

Exhibit 1: A lack of trust has the potential to pull the ecosystem apart

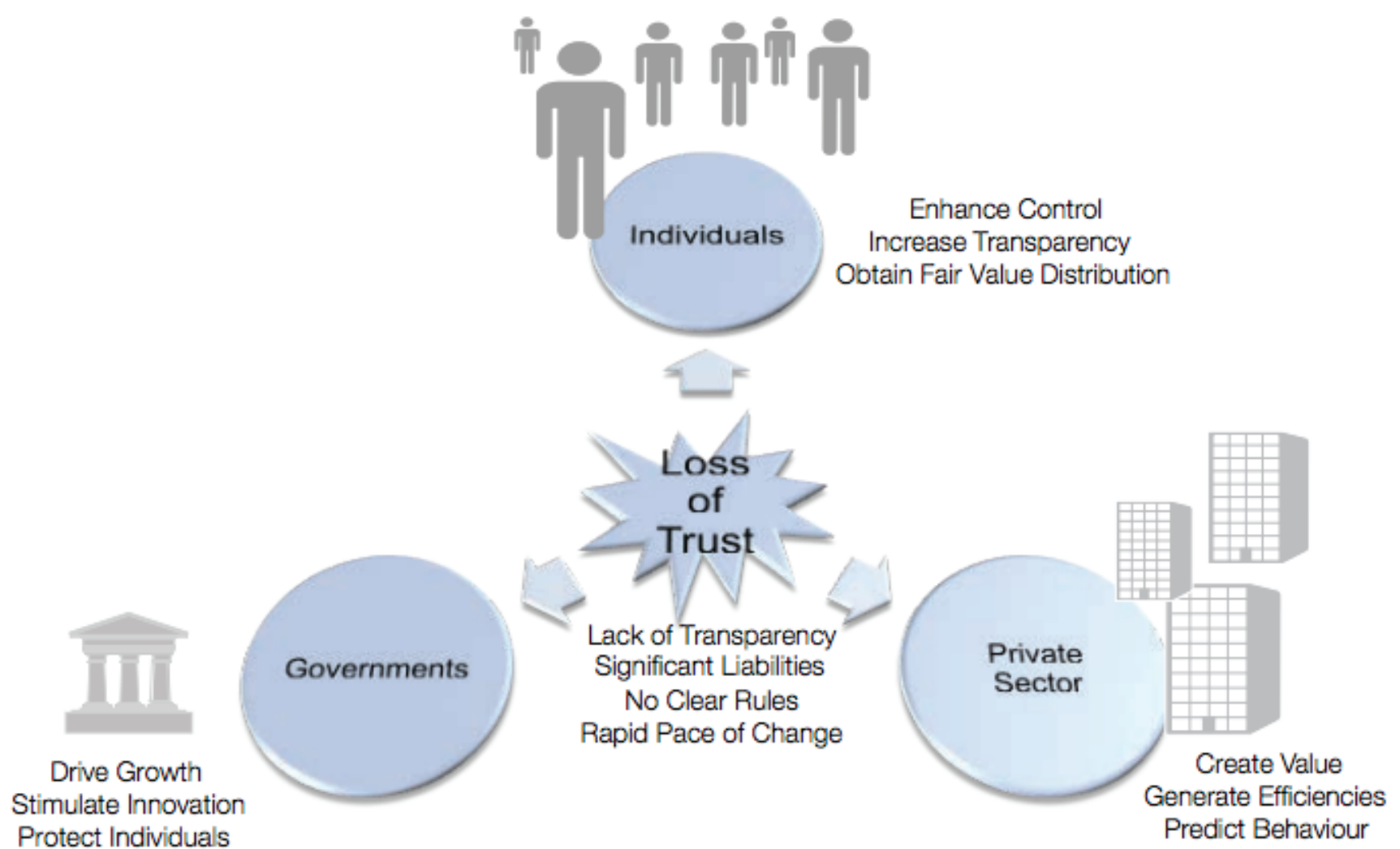


Exhibit 3: The tension of control over "inferred" personal data

