Your Business, Our Technology

An Alliance for Success

Privacy & Security Challenges

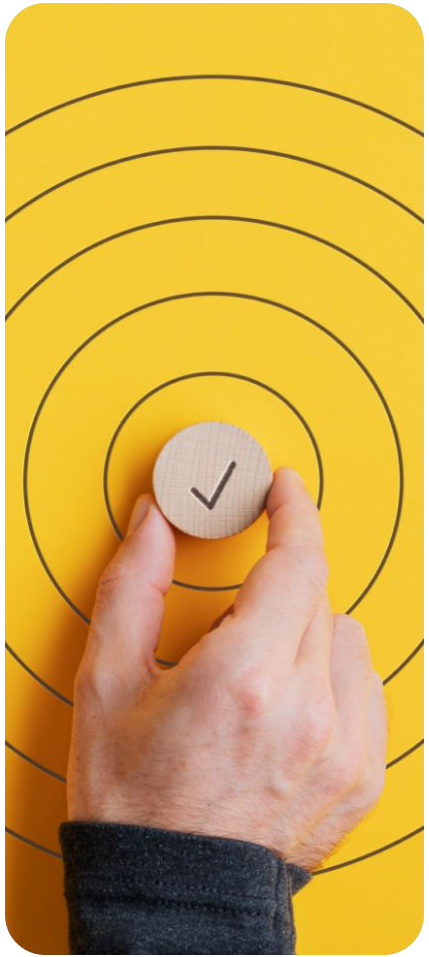
Businesses today face increasing challenges with evolving data privacy regulations like GDPR and ePrivacy.

- Digital marketing is undergoing a significant transformation as privacy & data protection laws, such as the GDPR, become more stringent, making **informed consent mandatory**.
- Article 5(3) of the ePrivacy Directive **requires explicit consent** for any tracking technologies. This means traditional methods like cookie-based retargeting are not just illegal without informed consent, but also unethical.
- Businesses must evaluate their third-party tools & adopt new, **privacy-focused solutions** to comply with regulations, avoid fines, & build user trust. Ignoring compliance can result in severe financial penalties, loss of customer trust, & legal consequences.
- The era of relying on third-party solutions without **user consent** is over. A **first-party** approach to data collection & analysis is now essential.

Here's what's happening

The Current Landscape of Privacy & Data Regulations

- **May 1st** is the deadline for Consent Mode 2 support to be eligible for Google Adwords, the lack of a compliant consent model leads to a ban on digital marketing.
- **July 1st**, Google is deleting all Google Analytics Universal Data.
- **GDPR Rulings in the EU** including SE, NO, NL & DPAs require informed consent.
- **Article 5(3) of the ePrivacy Directive** mandates that storing or accessing information on a user's device requires prior explicit consent.
- **Inadequate legal consent** for data collection & processing now leads to fines.
- Implementation & enforcement of new **Privacy, Data Protection, Digital Markets Act, Cybersecurity, AI, Health, & Minor Regulations** worldwide.
- A shift in **international security** priorities, including a U.S. executive order on privacy, informed consent requirements in California & other states & a new f**ederal privacy law** in progress.
- **Public awareness** & demand continue to drive **enforcement** of these changes.



