



# appreciation engine

Trusted by global leaders like Sony Music and Universal Music Group, **Appreciation Engine** delivers a suite of modular, compliant solutions for audience data, consent, and engagement, empowering creators, rights-holders, and marketing teams to own and activate zero- and first-party data in a data-compliant, post-cookie world.

- ✓ **Instantly Ensures Data Privacy Compliance in 140+ Jurisdictions**
- ✓ **Unlocks Rich, Consent-Based User Data That Supercharges KPI**
- ✓ **Brings Audience Ownership and Relationships Back Upstream**
- ✓ **Turns Fans and Players Into Partners – With Control, Consent, and Rewards**

# Problem: Data Privacy Has Broken Marketing



## The Wild West of Third-Party Data Harvesting Is Over

- Third-party tracking has collapsed with new privacy laws and the death of cookies.
- Data brokers are out of trust — and out of time.
- Audiences are demanding transparency and control over their data.



## Compliance is a Complex and Costly Minefield

- 140+ global privacy frameworks (GDPR, CCPA, APPI, etc.).
- In 2024 alone, regulators issued over €1.2 billion in fines.
- Marketing teams are handcuffed by legal risk, slowing innovation and growth.



## Audience Data - and Value - Is Trapped Downstream

- The most valuable fan and customer data sits with distributors, DSPs, and platforms that add little value.
- Rights-holders must rent their own audiences back through ad spend and intermediaries.
- The industry is demanding a way to bring ownership of audience data back upstream — under creator and rights-holder control.

# Opportunity: Take Back Ownership of Your Audience

Across every creative industry, the layers between creators and fans are breaking down — and those who control their data will control their future.

- **AI and automation** are removing barriers to global, personalized audience engagement.
- **Blockchain and tokenized ecosystems** are enabling verifiable ownership and transparent value exchange.
- **Games and community platforms** are proving the power of going direct-to-player — no intermediaries.
- **Music, film, and media** are ready to bring their data and relationships back in-house, building loyalty on their own terms.

Owning and activating **zero- and first-party audience data** is now the key to sustainable growth — and **Appreciation Engine** makes it possible today.

# Appreciation Engine

AE is a modular, enterprise-grade data infrastructure that unifies CDP, consent management, and audience engagement in one compliant framework. Enterprises select and integrate the modules they need – full control over data, consent flows, and marketing performance.

**100+**  
Business Units  
Serviced

**10+**  
Years of Product  
Development

**60M+**  
Daily User  
Interactions



POWERED BY  appreciation engine

## FairShare by Appreciation Engine

A plug-and-play, self-service version of AE built on the same infrastructure. Delivers enterprise-level compliance, audience insight, and engagement tools in a simple hosted dashboard.

# Appreciation Engine: One Platform, Four Powerful Modules



## AE Protect (Compliance Foundation)

Appreciation Engine meets the strictest of current data protection regulations, and anticipates future changes, ensuring that your business remains compliant and trustworthy at all times.



## AE Connect (Consent-Based Data Capture)

AE Connect gathers real-time, fully consented fan data from 40+ platforms – including social, streaming, and CRM. It replaces third-party data and cookies with clean, direct relationships through OAuth and token-gated sign-ins.



