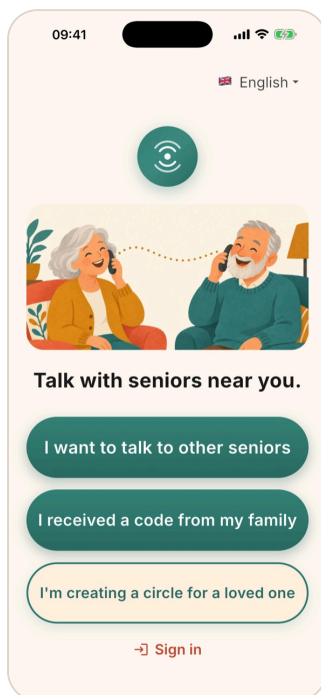


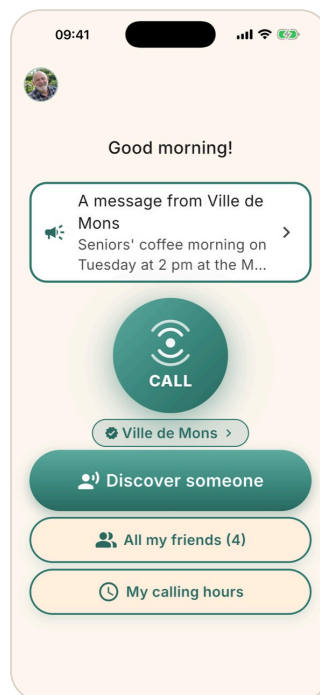


Older adults talking to one another, close to home, safely.

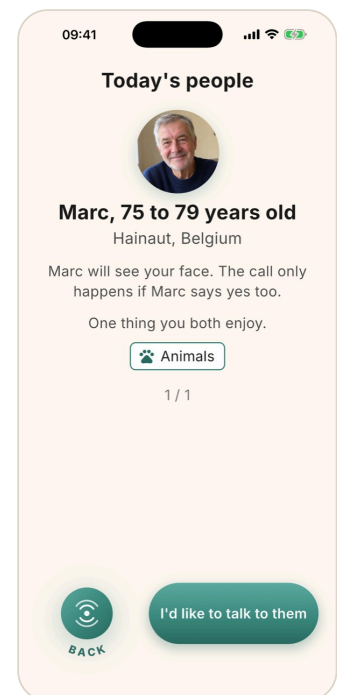
TamTam is an app, available on iPhone and Android, that lets an older adult talk to other older adults in their region, by audio or by video, without giving anything away: no phone number, no address. The same app calls their family in a single gesture. It is free for the older adult, and will stay free.



The start screen: talk to other older adults, join the family with a code, or create a circle for a loved one.



The older adult's home screen: call, discover someone, their friends, their hours. At the top, a message from their city.



One face at a time: first name, age bracket, region and country. The call happens only if both say yes.

HOW IT WORKS FOR THE OLDER ADULT

1. Their identity card

They show it to the camera, once. It proves they are 65 or over. It is never kept.

2. Region and interests

The region is recognised automatically. They state the languages they speak, pick what they like among 24 topics, and how far they want to talk: their region, their country, or other countries too.

3. One face at a time

TamTam proposes a person who speaks one of their languages, from their own country first: first name, age bracket, region, and what they both enjoy. Three proposals a day, never a list.

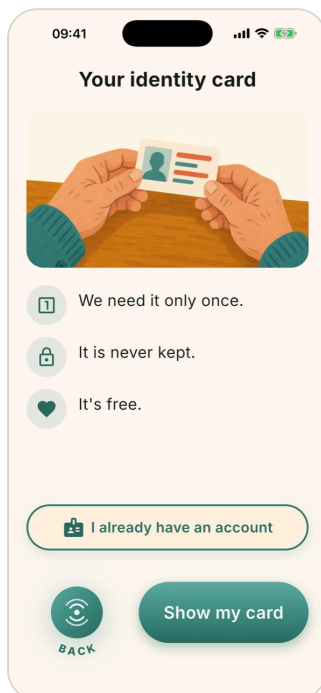
4. The call, then keeping

If both say yes, the call starts, by audio first, by video from the second one. After the call, they can keep the person among their friends.

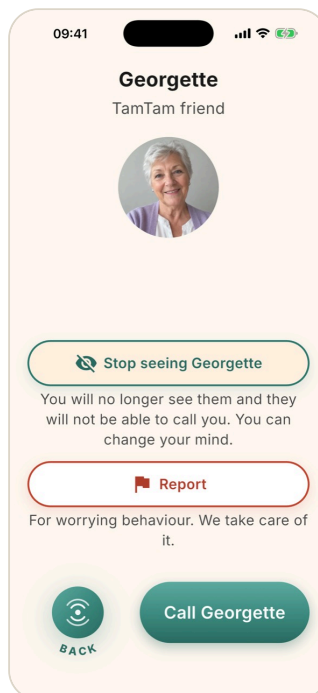
Free for the older adult. A region opens as soon as 30 older adults are registered there; in the meantime, everyone can already talk to older adults in their own country. TamTam is available in ten languages.

