consult with your neighbours about the finer points of fishing.

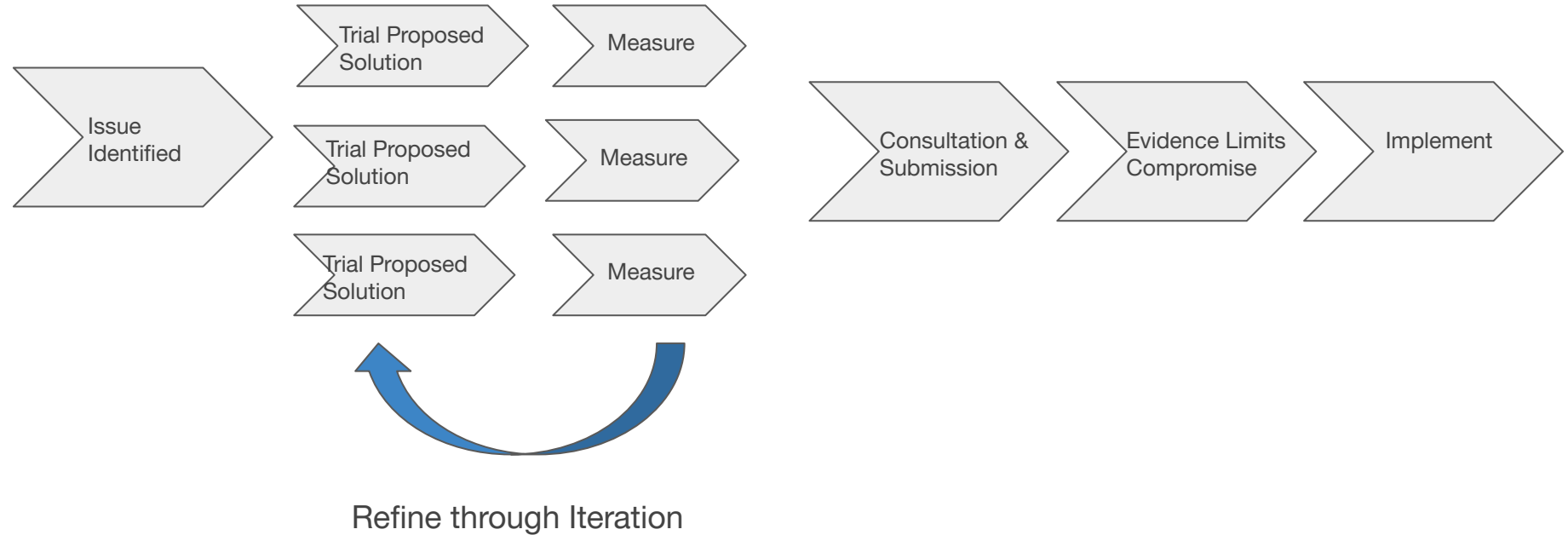
Or

B. Move to the coast.

Flawed Iteration Cycle



A Better Way



Ask Me Anything