Here’s what it means

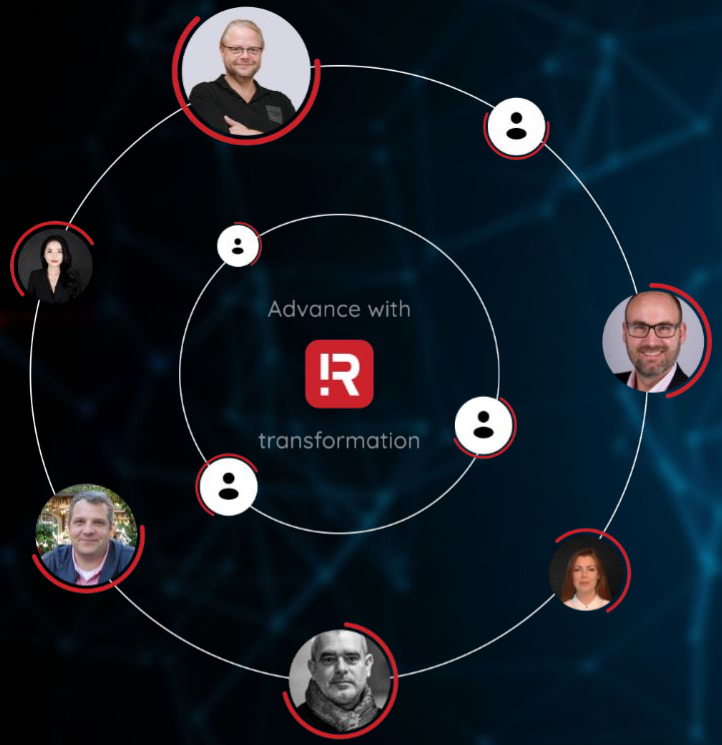
Implications for Marketing & E-commerce

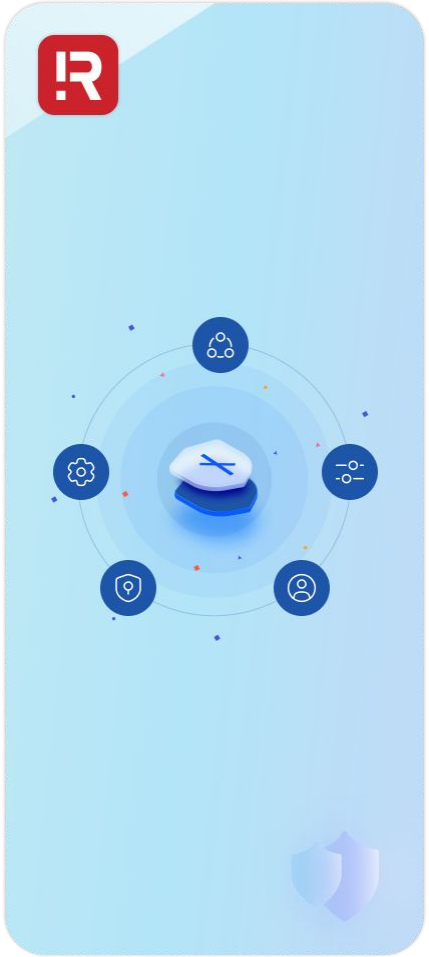
- **Marketers spend:** Up to 20% of their digital marketing budget on retargeting, resulting in up to a 150% increase in conversion rates.
- **Revenue Impact:** E-commerce sites that rely on retargeting could see an estimated revenue drop of 25-30% as new consent requirements come into effect, impacting the efficacy of these strategies.
- **Data Accessibility:** With the enforcement of informed & explicit consent requirements, businesses must obtain user consent for any tracking technologies, making previously accessible data unavailable without user consent.
- **Operational Changes:** Retargeting methods, including Recommended Products & Abandoned Cart features provided by third-party SaaS providers, will cease to function effectively without user consent.
- **Action Required:** The urgent adoption of compliant consent management systems & first-party data based solutions that introduce data-minimization & privacy by design is necessary.

Sources: www.99firms.com, www.spiralytics.com

Choose R Digital Alliance for a Privacy-First Future

A privacy-first partnership offering tailored, end-to-end support in design, development, marketing, and compliance





Enhancing your business with R Digital Alliance partnership

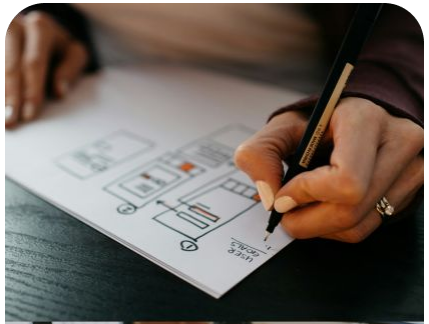
1. **Onboarding & Collaboration:** We kickstart our partnership by onboarding key stakeholders, ensuring seamless integration. You'll gain access to strategic IT & technical skills, essential for evolving your business processes within our partnership framework.

2. **Needs Analysis & Solution Customization:** Our team meticulously analyzes your business needs & adjusts our comprehensive solution architecture. This minimizes marketing risks & ensures compliance with the latest privacy regulations, keeping your strategy resilient & forward-looking.

3. **Extended Expert Support:** Depending on your chosen package, receive 160, 50, 20, or 8 expert staff hours each month. This fixed-cost service extends your team's capabilities without the complexity of managing additional personnel.

4. **Privacy-First Solutions:** We prioritize your digital marketing strategy's privacy, removing outdated tools like Google Analytics. They're replaced with AesirX Analytics & CMP, ensuring your marketing tools are based on first-party data & don't track personal information.

5. **Advanced Security Measures:** The focus then shifts to enhancing security through zero-knowledge ID based solutions & other advanced security measures, ensuring continuous protection & compliance with GDPR & ePrivacy Directive



Here’s what we offer

All-Inclusive, Fixed-Cost Packages

- **Complete Expert Team:** Access specialized professionals across front & back-end development, UX design, QA, & marketing to meet all your business needs.
- **Privacy & Compliance Solutions:** Ensure compliance with evolving data regulations like GDPR & ePrivacy Directive through privacy-first tools & best practices.
- **Continuous Compliance Audits:** Stay compliant with regular privacy assessments & data audits, customized to your region's legal requirements.
- **Modern Data Collection Strategies:** Shift from outdated, cookie-based marketing to privacy-compliant, first-party solutions that build user trust & boost conversions.
- **Access to AesirX Technology Stack:** Benefit from using the AesirX technology suite, including first-party servers, decentralized ID protection, & more to support your digital needs.
- **Advanced Consent Management:** Ensure compliance by blocking scripts, trackers, & plugins until users provide consent, protecting user privacy effectively.

Partnership as a Service

We provide exactly what you need to succeed!

Starter

8 hours per month

Affordable privacy & compliance services at $125 per hour

$1,000 /month

- Development, UX, Design, Marketing, & more
- Tailored analysis & customization
- Focused implementation for compliance
- Predictable solution costs

Get Starter

Basic

20 hours per month

A comprehensive essentials package at $125 per hour

$2,500 /month

- All **STARTER** package benefits +
- Expanded Development, UX, Design, Marketing, & more
- In-depth tailored analysis & customization
- Implementation time

Get Basic

Priority

50 hours per month

Enjoy priority support and added value at $100 per hour

$5,000 /month

- All **BASIC** package benefits +
- 24/7 support with no after-hours fees
- Access to external tools (e.g., Slack, Trello)
- Data assessments every 6 months for Vietnamese partners *

Get Priority

Strategic

160 hours per month

Achieve maximum impact at an unbeatable value for $62.50 per hour

$10,000 /month

- All **PRIORITY** package benefits +
- Unlimited meetings & staff training
- Full access to AesirX technology
- Hosting & license management

