Cambridge Analytica Whistleblower, Brittany Kaiser, is Now on a Mission to Help the Public Seek Truth by Joining Trive

From Barack Obama to Donald Trump, Brittany Kaiser has spent more than 10 years at the forefront of analytics and social data science and technology. Now, she is on a mission to help the public seek truth and eradicate fake news.

New York City, (Oct. 9, 2018) – [Trive](#), a non-cooperative equilibrium engine using social science to research and confirm facts, is honored to announce the addition of Brittany Kaiser as Executive Advisor. Kaiser is a leader in development and promotion of cutting edge technology and communications, having spent her career supporting companies, governments, and international organizations in adoption and integration. She also dedicates much of her time as a campaigner for rights to digital assets, such as tokens on the blockchain and personal data. Co-founder of Bueno Capital, Kaiser is widely considered a thought leader and voice for global adoption of Distributed Ledger Technology (DLT).

As Co-founder of the Digital Asset Trade Association (DATA) she lobbies government agencies and legislators to pass laws protecting digital rights. Some of this work has already resulted in Wyoming becoming the first U.S. jurisdiction to protect blockchain entrepreneurship.

Kaiser is a former member of the social media team for President Barak Obama's 2008 presidential campaign, which transformed social media's influence in U.S. presidential elections. Kaiser later brought her experience to the Donald Trump campaign in 2016 through her then employer Cambridge Analytica.

Kaiser is widely recognized as a whistleblower regarding Cambridge Analytica. While employed by the company, she was the Director of Business Development, working under senior management. Kaiser claimed that the office culture was like the "Wild West" and alleged that citizens' data was "being scraped, resold and modeled willy-nilly." She testified to this effect in front of a British Parliament committee. Testimony there contributed to Facebook CEO Mark Zuckerberg appearing in front of a US Congressional inquiry as to use of personal user data in 2018.

"Privacy has become a myth, and tracking people's behavior has become an essential part of using social media and the internet itself; tools that were meant to free our minds and make us more connected, with faster access to information than ever before," she wrote in her testimony. "Instead of connecting us, these tools have divided us. It's time to expose their abuses so we can have an honest conversation about how we build a better way forward," Kaiser added.

On joining Trive, Kaiser says: "I worked on my first technical platform to stop fake news in 2013 and am honored to have a new opportunity to reengage these efforts using AI and data

science with Trive. Growing a platform that can protect citizens from falsification of information is a perfect use case of data for good, especially ahead of the upcoming November elections."

From Matt White, COO of Trive: "We at Trive are very excited to have Brittany onboard. Her exceptional success record across the political spectrum reveals her open and analytical mind. Brittany's character is revealed in her courage to stand for what she believes is right and base that stance firmly on facts. Rare human qualities in the public sphere today. Clear to me is Ms. Kaiser focus on the 'truth of the matter'. With Brittany and others like her sure to follow, Trive will provide the tools for all of us to do just that."

Learn more about Brittany Kaiser [here](#).

About Trive:
Trive is a non-cooperative equilibrium engine using social science to research and confirm facts. Trive incentivizes users to discover truth through an agonistic/antagonistic human action model using cryptocurrency. Combining wisdom of the crowd and game theory, Trive enables people to research, verify, score, and share the truth of almost any piece of information while securing that proof to the blockchain as an infinite index in an unalterable state.

For the first time in human history, science and technology can provide a mechanism to end historical negationism and disincentivize the mass spread of falsehood on a global scale. Trive will build a fertile seedbed of provably verified information free from bias, centralized control, and manipulation. Owned and driven by its users, Trive will provide the insight needed to build better lives based on reliably informed decisions.

"Not being known doesn't stop the truth from being true." - R. Bach

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