

# Anonymous Subscriptions & Discounts

Christian Blättler

## Problem

Subscription-based services are more popular than ever and they are generally tied to a user account. As a result, the use of a subscription leaves a data trail.



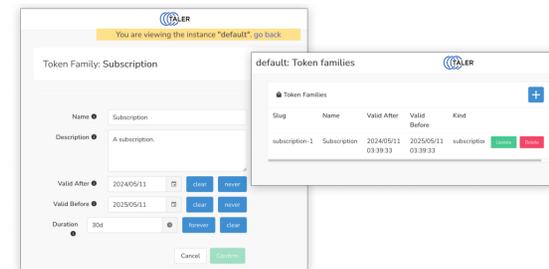
## Symptoms

Service providers can use collected usage data to build a personality profile that can reveal information about political views, sexual orientation, health complications, or other sensitive topics. This information, in the wrong hands, can have critical implications, especially in regions with repressive regimes.



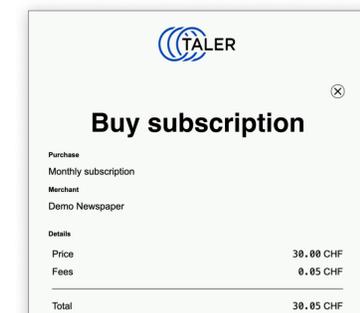
## Solution

Upon purchasing a subscription, the merchant issues a blindly signed token to the customer, who then stores it in their digital wallet. The customer can subsequently use this token to access a subscription good, such as reading an article or watching a movie. Each token is used only once to ensure unlinkability. When a token is used, the merchant issues a fresh, blindly signed token to the customer in the same transaction.



## Future work

The solution is ready to be integrated into the various GNU Taler wallets. Several online publishing platforms have already expressed their interest in such a solution.



More information

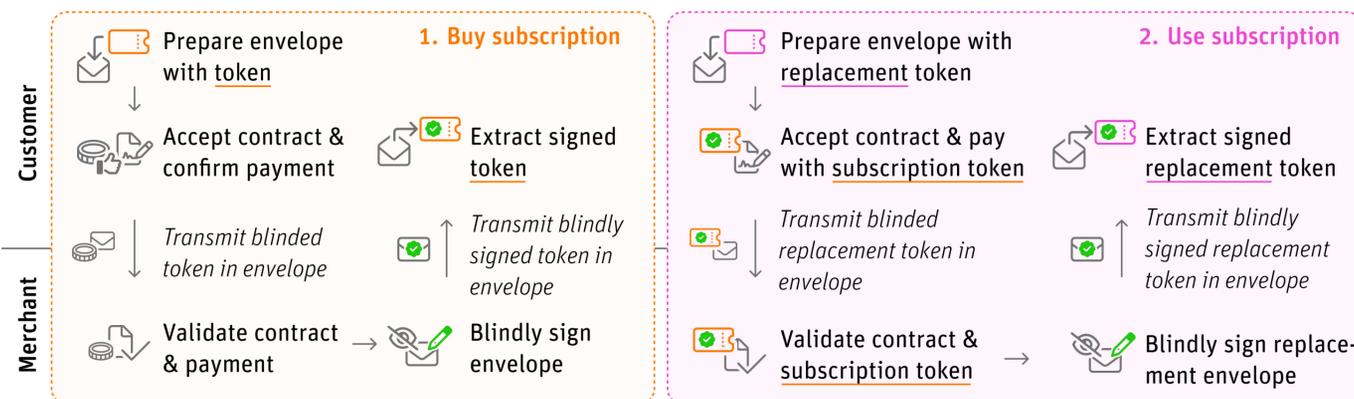


Figure 1: Buying and using a token-based subscription, that employs blind signatures for privacy.

## Further use cases

The solution's flexible design allows it to accommodate a wide range of use cases beyond subscriptions.

- ▶ Discounts
- ▶ Loyalty stamps
- ▶ Event ticketing
- ▶ Memberships
- ▶ Deposit systems
- ▶ Gifts

## Free and open-source

The solution will be available as free and open-source software as part of the GNU Taler payment system. This eliminates vendor lock-in and builds trust. Moreover, it ensures that users maintain control over their own data, respecting their informational self-determination.