Get Strategic

Additional Hourly Rates

- Alliance Clients: USD $95.00
- Non-Alliance / Ad-hoc Projects: USD $125.00

Starter — 8 hours per month

$1,000 /month

Basic — 20 hours per month

$2,500 /month

Priority — 50 hours per month

$5,000 /month

Strategic — 160 hours per month

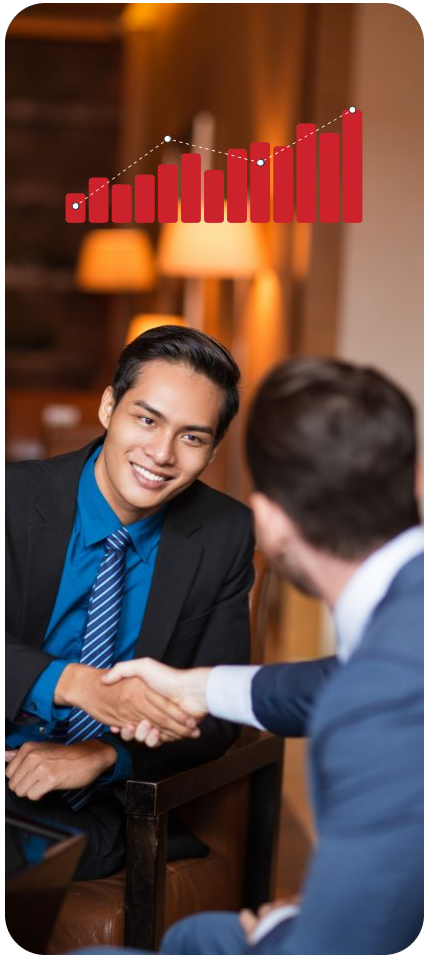
$10,000 /month

Partnership as a Service

We provide exactly what you need to succeed!

Benefits of ALLIANCE Partnerships

- ✓ Tailored analysis & customization for your digital needs.
- ✓ Includes hours for implementation.
- ✓ Access to Web2, Web3, UX, Design, QA, Automation, PM, & Marketing resources.
- ✓ Fixed cost eliminates budget & tech uncertainties.
- ✓ Cost-effective with proactive management.
- ✓ 24/7 support, no incident response fees (Priority & Strategic).
- ✓ Access to external tools (Slack, Trello, etc.) & systems integration (Priority & Strategic).
- ✓ Vietnam Partners: Data Protection Impact Assessment & Transfer Impact Assessment every 6 months (Priority & Strategic).
- ✓ Unlimited meetings & staff training (Strategic only).
- ✓ Unlimited access to AesirX tech (Strategic only).
- ✓ Hosting/management of hosting & licenses (Strategic only).



What you gain from partnering with us

- **Value-Driven Partnerships:** We prioritize value-based, sustainable partnerships that benefit all parties.
- **Strategic Influence:** We only enter into partnerships where we can significantly impact outcomes. As your Remote Strategic CTO, we dedicate ourselves to guiding your business towards achieving optimal results.
- **Focused on Your Best Interests:** We steer clear of unethical marketing practices, aligning our strategies with integrity standards.
- **Future-Ready Roadmap:** Receive a detailed 5-year plan featuring the necessary technology & staffing to digitally transform your business, aligning with new privacy-first regulations, ensuring your marketing strategies are compliant & effective.
- **Long-Term Success:** Your business, combined with R Digital expertise & AesirX Technology, forms a strong partnership aimed at the sustained success & growth of your enterprise.
- **Transparent Costing:** Enjoy a fixed-cost, transparent partnership model tailored to your specific needs. This service model ensures clarity & predictability in budgeting, fostering a stable financial relationship.
- **Flexible Commitment:** Partnership's can be cancelled with 30 days notice prior to renewal, providing you with control & peace of mind.

Core solutions

We’re a Web3 Agency providing complete digital marketing services using the most advanced technology.

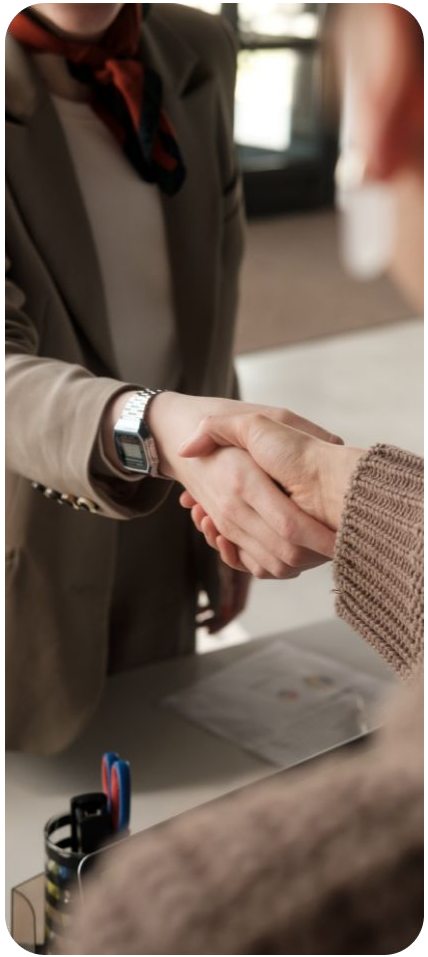
Privacy & Security

- First-Party Analytics & Consent Management Platform
- Business Intelligence
- AesirX First-Party Foundation
- First-Party Server
- Anti-Brute Force Single Sign On
- Decentralized Identity Protection

Automation & Scale

- AesirX Business Suite
- Digital Asset Management
- Marketing Automation Software
- E-commerce & Product Information Management
- Custom CRM Solutions

R Digital delivers full-stack digital marketing services that’s designed & created in-house, & by our premier partners across the globe.



