

The background of the slide is a light gray color. It is decorated with numerous small, irregular geometric shapes in various colors: dark blue, yellow, red, light pink, and gray. These shapes are scattered across the upper and right portions of the slide, creating a dynamic and modern aesthetic.

DATA for **GOOD**
FOUNDATION

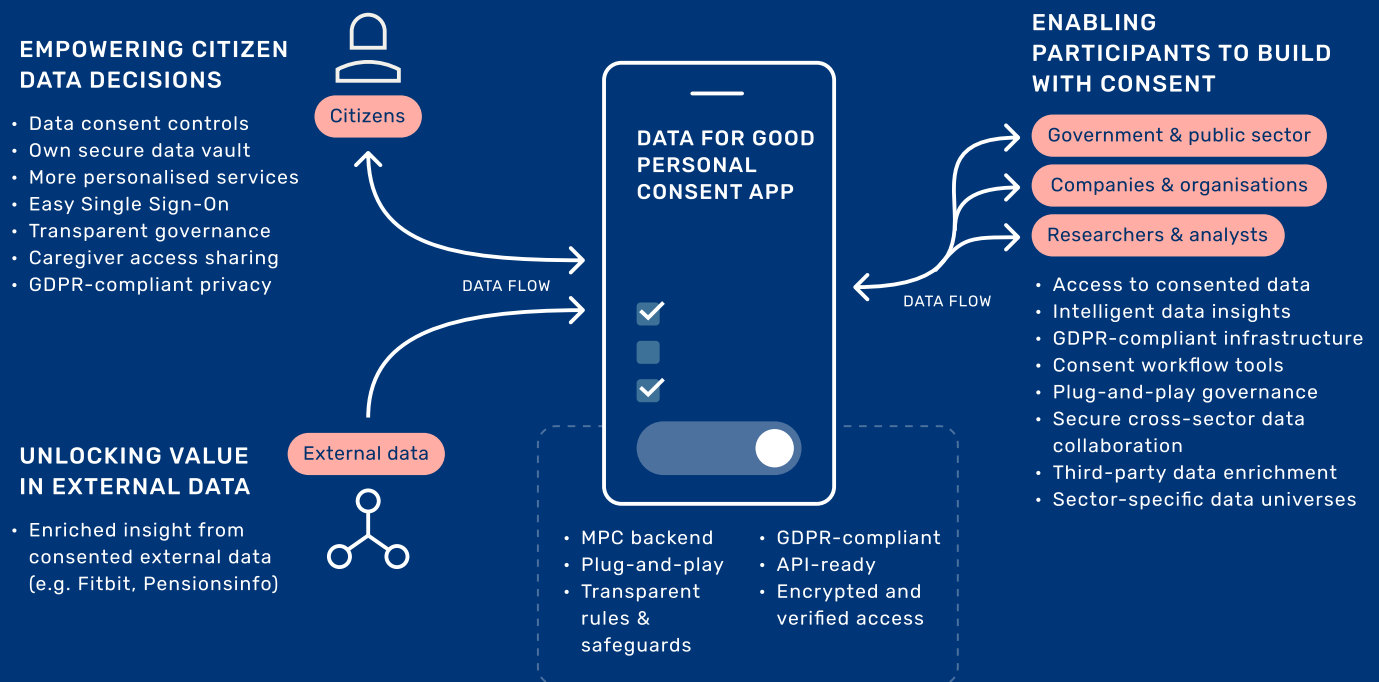
From permission to value.

A new social contract for data.

DATA for GOOD is the neutral catalyst for your digital universe — where citizens are at the center, data is shared securely, and collaboration drives better outcomes for all.

Unlock data. Take lead. Drive change.

Create more relevant and valuable services for citizens, customers, or members—whether you're in the public sector, a private company, or an organisation.



DATA for GOOD enables public and private actors to collaborate safely and transparently, using a neutral structure that supports innovation and better decision-making, while giving individuals full control over their own personal data.

With our platform, you can:

1

Access and combine internal and external data sources.

2

Give individuals full control over how they share their data.