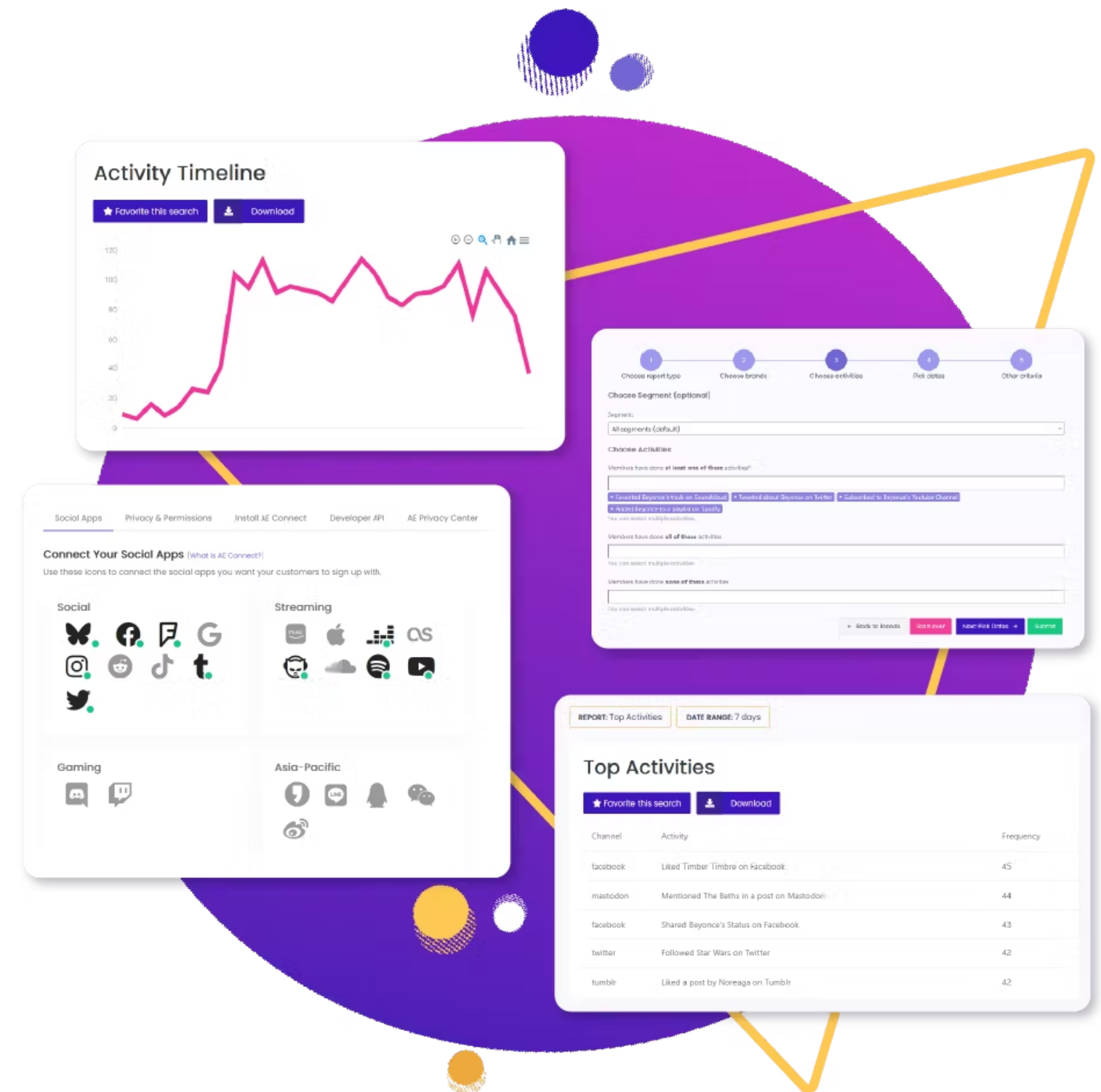
## AE Insights (Audience Intelligence)

AE Insights transforms fan data into actionable segments, dashboards, and targeting tools. From campaign reporting to lookalike audiences, marketers gain visibility across channels – without data noise or fragmentation.



## FairShare Blockchain (Value Exchange Layer)

FairShare Blockchain is a token-based incentive module. It allows brands to reward fans for sharing data or participating in campaigns – driving opt-ins, loyalty, and trust through transparent engagement.



# Battle-Tested at Global Scale

## SONY MUSIC

*"What impresses us most is how AE made compliance feel invisible. Once teams knew they were covered, they started launching cross-brand creative fan experiences we'd never have risked before."*

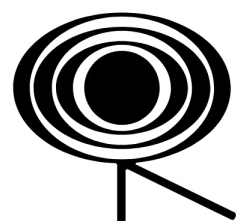
**Bill Fleischer, Director, CRM Systems - Sony Music**

## UNIVERSAL MUSIC GROUP

*"We can finally take action in real-time to increase streams, and communicate offers and other incentives. Our first-party data is secure and delivering real value to our bottom line."*