What can R Digital help me build?

We specialize in building various digital solutions, including websites, e-commerce platforms, & cutting-edge Web3 projects, leveraging advanced technology to meet diverse needs.

- Website Solutions
- Contextual Marketing Solutions
- Digital Experience Solutions
- Strategic Advisory & Digital Transformation
- User Experience & Customer Journey Design

If you have specific inquiries or need further details, don't hesitate to reach out to us through our contact link.

Introducing AesirX

AesirX Business Suite & AesirX First-Party Foundation offer privacy & compliance-focused solutions for WordPress, Joomla, Drupal, & WooCommerce users.

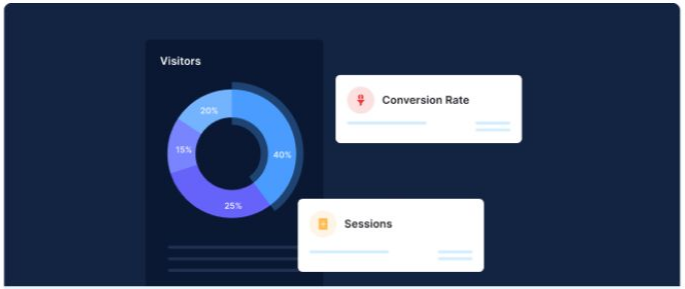
AESIRX

The evolution of Aesir is Aesir + ᚾ (the Norse symbol for Necessity)

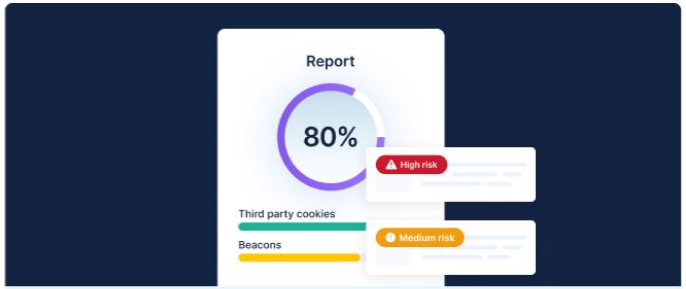
"Needed in order to achieve a particular result"

AesirX is a groundbreaking, Open Source, Enterprise Business Solution Series that transforms the handling of user data through decentralized consent.

AesirX First-Party Foundation

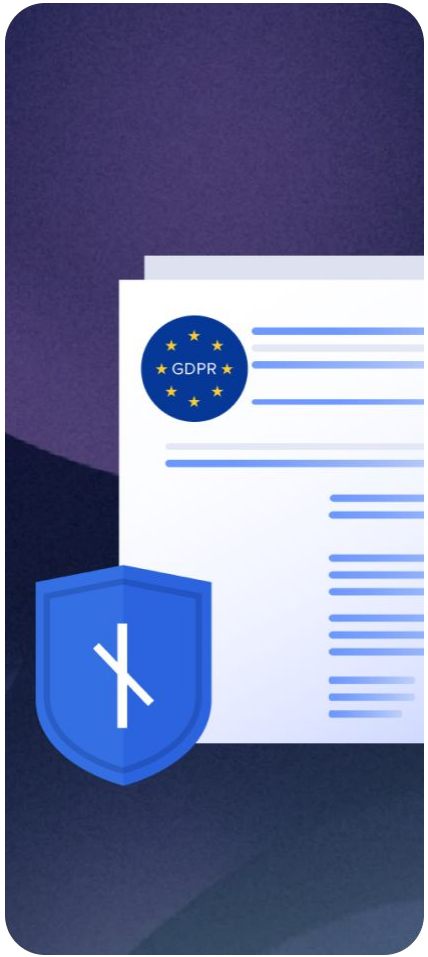


AesirX Analytics + BI + SSO + First-Party Server



AesirX Privacy Scanner + AI Advisor

Web3 Services



AesirX First-Party Foundation

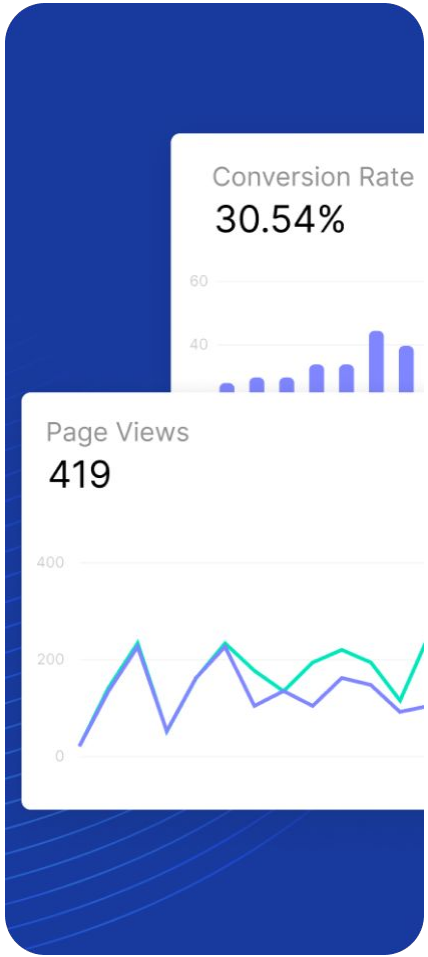
Privacy-First Analytics & Marketing for Digital Success

A suite of open source solutions that redefine an organization's data practices & enable ethical data management, fostering trust & compliance.