3

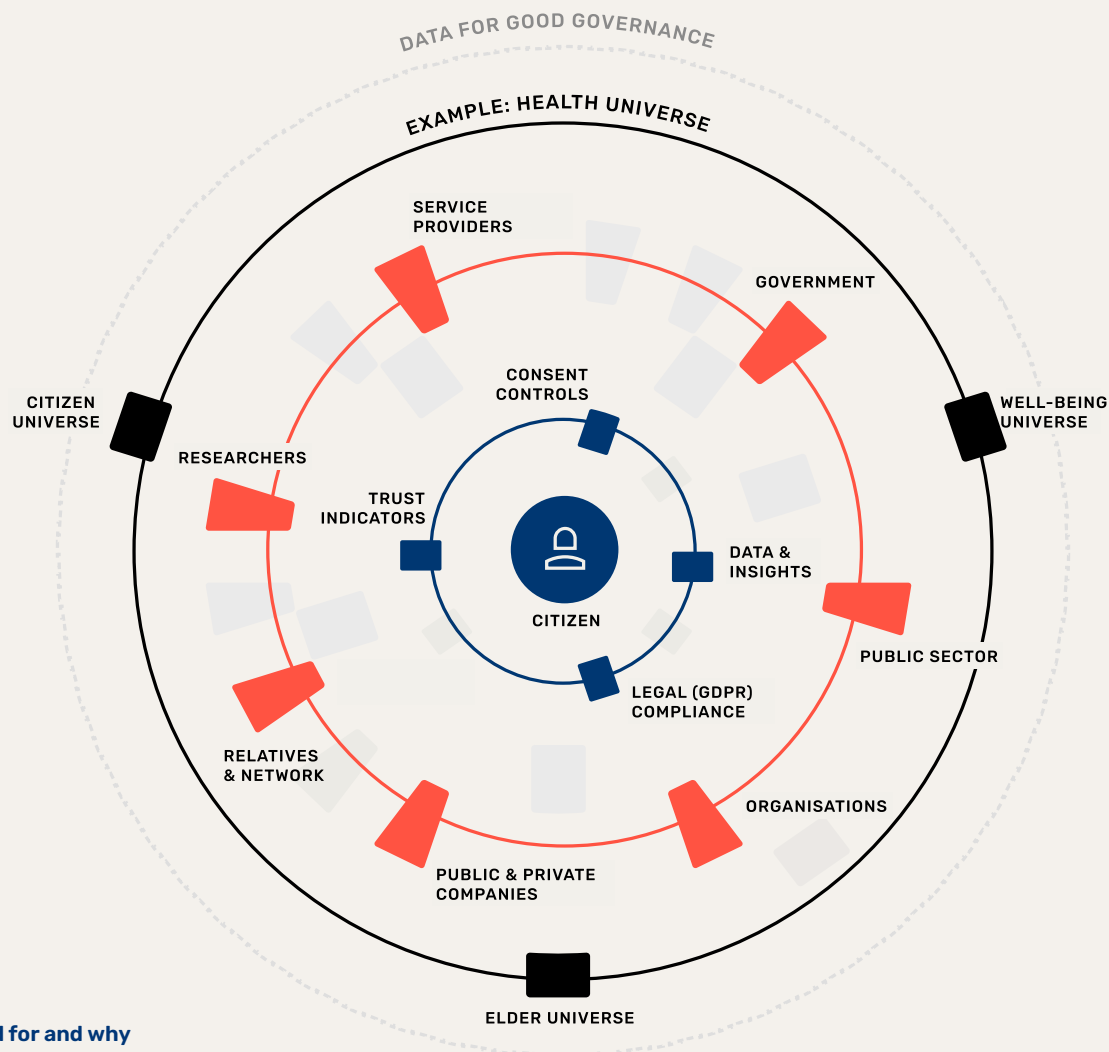
Integrate with existing systems, with built-in data compliance.

4

Drive smarter, more relevant services and insights based on consented data.

The value creation

DATA for GOOD lets you create secure digital universes where individuals, organisations, and society create value together through ethical data collaboration.



Who is it good for and why
Health universe

Citizens & patients

Will gain personal insight, empowerment, and control over their own data—leading to better health, improved quality of life, and greater well-being.

Relatives & network

Can become active supporters by securely accessing shared data, helping improve care, understanding, and everyday health decisions.

Companies & organisations

Will unlock opportunities for innovation, product development, CSR enhancement, customer loyalty, and market positioning through insights, trust in data sharing and responsible data use.

Government & public sector

Will achieve better resource efficiency, improved citizen services and trust, stronger prevention strategies, and expanded capacity through data-driven decision-making.

Health & social professionals

Will have the opportunity to access real-time, consent-based data across sectors—enabling better collaboration and more personalised service and support for citizens.

Society as a whole

Will benefit from increased trust, empowerment, equity in health and resource optimisation. DfG supports cross-sector collaboration, legal compliance, and the democratisation of data.

Who is DATA for GOOD

DATA for GOOD (DfG) is a neutral not for profit organization, working to unlock the value of personal data for individuals and society.

DfG provides a secure, GDPR-compliant data-sharing platform based on advanced MPC technology and neutral and independent governance.

Recognized by the Danish Government's expert group report from December 2024 and winner of the MyData Award 2025.

DfG is also part of the EU-funded Crane project in Spain, Sweden, and Norway.

Turning data into a vision

When founder Annemette Broch faced a period of unexplained illness, she saw beyond diagnosis—she saw potential. With deep expertise in data and its power to drive insight across industries, she envisioned a future where personal data could transform care, empower individuals, and fuel innovation.

This idea became the foundation of DATA for GOOD: a bold vision to reshape healthcare and society through intelligent, data-driven solutions.



The power of consent:
To give people access to control their own data, and ease GDPR compliance for organisations.

The data partnership:
To create a data partnership between organisations and individuals to use DATA for GOOD.

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