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Leading Privacy Alliance launched prior DevCon in Bogotá

Founding members Blockwallet, Dusk Network and HOPR kickstarted a shared voice and vision on privacy in the web3 space

Bogotá, October 9, 2022 - Today marks the official launch of the Leading Privacy Alliance (LPA). The initiative has been established to address the issue currently facing everyone involved in the Web3 space - how to make working privacy-first an industry standard. The alliance seeks to educate end-users and clients on the importance of the right to privacy, not because there might be something to hide, but for the freedom to do so.

The ultimate goal is to raise awareness about the current state of privacy, implement solutions to these problems, and educate users and projects about the fundamental role of privacy in technology. The Leading Privacy Alliance facilitates a platform where members can unite, create a shared voice representing the entire industry, and exchange experiences and ideas. The need for more knowledge around the topic of privacy, and the wide range of use cases where data protection can be done better with the end-user kept in mind, is one of the things all three founding members realized while talking to their peers.

“One often-heard argument when you ask people if they care about privacy, is that they have nothing to hide. Privacy is not about hiding, it is about the freedom of choice. The fact that people still don’t see privacy as a human right, points out the need for the Leading Privacy Alliance. With fellow projects we can turn this argument around, via conversation, education and technology. It is great to see the huge amount of interest in the alliance and the pre-DevCon event! We believe that privacy can inspire many developers too.” - said Rik Krieger, President of the Leading Privacy Alliance.

Clarity about the need for privacy and regulation

A series of recent events in the ecosystem showed how lack of clarity around privacy, access, and regulation is interfering with the intentions of Web3 to build a better, more transparent, and decentralized web, with the use of blockchain technology and token-based economics.

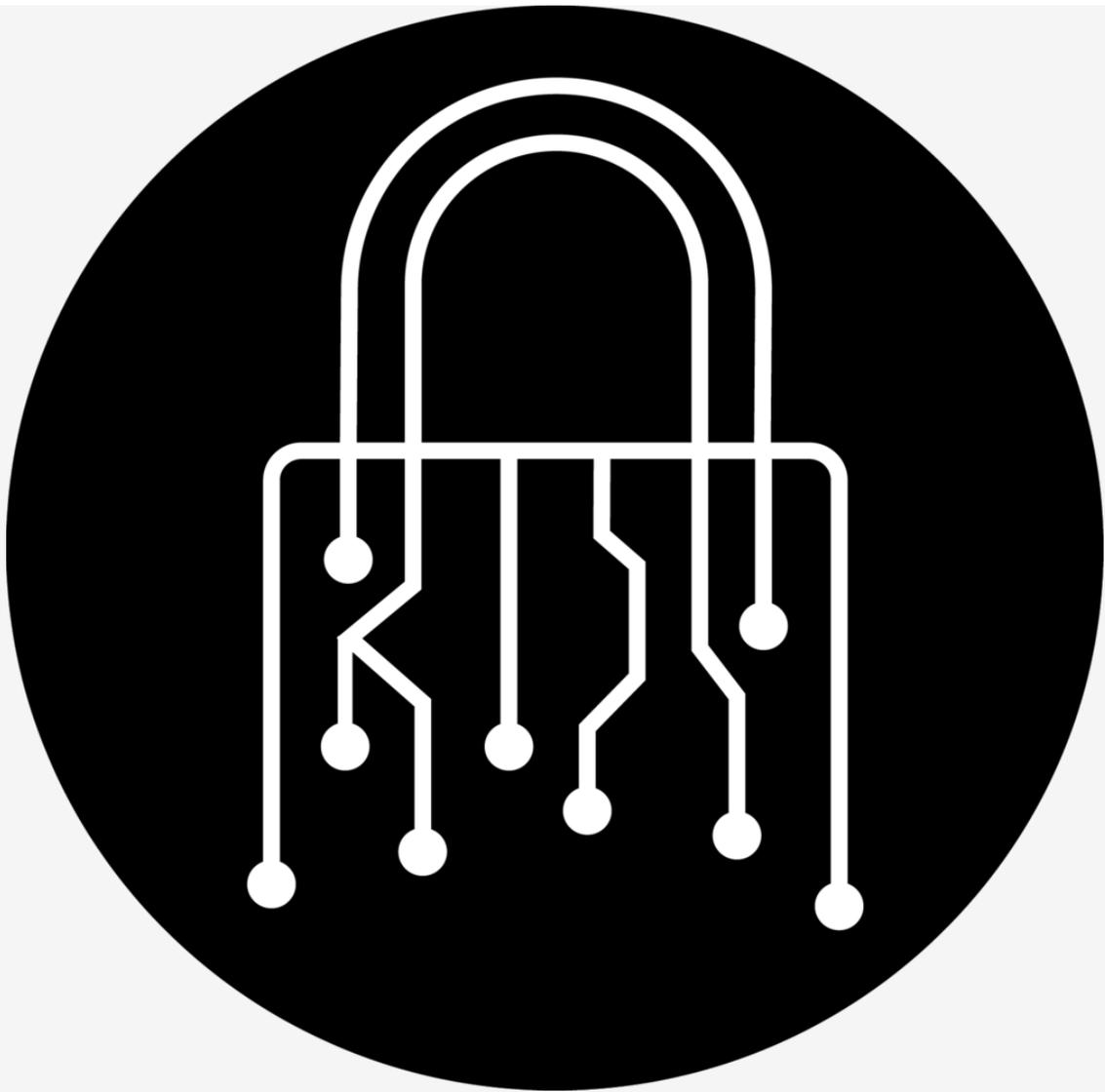
Founding Members

The three founding members - [Blockwallet](#), [Dusk Network](#) and [HOPR.net](#) - found each other through their shared missions to embed privacy via (zero-knowledge proof) technology, and quickly realized that they were always answering the same questions and hesitations about the topic. In August the LPA incorporated itself as a non-profit association in Switzerland, with the intention to transition into becoming a decentralized organization (DAO).

The first members to join the alliance are [Omnia Protocol](#) and [Panther Protocol](#), with much interest being shown from other projects prior to and during the launch event. Projects can [sign up for a membership](#), and individuals can sign up as individuals.

For more information:

<https://www.leadingprivacy.com/>



ABOUT DUSK NETWORK

[Dusk Network](#) is an open source blockchain for financial applications. Data protection and privacy-preservation play a major role in Dusk Network, as well as its design for regulatory compliance. The blockchain is eco-friendly, thanks to its instant settlement finality, and smart contract functionality, it is finally possible to service regulatory-compliant financial applications on blockchain technology.

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Dusk Network