- **AesirX Analytics & CMP:** Actionable Insights without Cookies
- **AesirX Business Intelligence:** Real-Time Data for Smart Decisions
- **AesirX Single Sign On:** Simplifies User Access
- **AesirX Shield of Privacy:** Robust Identity Protection
- **AesirX First-Party Server:** Secure Data, User Control Assurance

AesirX is empowering everyone to shift from old third-party tracking to a privacy-centric, first-party, & compliant model.

Trust. Compliance. Efficiency.

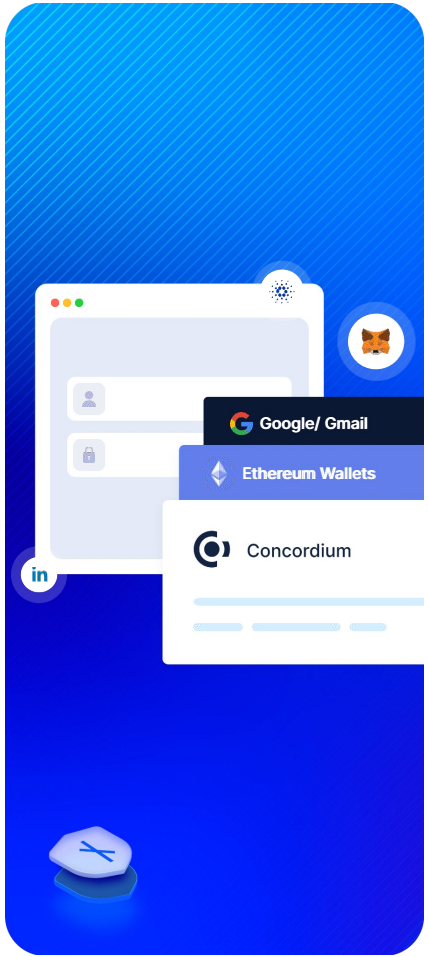


AesirX Analytics & CMP + BI

Transforming Data Collection & Use, Ensuring Compliance & Privacy with a Powerful BI Dashboard

Empowers users with decentralized consent, allowing them full control over their data with the freedom to revoke consent at any time.

- Supersedes Google Analytics for CMS & e-commerce globally.
- Replaces 3rd-party cookies which have been phasing out since 2023.
- Cuts data-sharing risk with 3rd parties under EU & growing US data laws.
- Ensures compliant first-party data collection, storage, & use.
- Concordium Web3 tech provides anonymous, non-personal data insights.
- Behavioral data enhances marketing, enabling Decentralized Consent for (Web3) cross-site tracking.
- Free & easy plugin installation for WordPress, Joomla, & Drupal.

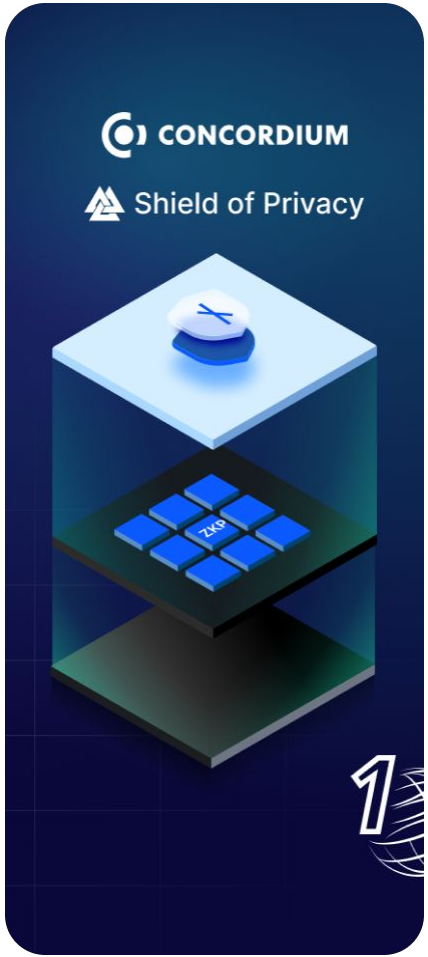


AesirX SSO - Single Sign On

Secure, Seamless & Simplified Access to Web2+Web3 Sites & Apps

Online access with a single password, replacing current login system/s with Privacy-by-Design security powered by Concordium Zero Knowledge Proofs & ID verification technology!

- **Effortless Single Sign On (Web2+Web3):** Access the digital world securely & easily. SoP allows preferred login for simplified website, e-commerce, & app navigation.
- **Age & Residency Verification:** Online identities are verified using real-world details like age & residency for secure & compliant engagement online.
- **Seamless Integration with Leading Platforms:**
  - WordPress, Joomla!, Drupal, Umbraco
  - Concordium, MetaMask, CryptoX, WalletConnect, BraveWallet
  - Google, Facebook, Twitter, Reddit, LinkedIn