**Lee Hammond, Former Head of Digital - Universal Music Group**

COLUMBIA



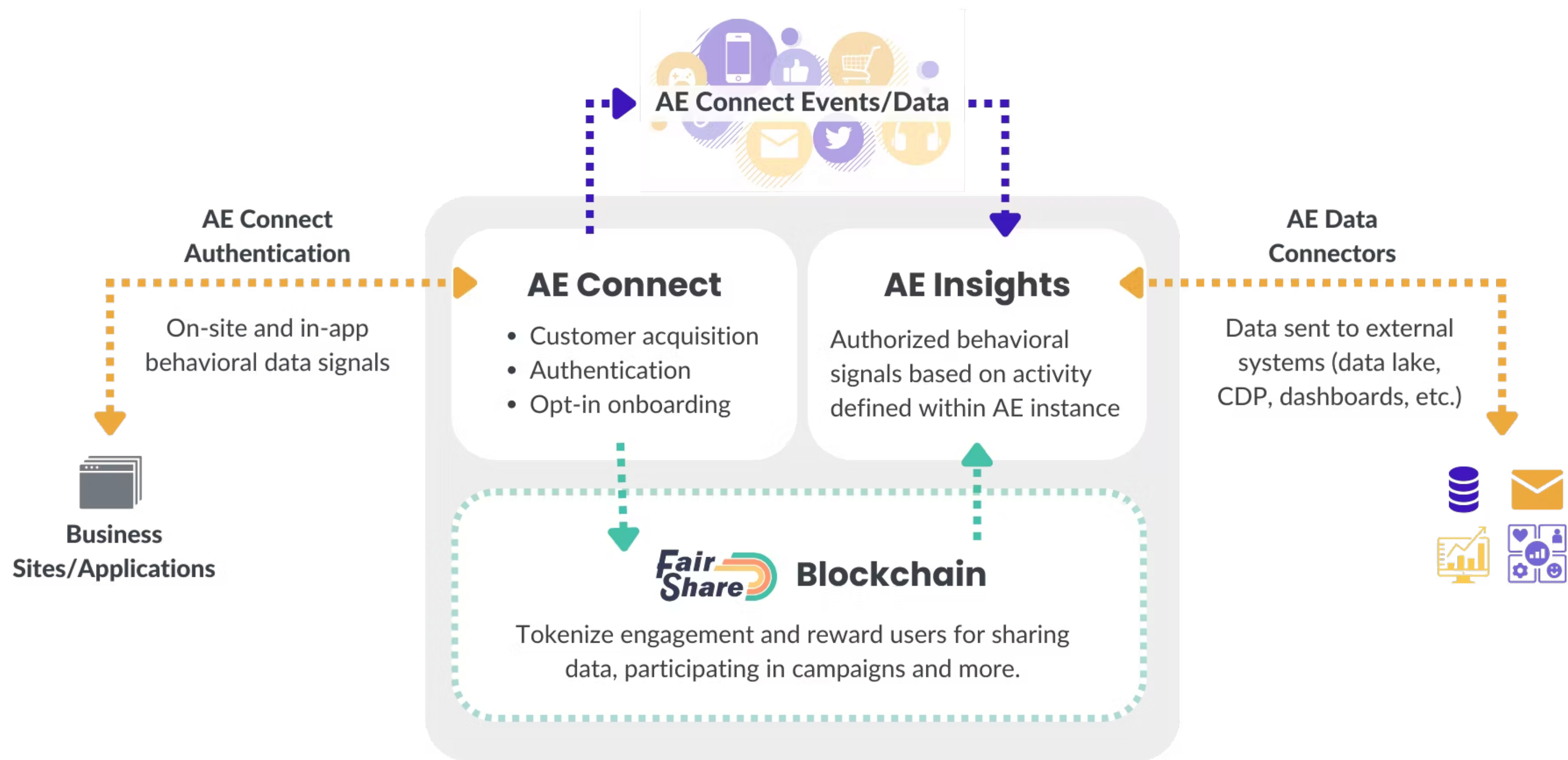
SONY MUSIC  
NASHVILLE



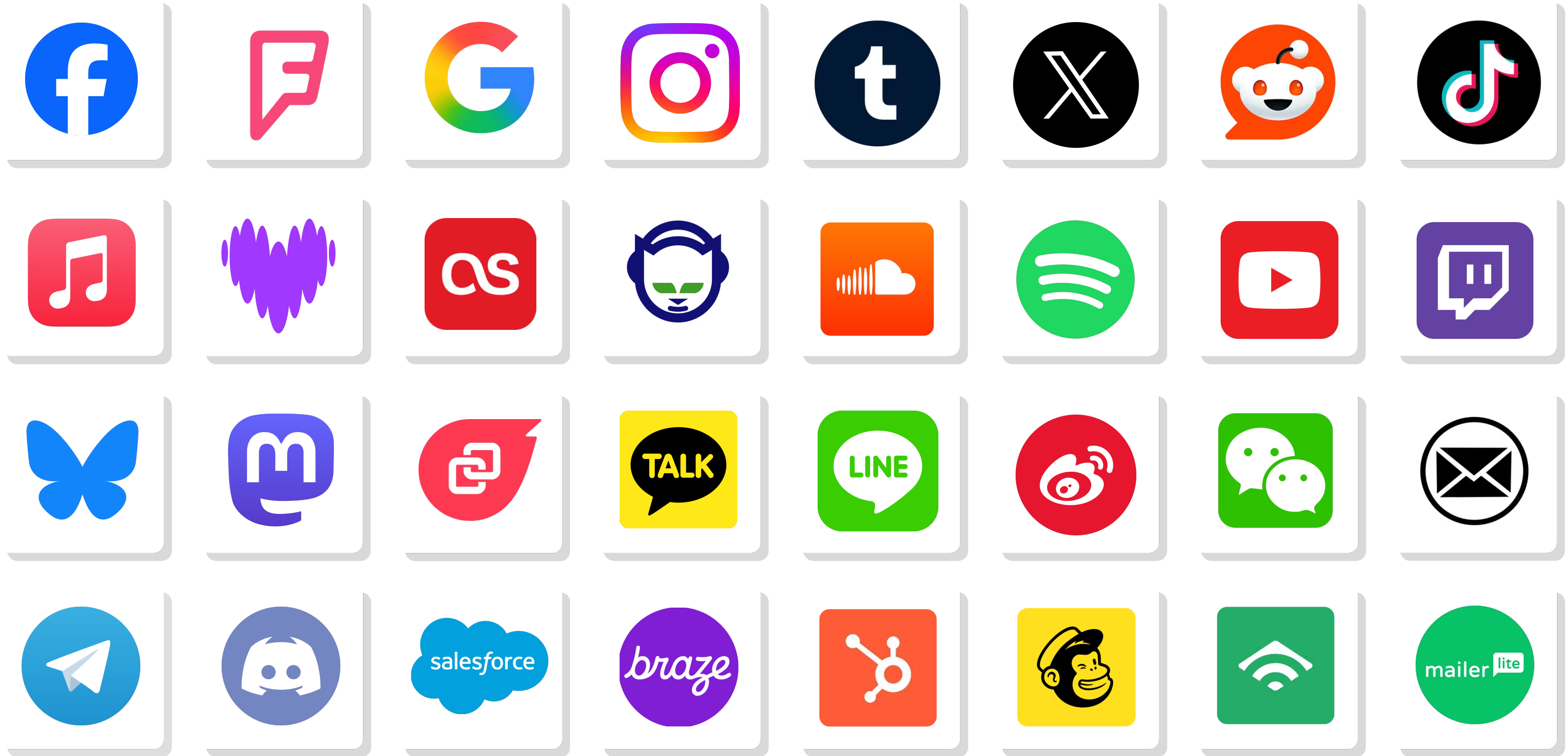
**~15% annual license increase since 2020**

**+80 more independent business units**

# How AE Works



# AE Connect Integrations



# FairShare – The Power of AE, Packaged for SMB

**FairShare** is the plug-and-play data consent platform designed specifically for SMBs. It helps you grow your audience, stay compliant with global privacy laws, and unlock insights that would normally be out of reach — all without a dev team or a legal department. It's enterprise-grade tech, simplified for real-world operators.

## Real-Time Consent, Made Easy

Collect GDPR/CCPA-compliant, first-party data via OAuth — no cookies, no shady trackers. We handle policy updates, you focus on growth.

## Plug & Play Setup

Launch in minutes. Drop the FairShare widget into your site or campaign. Works seamlessly with Shopify, HubSpot, and your existing tools.

## Insights You Can Use

Data collected is controlled by you. AE simply processes and stores it securely on your behalf.

## User-Incentivized, Self-Sovereign Data

Users earn rewards for sharing their data, maintain full control, and participate in a self-sovereign data marketplace.



# FairShare – DataCreds



## **Join FairShare**

Users can sign up directly at FairShare or log in through partner brands using social accounts. Simple, fast, and always under their control.

## **Set and Review Permissions**

In the dashboard, users choose what data to explicitly share and with whom. Permissions can be changed or fully revoked at any time.

