

Press Release:

Bubl Cloud Launches PersonalOS at CES 2025, Ushering in a New Era of Personalized Privacy for U.S. Consumers

Amsterdam, The Netherlands - Oktober 15, 2024 – Bubl Cloud, a leader in secure cloud-based solutions, is set to revolutionize the U.S. banking and retail markets with the launch of its innovative PersonalOS platform at CES 2025 in Las Vegas. PersonalOS is a groundbreaking loyalty program designed to empower consumers with personalized shopping and financial experiences—while safeguarding their privacy.

In a world where 71% of consumers desire personalized interactions but 86% are worried about privacy and data security, PersonalOS bridges the gap by offering the best of both worlds. Built on Bubl Cloud, a platform that combines AI-driven insights with industry-leading data security, PersonalOS ensures consumers never have to compromise between personalization and privacy.

“Our goal with PersonalOS is simple,” said Niek Temme, CEO of Bubl Cloud. “We’re giving consumers control of their data while empowering businesses to deliver deeply personalized services. This restores trust in how data is used and creates meaningful, user-centric experiences.”

A New Standard in Data Privacy

At the core of PersonalOS is Bubl Cloud's unique, patented Reversed Data Model, which flips traditional data handling on its head. Instead of scattering sensitive consumer data across multiple platforms, PersonalOS stores it securely in a personal, encrypted Data Cloud, entirely controlled by the consumer. Businesses send their applications to the data, allowing for highly personalized services without ever compromising user privacy. This sets a new benchmark for privacy-conscious personalization in the U.S. market.

Key Features of PersonalOS:

- **Personalized Experiences:** Consumers benefit from highly tailored shopping and financial services that match their preferences and behavior, all while keeping control of their data.
- **Privacy First:** PersonalOS keeps consumer data safe through advanced encryption, ensuring no data is shared without user consent.
- **Reversed Data Model:** With this patented technology, applications come to the data, not the other way around—eliminating unnecessary data exposure and minimizing security risks.

Partnering for Success:

The launch of PersonalOS is supported by Affinity Solutions, a New York-based leader in data-driven marketing innovations. This strategic partnership amplifies PersonalOS's capabilities by enhancing consumer profiles while maintaining the highest standards of data privacy and security.

Availability:

PersonalOS will officially debut at CES Las Vegas 2025, with plans to roll out across the U.S. market immediately following the event.

For more information about Bubl Cloud and PersonalOS, visit us at CES 2025 or online at <https://www.bubl.cloud/>

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