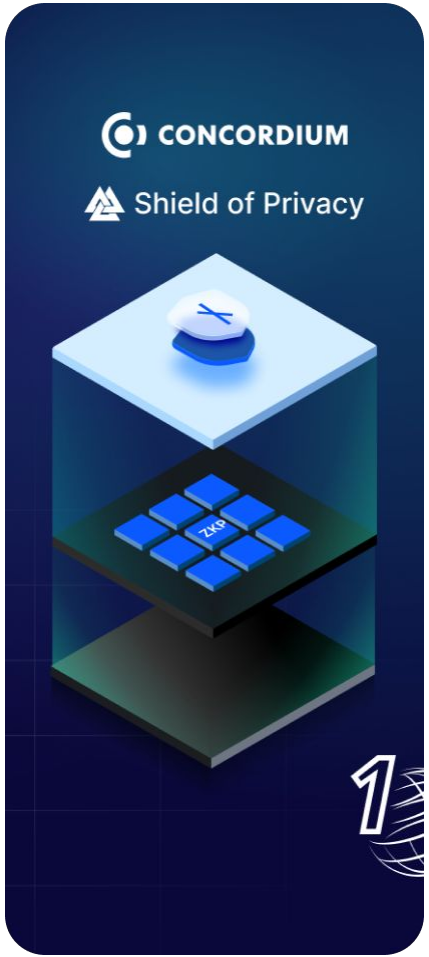
AesirX Shield of Privacy

Redefining the Way We Share & Create Content Online

With AesirX Shield of Privacy (SoP), digital interactions are secure, content is verified, & identity is respected! We're combating bots, fake news, & unverified content, creating a digital world that values authenticity, privacy, & user control - where everyone can manage their digital identity, content, & interactions.

1. Verified Content Creation & Sharing: with AesirX Marketing Creator Tool

- **World's 1st ID Verified Social Media Posting:** Shares content across major social platforms securely. Every post is ID-verified & authenticated on-chain, protecting against bots, fakes, & misinformation.
- **Product & NFT Creator Tools:** Not just social media posts, but with our Product & NFT Creator Tools, every digital item carries the mark of authenticity & ownership, making content trustworthy & unique.
- **Product Authenticity:** Products registered using the Product Information Tool are linked to the seller's or manufacturer's verified ID, confirming the authenticity & origin of products, building consumer trust.

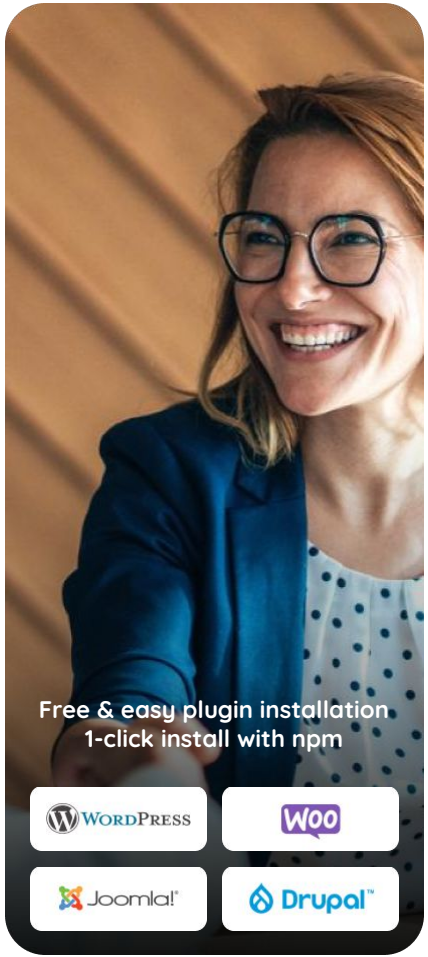


2. Reclaim Your Privacy: with Exclusive @Shield of Privacy

- **Decentralized Consent & Data Ownership:** Users decide how their data is used & who interacts with it. Each SoP ID is a gateway to a digital world where users hold the keys to their information.
- **Personalized Privacy NFTs:** Commitment to digital privacy becomes tangible. Own a custom NFT minted on Concordium with zKPs & ID, marking a unique place in the secure ecosystem.
- **Tailored Rewards & Access:** Rewards, discounts, & early access to premium products & services on e-commerce platforms. SoP users get exclusive benefits, including Share2Earn & Contribute2Earn.

3. Simplified Secure Access: with AesirX SSO

- **Effortless Single Sign On (Web2+Web3):** Access the digital world securely & easily. SoP allows preferred login for simplified website, e-commerce, & app navigation.
- **Comprehensive Age & Residency Verification:** Online identities are verified using real-world details like age & residency, ensuring secure & compliant engagement on websites & e-commerce platforms.
- **Seamless Integration with Leading Platforms:** Connects with top CMSs like WordPress/ Joomla, & integrates seamlessly with blockchain tools like MetaMask/ BraveWallet for secure online experiences.



AesirX Business Suite

Experience seamless compliance & privacy-focused marketing solutions.

An Open Source PWA that enhances staff efficiency through scalable automation & compliance. Seamlessly integrates with Web2 CMS & e-commerce platforms, boosting administration with innovative efficiency & security.

- **AesirX First-Party Foundation:** Privacy-First Analytics & data security
- **AesirX Product Information Management:** Streamlines data across channels
- **AesirX Digital Asset Management:** Efficient, secure file management
- **AesirX Marketing Automation Platform:** All-in-1 publishing hub
- **AesirX Content:** Headless flexibility for custom websites

The Open Source Solution with Unlimited Possibilities!