## **See How Their Data is Being Used**

Every data interaction is logged in a permanent, tamper-proof record. Users can view who accessed their data, when, and why.

## **Users Take Control of Their Data**

Users can access and manage all data they've shared from their dashboard. They can delete it anytime, or let FairShare auto-expire it based on local laws. Businesses only keep data as long as necessary.

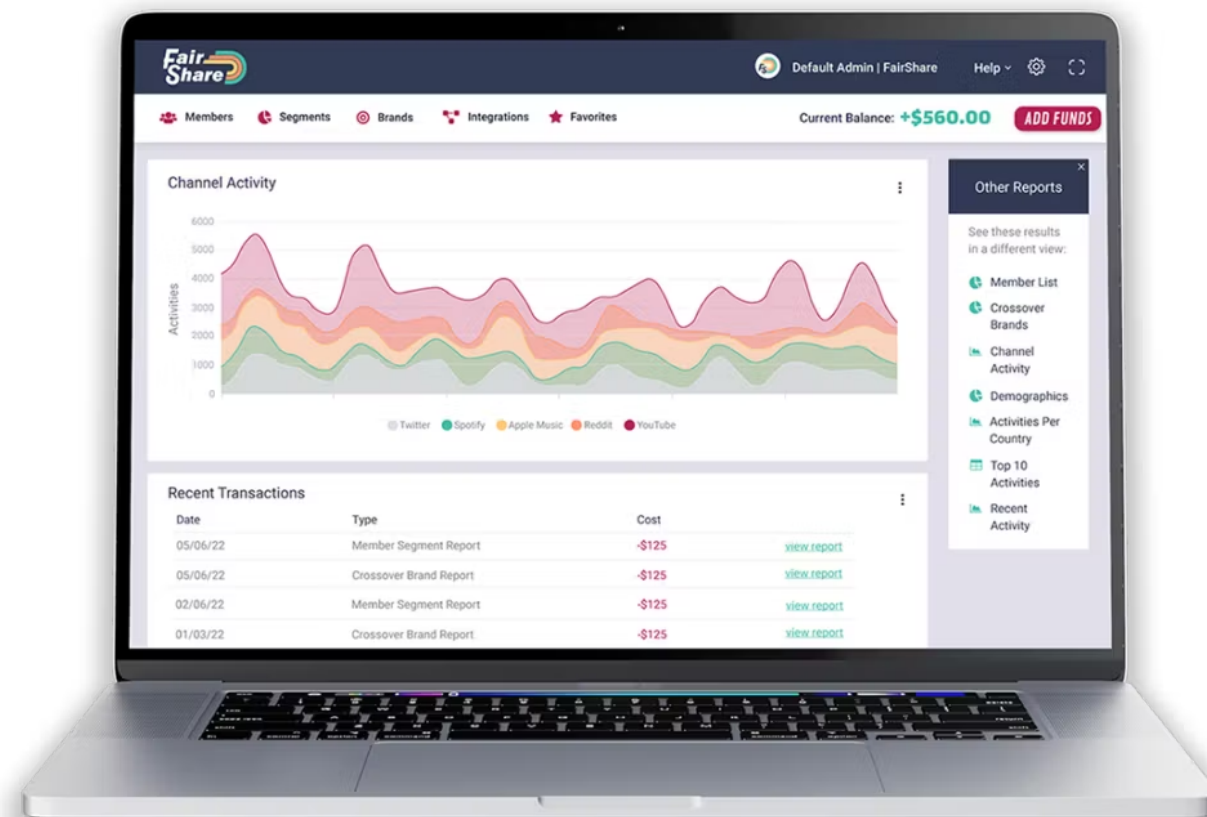
## **Receive Their Fair Share**

Users earn '**DataCreds**' based on if and how much data they choose to share with trusted brands. DataCreds can be redeemed for cash, rewards, or exclusive offers – because data has real value.

