CLAIMS

1. A web platform server device for an arrangement to encrypt exchange of personal medical and financial data,

the web platform server device is operable to provide an encrypted communication channel between a subscriber computing device operable to receive the health-related data and the identity information data via a communication interface and a mass enrolment center computing device operable to store health related data and identity information data of a multitude of subjects,

wherein the providing of the encrypted communication channel by the web platform server device comprises:

- creating a temporary link site with a temporary link site identifier and a computer memory link location,
- forwarding the link site identifier to the mass enrolment center computing device and to the subscriber computing device,
- the temporary link site providing a communication interface which allows the encrypted interchange of predetermined messages between the mass enrolment center computing device and the subscriber computing device, using the computer memory link location for releasing the health-related data to a subscriber computing device.

2. The web platform server device according to claim 1, wherein

the web platform server device, upon reception of the payment signal from a payment provider server device operable to receive a payment information from the mass enrolment center computing device and/or from the sub-

scriber computing device, and to provide a payment signal to the web platform server device,
automatically initiates a transmission of the identity information data of at least one subject from the mass enrollment center computing device to the subscriber computing device.

3. The web platform server device according to claim 1 or 2, wherein
the communication interface provides an automatic verification of a matching of the health-related data with a predetermined message of the subscriber computing device, upon which the subscriber computing device is triggered to send a payment information to the payment provider server device.

4. The web platform server device according to one of preceding claims, wherein
the web platform server device stores a first identifier of the mass enrolment center computing device and a second identifier of the subscriber computing device,
wherein the communication interface is maintained between the first identifier and the second identifier.

5. The web platform server device according to one of preceding claims, wherein
the web platform server device deletes the temporary link site and the computer memory link location after transmission of the identity information data of the least one subject from the mass enrollment center computing device to the subscriber computing device.

6. The web platform server device according to one of the preceding claims, wherein
the web platform server device is furthermore operative to
- receive identification data of a referred person from a referring subject,
- upon registration of the referred person, awarding gene credits to an account of the referring subject.

7. The web platform server device according to one of the preceding claims, wherein
the web platform server is furthermore operative to
- attribute a third-party verification service to one or more registered subjects, wherein the attribution of the third-party verification service is randomized,
- cause the third-party verification service to verify health related data of the one or more registered subjects, wherein the health-related data is filtered according to exchange categories that are individually specified by the one or more subjects.

8. The web platform server device according to one of the preceding claims, wherein
the web server computing device is furthermore operative to
- receive a health exchange category from one or more subject,
- store the health exchange categories of the one or more subjects,
- provide access to health-related data according to the stored health exchange categories,
the health exchange categories being selected from genetic data relating to biochemical genetics, molecular

genetics, clinical cytogenetics, preimplantation genetic Screening or non-invasive prenatal testing, molecular diagnostics of infectious diseases, clinical trials, sharing of an existing specimen, and

- providing a new specimen, radiology procedures, laboratory reports, electronic medical records and health related data retrieved from wearable devices.

9. The web platform server device according to one of the preceding claims, wherein

the web server computing device is furthermore operative to

- store health related data of one or more subject,

- receive a first evaluation of the health-related data based on the health-related data and based on exchange categories chosen by the subjects, and

- after receiving the first evaluation, adjust the first evaluation based on a demand of the health-related data.

10. A method for a web platform server device to encrypt exchange of personal medical and financial data, the method comprising

- providing an encrypted communication channel between a subscriber computing device and a mass enrolment center computing device by a web platform server device,

- receiving a payment information at a payment provider server device, and providing a payment signal to the web platform server device,

wherein the providing of the encrypted communication channel by the web platform server device comprises:

- creating a temporary link site with a temporary link site identifier and a computer memory link location,

- forwarding the temporary link site identifier to the mass enrolment center computing device and to the subscriber computing device,
- the temporary link site providing a communication interface which allows the encrypted interchange of predetermined messages between the mass enrolment center computing device and the subscriber computing device, using the computer memory link location for releasing the health-related data to the subscriber computing device,
- upon reception of the payment signal, automatically initiating a transmission of the identity information data of at least one subject from the mass enrolment center computing device to the subscriber computing device.

11. The method according to claim 10, wherein providing an automatic verification of a matching of the health-related data with a predetermined message of the subscriber computing device, and sending a payment information to the payment provider server device.

12. The method according to claims 10 or 11, wherein storing a first identifier of the mass enrolment center computing device and a second identifier of the subscriber computing device, wherein the communication is maintained between the first identifier and the second identifier.

13. The method according to one of claims 10 to 12, wherein the temporary link site and the computer memory link location is deleted after transmission of the identity information data of the least one subject from the mass

enrollment center computing device to the subscriber computing device.

14. The method according to one of the claims 10 to 13, wherein
the method furthermore comprises
- receiving identification data of a referred person from a referring subject,
- upon registration of the referred person, awarding gene credits memory equivalent to monetary value to an account of the referring subject.

15. The method according to one of the claims 10 to 14, wherein
the method furthermore comprises
- attributing a third-party verification service to one or more registered subjects, wherein the attribution of the third-party verification service is randomized,
- cause the third-party verification service to verify health related data of the one or more registered subjects, wherein the health-related data is filtered according to exchange categories/digital gene assets that are individually specified by the one or more subjects.

16. The method according to one of the claims 10 to 15, furthermore comprising
- receiving a health exchange category from one or more subject,
- store the health exchange categories of the one or more subjects,
- provide access to health-related data according to the stored health exchange categories, the health exchange categories being selected from genetic data relating to

biochemical genetics, molecular genetics, clinical cytogenetics, preimplantation genetic Screening or non-invasive prenatal testing, molecular diagnostics of infectious diseases, clinical trials, sharing of an existing specimen, and

- providing a new specimen, radiology procedures, laboratory reports, electronic medical records and health related data retrieved from wearable devices.

17. The method according to one of the claims 10 to 16, the method furthermore comprising

- storing health related data of one or more subject,
- receiving a first evaluation of the health-related data based on the health-related data and based on exchange categories chosen by the subjects,
- after receiving the first evaluation, adjusting the first evaluation based on a demand of the health-related data.

18. A computer-readable digital storage area comprising instructions which, when executed by a computer system in an arrangement of computer devices, provides the steps of a method according to one of the claims 10 to 17.