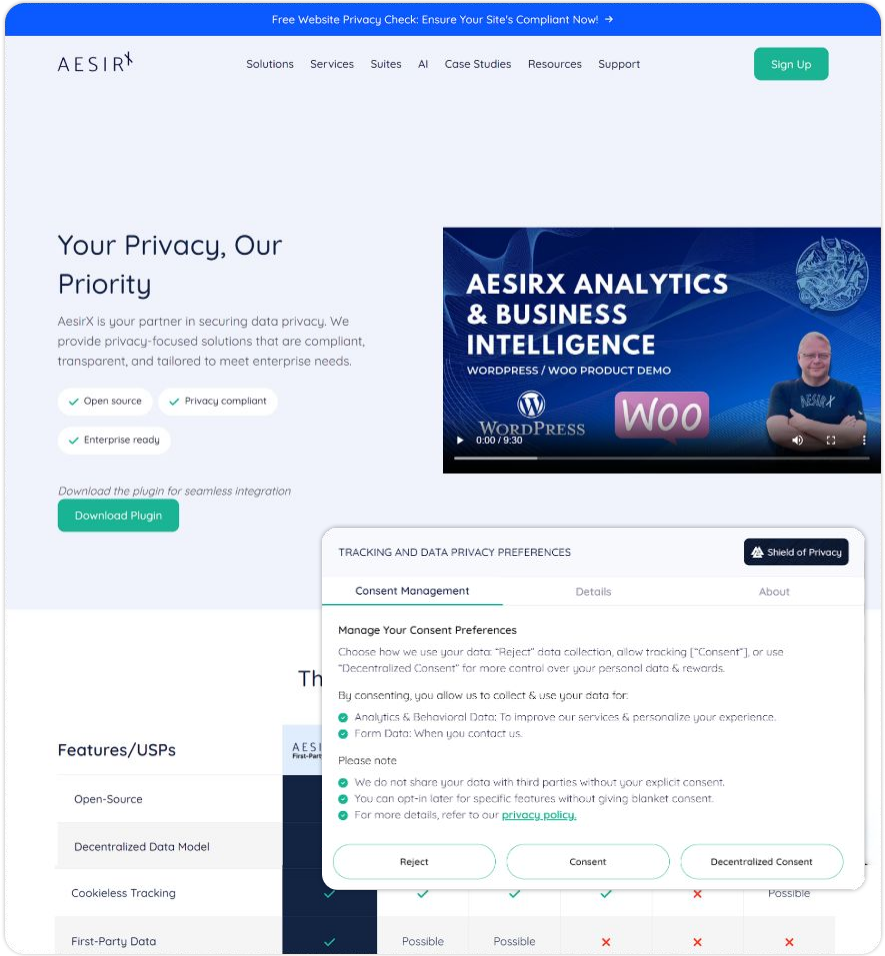
Freemium Options up to Enterprise Tiers

Real Results from Real Partners

Creating Privacy-First Solutions Dedicated to Redefining Data Privacy and User Consent

AesirX, in partnership with R Digital, provides compliant Web2 + Web3 marketing solutions and blockchain technologies, transforming online consent and security for global privacy compliance.

- World-first technologies; Innovation powered entirely by R Digital
- Compliance with global data privacy regulations, including GDPR and ePrivacy.



Real Results from Real Partners

Supporting Privacy Compliance and Streamlined Operations for Digital Growth

Baconco partners with R Digital to integrate AesirX's privacy-first solutions, streamlining digital growth and automating marketing for better user engagement and privacy compliance.

"Partnering with R-Digital allowed us to modernize our digital marketing tools and enhance customer engagement - an essential step forward for Baconco's growth."