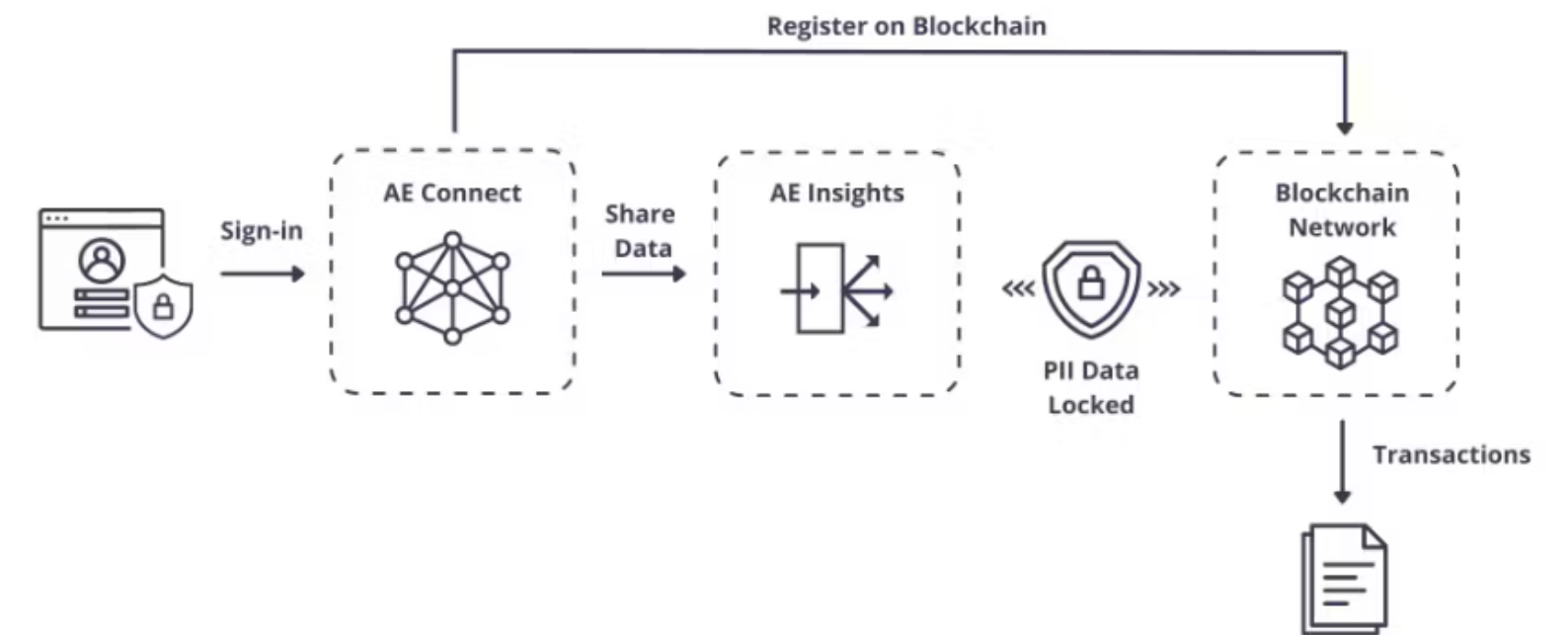
# FairShare – Pay Only For What You Need

## Only Pay for What You Use – and What Works

- Businesses buy tokens in their FairShare accounts.
- Spend tokens to access insights and target high-value segments.
- Audience included in the segment is compensated with tokens.
- Only users who match your criteria and opt in are compensated.
- Users can redeem their tokens – you get clean data, they get value.
- No hidden fees. We take a small cut of each transaction. That's it.



## Tech Stack & Flow



- **OAuth Sign-In:** Customers log in using social accounts (Spotify, TikTok, etc.) via your brand – or on the FairShare dashboard.
- **AE Connect:** User activity and preferences collected with full consent.
- **AE Insights:** Enriched profiles are created in real time.
- **Blockchain Record:** Every data interaction is registered on-chain. Personally identifiable information (PII) is locked and never sold.
- **Token Transactions:** When a business accesses a segment, tokens are transferred, and users are compensated automatically.

# Pioneer Partner Program

We're inviting up to 25 game studios and publishers to join the **FairShare Pioneer Partner Program** — helping us refine and shape the rollout of FairShare for Games Companies.

In return for early collaboration and product feedback, partners will receive **exclusive access, incentives, and direct influence** over how FairShare evolves for the games industry.

- 1 Million Free DataCreds + 1:1 match for six months (up to 5M bonus)
- Go live in under a day - instant compliance
- Priority onboarding and direct support from the AE team
- Early access and co-marketing visibility as a Pioneer

**Apply now:**

<https://www.myfairshare.io/pioneer-program-games>



# Appreciation Engine: Everybody Wins

## FOR COMPANIES



### **compliant growth without the guesswork**

Expand faster while staying ahead of GDPR, CCPA, and emerging regulations. Sleep at night, even during an EU data audit

### **one platform, one source of truth**

Unify fragmented tools and workflows. AE connects directly into your CRM, turning real-time data into clear, usable insight.

