

From Protecting Privacy to Powering a New Digital Order: SASHA Launches the World's First Governance Framework for Digital Content



SASHA (Safe Share), the European privacy-tech company that began by protecting individuals from image-based abuse, today announces the launch of the world's first **governance framework for digital content**.

This patented system embeds **user intent** directly into every image and video, enabling platforms, AI models, and devices to enforce those rules automatically, delivering a proactive defense against image abuse and deepfakes.

Founder & CEO Thomas Eriksson-quotes

*"We are not just offering a feature; we are launching the missing global infrastructure for the digital age. Just as SWIFT guarantees trust in every financial transfer, SASHA is now the **trusted governance protocol for every image and video**. This is the end of reactive moderation and the beginning of a rule-based digital order where user intent, privacy, and control are finally embedded in the pixels themselves."*

"For too long, the digital world has been ruled by 'forgiveness, not permission.' That ends now. At Web Summit, we are presenting the world's first truly proactive defense against image abuse. SASHA moves beyond chasing leaks—we make the content

*ungovernable by bad actors. **If it doesn't have the creator's consent embedded, it can't be used, trained on, or shared.** This is the only way to safeguard human dignity in the age of AI."*

The Technology: Governance Embedded in Pixels

SASHA's technology solves the global trust crisis by moving beyond reactive moderation, hashing, and easily stripped metadata.

- **In-Pixel Signature:** Users and rights holders can set cryptographically signed rules for each image—such as “**private**,” “**no AI training**,” or “**licensed**.” This invisible in-pixel signature survives cropping, compression, screenshots, and even photos of printed material, offering a new frontier for digital rights protection.
- **Proactive Prevention:** This shift means SASHA stops leaks before they happen, turning every piece of content into a governed asset. The technology runs 100% locally using edge computing, ensuring privacy since no image ever leaves the device.

The European Answer: Compliance Meets Scale

SASHA provides a democratic, rule-based framework perfectly aligned with the **EU Digital Services Act (DSA)** and the upcoming **AI Act**.

- **For Platforms:** When a platform or AI model integrates SASHA's decoder (API & SDK), it recognizes and enforces the creator's will—automatically, privately, locally, and at scale. This can cut moderation costs by up to 90%, empowers users to govern their own content, and gives regulators an enforceable digital-rights mechanism - without surveillance.
- **For Creators and Brands:** The system provides powerful control over company images, marks, and creativity, ensuring the protection of economic rights in an age of rampant AI scraping.
- **For Everyone:** The SASHA app is live now, allowing individuals to instantly protect the images that matter to them. The technology is a massive step in restoring protection, control, privacy, and dignity for families and individuals.

Funding and Global Showcase

Recognized by the European Commission, the Media Tech Festival and The Europas - TechCrunch's award for Europe's Top 100 startups - SASHA is proud to showcase this breakthrough at **Web Summit in Lisbon 2025**, a key event for global technology. SASHA opens its Series A funding round in December 2025, inviting strategic investors to join its mission to build the governance backbone of the next internet.

<https://www.sasha.eu/>

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