FREDERIC LEGROS - Deputy Commercial & Marketing Director, Baconco

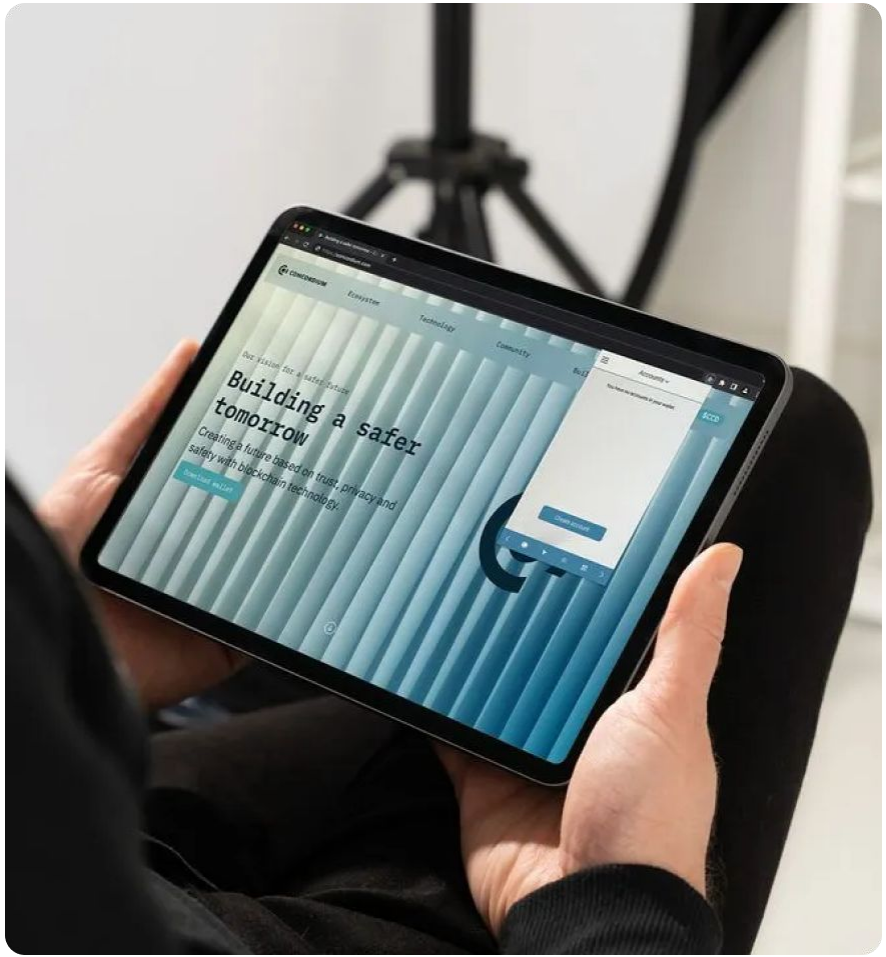
BACONCO

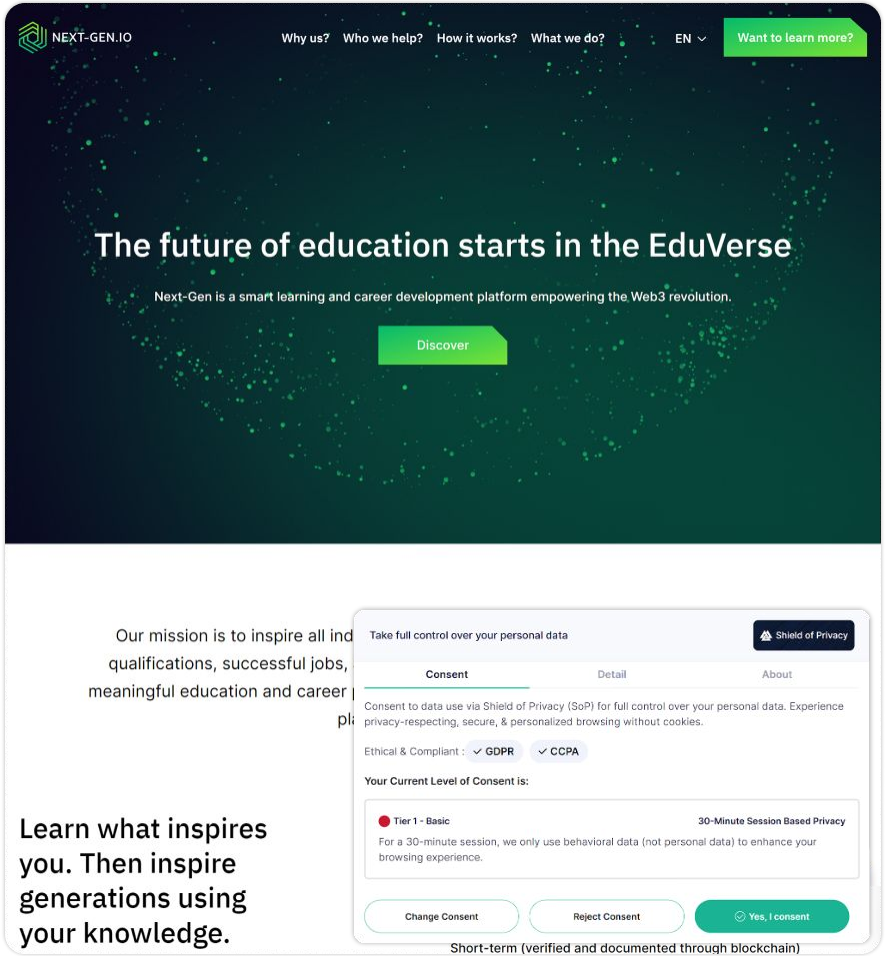
Real Results from Real Partners

Achieving Privacy Compliance and Personalization for Customer Trust

Concordium, a leader in secure identity, faced growing regulatory demands and partnered with R Digital and AesirX to align with data privacy standards and enable personalized marketing strategies.

- Meets GDPR, CCPA, and other data privacy regulations.
- Delivers insights for targeted, engaging marketing.





Real Results from Real Partners

Achieving Privacy Compliance and Personalization for Customer Trust

Next-Gen, in partnership with R Digital, pioneers blockchain technology to transform education, making learning more accessible, inclusive, and adaptable to today's diverse learners.

- Innovative use of Concordium's blockchain for secure, verifiable, and transparent educational records.
- Comprehensive digital transformation with Web3 ID for secure, seamless global education digitization.

R Digital's Commitment to Local Initiatives

R Digital proudly supports the Little Rose Warm Shelter, a vital initiative of the Little Roses Foundation. Established on November 1, 2021, & licensed by the Ministry of Home Affairs, the foundation is dedicated to community service with a focus on health & education.

The Little Rose Warm Shelter itself was founded in 1992, aiming to rehabilitate & protect girls aged 12-18 who are at risk or have been victims of abuse. Through ongoing support from local & international donors, the shelter strives to provide secure housing, rehabilitation, & education to these young survivors. Our partnership with the shelter highlights our dedication to supporting this vital cause.

By aligning with such causes, R Digital demonstrates a genuine commitment to the welfare of our community, emphasizing the values of family & tradition that drive our corporate social responsibility.

Family

Technology Partners

Microsoft Partner Network

Google Partner

aws partner network

React

npm

Web2 Partners

WordPress

Woo

Joomla!

Drupal

codeable

Web3 Partners

Concordium

IR Family

Seier Capital

Family

Ronni K. Gothard Christiansen

Creator

ronni@r-digital.tech

Mikael Breinholst

Business Development Director

mikael@r-digital.tech

Marc-Antoine Thevenet

Data Protection Officer (FR)

mat@r-digital.tech

Robert Deutz

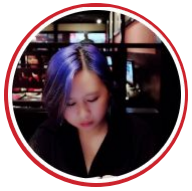
Enterprise Director (DACH)

robert@r-digital.tech

Fiona Thompson

Content Director

fiona@r-digital.tech



Ha Tran

Project Manager

ha@r-digital.tech

Tran Nguyen

Customer Manager

tran@r-digital.tech

0939884990

Hieu Phan

Business Development Executive

hieu@r-digital.tech