### **happier, more engaged audience**

AE helps brands turn consented data into personalized, real-time engagement that fans welcome - not ignore.

### **proven performance at global scale**

Sony and UMG have relied on AE to manage 60M+ profiles and run their biggest global campaigns since 2022 - no lag, no failures.

## FOR AUDIENCES



### **trust their data is safe and respected**

Personal data is handled in full compliance with global regulations like GDPR and CCPA - no hidden risks, no shady third parties

### **stay in control of their personal data**

Users remain in charge. They choose what data to share, when, and with whom - with consent always clear and revocable.

### **earn real rewards for engagement**

Users are recognized for their participation. DataCreds and other incentives offer real value for interacting and sharing.

### **feel heard, not harvested**

Instead of being tracked without consent, users preferences shape what brands and ads get sent their way.

# Before & After

## Compliance & Legal Risk

Legacy Approach	Appreciation Engine
Constant audit anxiety	<b>Compliance built-in, logged, provable</b>
Legal exposure, unclear consent	<b>Clear audit trails, user-level consent</b>
Fines from missteps	<b>Risk reduced, compliance is continuous</b>

## Data Quality & Utility

Legacy Approach	Appreciation Engine
Value captured downstream by DSP and distributors	<b>Value flows back upstream to those who create and engage</b>
Data is scattered, incomplete, outdated	<b>Unified, real-time, fully-consented user profiles</b>
Data locked in silos and brokered by intermediaries	<b>Zero- and first-party data unified and directly permissioned</b>
Can't personalize at scale	<b>CRM-ready insights for segments and activation</b>

## Audience Engagement

Legacy Approach	Appreciation Engine
Users feel tracked, not valued	<b>Users choose what to share – openly and voluntarily</b>
Consent is buried in fine print	<b>Clear, revocable consent with user control</b>
No reward for participation	<b>Value flows both ways through DataCreds</b>

# Next Steps

## FairShare PaaS (~ 1 Day)

- **Sign Up Instantly:** Create and fund FairShare account — no dev team required.
- **Drop in the Widget:** Add FairShare to your campaign with plug-and-play setup.
- **Explore Insights:** See live dashboards, segments, and opt-in rates.
- **Go Live with Confidence:** Stay compliant, reward users, grow your audience.

[FairShare Knowledge Base](#)

[FairShare Pioneer Partner Signup](#)

## Appreciation Engine (1 – 6 Weeks)

- **Discovery Call:** Understand your martech stack, goals, and how AE integrates.
- **Demo Dashboard:** Explore live data and analytics using a sandbox environment.
- **Access Technical Docs:** Review OAuth integration and API documentation.
- **Launch a Pilot:** Deploy with select platforms and track ROI in real-time.
- **Launch Live Platform:** Full scale rollout across your business.

[Book an Appreciation Engine Enterprise Discovery Call](#)

[Appreciation Engine Technical Docs](#)

# Contact



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# Data Compliance Feels like a Snooze... Until it Becomes a Nightmare

In 2024, global regulators imposed over **€1.2 billion** in data privacy fines, underscoring the escalating financial risks of non-compliance. From tech giants to small businesses, organizations worldwide are facing increased scrutiny under evolving data protection laws. With more than 144 countries now enforcing data privacy regulations, the landscape has become a complex web of legal obligations.

## TikTok fined 530 million euros by EU regulator over data protection

By Reuters

May 2, 2025 2:15 PM PDT · Updated 20 days ago



### May 2025 | TikTok | €530M | GDPR data violations

TikTok was fined €530 million by Ireland's DPC for sending EU user data to China without sufficient protections. The regulator cited violations of GDPR's cross-border data transfer rules.

### May 2023 | Meta (Facebook) | €1.2B | Illegal transfer of EU user data to U.S. servers

Meta received a record €1.2 billion fine for transferring EU data to U.S. servers without adequate safeguards. The ruling emphasized the company's failure to implement effective identity protections.

## Meta Fined \$1.3 Billion for Violating E.U. Data Privacy Rules

The Facebook owner said it would appeal an order to stop sending data about European Union users to the United States.

### Aug 2021 | Zoom | \$85M | CCPA data violations

In 2021, the communication technologies company Zoom was issued a \$85 million fine – the largest CCPA penalty to date. According to the lawsuit, the company failed to protect user data and violated user rights to privacy.

## Zoom agrees to 'historic' \$85m payout for graphic Zoombombing claims

A class-action lawsuit brought by users, including church groups, states they were bombarded with abusive messages and imagery

### Jul 2021 | Amazon | €746M | Non-compliant cookies and data handling without proper consent

Amazon was fined €746 million by Luxembourg's DPA for processing personal data without valid user consent. The investigation focused on its use of cookies and targeted advertising practices.

### Oct 2022 | LocateFamily.com | €525K | Use of Google Analytics without consent

LocateFamily.com, a small business website, was fined for exposing personal data without proper user consent. The company also failed to appoint an EU representative as required by GDPR.

# Case Study A: Major Record Label



## Too many platforms, too little time. AE gave Julie her team (and her sanity) back

Julie is the SVP of Audience & Digital at *Avis Records* — a sublabel inside major label, Suny Global. Her team is thin, campaigns are fast, and reporting is painful. AE gave her a single pane of glass on fan behavior, campaign lift, and compliance risk — and her team started sleeping again. AE is a resilient platform that’s been battle-hardened by the world’s largest labels, designed to meet the high-stakes demands of enterprise marketing teams like Julie’s.

	Before	With Appreciation Engine
<b>Campaign Speed &amp; Efficiency</b>	Campaigns stalled waiting for legal and audience data approvals	<b>Consent is fully logged, campaigns are go-live ready from day one</b>
<b>Data Clarity / Actionable Insights</b>	Fan data spread across 6 tools, none of it talking to each other	<b>Real-time, unified profiles synced into Salesforce, Braze, and internal dashboards for a single source of truth</b>
<b>Legal Burden</b>	Every fan activation came with a side of risk and a 2-week delay	<b>GDPR/CCPA compliance built in — no more scrambling</b>
<b>Team Morale</b>	“It felt like we were always catching up, never getting ahead”	<b>“Now we can focus on the music — AE does the heavy lifting in the background”</b>
<b>Long Term Business Value</b>	Relies on purchased or 3rd-party data with no long-term ownership or fan connection.	<b>Building ongoing direct relationships with loyal fans across campaigns</b>

# Case Study B: Small DTC Online Business



## Ahmed didn't think much about data compliance – until it nearly killed his business

Ahmed runs a successful DTC skincare brand built on influencer buzz and rapid growth. Like many founders, he focused on sales and audience – not data compliance. That changed fast when a flagged campaign and an EU complaint landed him in regulatory hot water.

	Before	With FairShare by Appreciation Engine
<b>Campaign &amp; Legal Risk</b>	No audit trail, consent unclear, ad accounts flagged	<b>Fully logged consent, audit-ready, uninterrupted campaigns</b>
<b>Data Quality &amp; Activation</b>	Scattered and outdated user info, limited segmentation	<b>Real-time, structured profiles sync directly to CRM</b>
<b>Brand Trust &amp; Compliance Burden</b>	Compliance was a fear and cost center	<b>Now a trust-builder and campaign asset with measurable ROI</b>
<b>Time &amp; Resources</b>	Constant fire drills, scrambling to stay ahead of evolving rules	<b>Peace of mind with automated compliance, less time on data management</b>

# Case Study C: Privacy-Savvy Gamer



## Why Evan Only Shares His Data with FairShare Brands

Evan is a competitive gamer and streaming enthusiast who used to ignore cookie prompts and skip data settings – until he learned where his data was actually going. Now, Evan chooses who gets his data, when, and why. He uses AE because it puts him in control and rewards him for participating.

	Before	With FairShare by Appreciation Engine
<b>Privacy Confidence</b>	Didn't know who had his data or how it was used	<b>Full visibility and control – data is logged, revocable, and purpose-specific</b>
<b>Consent Experience</b>	Buried in fine print, clicked through without reading or understanding	<b>Clear, upfront prompts – easy to manage and update anytime</b>
<b>Value Exchange</b>	Gave up personal data for nothing – felt harvested not valued	<b>Earns DataCreds and perks for sharing with trusted brands</b>
<b>Brand Preference</b>	No loyalty – just ignored most brand outreach	<b>Seeks out brands that use FairShare for ethical, relevant engagement</b>