WHAT PROTECTS THE OLDER ADULT, PLAINLY

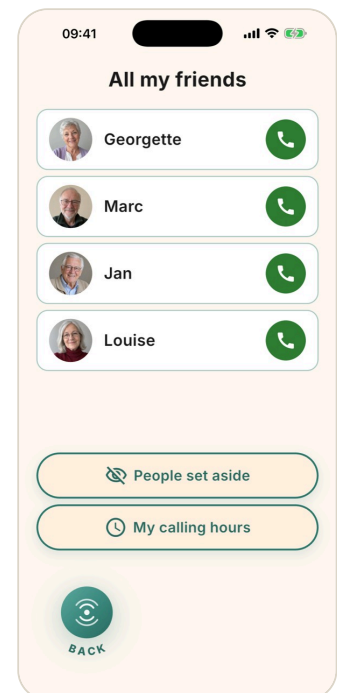
- **Nothing circulates.** No phone number, no address, no written message. People talk inside TamTam, and nowhere else. Through the app, nobody can ask for money, for a code, or for a meeting.
- **A real person behind every face.** Entry is granted with a real identity card, read by the camera. A card shown on a screen or photocopied is refused.
- **Nobody calls without consent.** The call happens only if both have said yes. Each older adult sets their own hours: by default, no call before 8 am or after 9 pm.
- **Reporting in one gesture.** After a call, or from a person's profile: a reason to touch, or a twenty-second spoken message. Two reports suspend the person; a human decides.
- **An exclusion that holds.** An excluded person cannot come back by registering again: it is their identity card that is blocked, not just their account.
- **A simple reminder, before the first call.** "Nobody on TamTam comes from a bank, the police or a public service. Nobody will ever ask you for money."



The identity card: once only, never kept, and it is free.



A friend's profile: call, stop seeing, report.



Their friends, and the people they have set aside.

WHY TAMDAM EXISTS

TamTam was born out of a family story: a father of 85 who knew how to use his computer and his smartphone, but was afraid of no longer knowing how. The app first served to let him call his family in a single gesture. In the field, one request came back more often than any other, among older adults who no longer have family within reach: "someone to talk to". That is the request TamTam answers today.

WHAT THE INSTITUTION CAN DO, STARTING TODAY

- **Hold information and set-up sessions**, in a community house, a library or a digital access point. Pablo Lebailly takes part: a twenty-minute presentation, then the set-up with each older adult, about ten an hour.
- **Inform its older residents** through its usual channels: the municipal bulletin, the telecare service, associations, pharmacies. A ready-to-use text and a poster are supplied, reviewed by the relevant departments of the entity.
- **Send messages to the older adults attached to it**, from its console: an activity, a seniors' coffee morning, a service announcement. The older adult receives a card on their home screen, which can be read out loud.
- **See who has not spoken to anyone for a fortnight**, receive the reports of the older adults attached to it, and remove an attachment. Never the content of a call, never the list of the people called.

SIX LINES OF COLLABORATION, THREE OF THEM TO BUILD TOGETHER

A silence alert to the telecare service available

When an attached older adult has not spoken to anyone for a fortnight, the service sees it in its console and can call. One more reason to call for the telecare team, with no extra work.

Short messages, read out loud available

One announcement to all attached older adults, only one active at a time, never at night. Targeting by neighbourhood or by interest is the natural next step, to be built with the first entity that needs it.

A dedicated number reachable from the app to build

A "Reach my municipality" or "Reach the province" button on the older adult's screen, dialling the number the institution provides, during the hours it provides. Nothing to install on the institution's side.

An "Ask a question" button to build

The older adult dictates their question, the institution receives it in its console with the first name and the municipality, and answers with a message. Useful for a social service, a geriatric centre, a helpline.

A console for other actors available

Health insurance funds, care homes, assisted-living residences, seniors' associations: each can have its own console, with its own attached older adults, its own announcements and its own log. The older adult chooses whom to attach to.

Anonymous isolation figures by region to build

Registrations, older adults who had a call, older adults with no call for a month, by region and by month. No individual data, one table for a report or a council.

WHAT IT COSTS

Nothing for the older adult, ever. For the institution, TamTam proposes a collaboration in the form of a subscription, covering the services that belong to it: the console, the messages to its older adults, the dedicated number, the support of the sessions. The pilot is free. Terms are discussed with each entity, after the pilot and on the basis of what it will have shown.

This model already exists in municipalities. Hoplr, the neighbourhood social network, is free for the resident; it is the administrations that pay a licence fee for its service dashboard¹. Hoplr started in Flanders and is present in dozens of municipalities there; it has also been active in Wallonia since 2022². The City of Mons has offered it to its residents since that year, in sixteen neighbourhoods². TamTam follows the same logic: free for the person, a paid service for the institution that wants to talk to them.

1. Hoplr, help centre, "What is Hoplr's business model?": "Hoplr is free for neighbours. External parties, however, do pay a license fee to be able to make use of the Service Dashboard." help.hoplr.com. 2. Le Soir, 10 February 2022, "Hoplr, le réseau social de quartiers s'installe en Wallonie"; mons.be, Hoplr page of the Communication department ("le service est gratuit", sixteen neighbourhoods). Hoplr itself reports about 150 Belgian and Dutch municipalities and 2,000 neighbourhoods (blog.hoplr.com, Hoplr's own figures, unaudited).

WHAT IT BRINGS TO A CITY, A MUNICIPALITY, A PROVINCE

- **A concrete service for its older residents, with nothing to install or to manage.** The older adult registers alone, or with help during a session; the institution plays no part in the registration and bears no responsibility for the exchanges.
- **A direct channel to the older adults who chose it.** An older adult can attach to their municipality or to an association in one gesture, after reading what it will see and what it will never see. They can detach at any time.
- **A measurable answer to isolation.** How many older adults registered, how many had at least one call, how many call again: anonymous figures, by region, for an activity report.

A PILOT, IN A FEW WEEKS

- **Who:** volunteer older adults, from 65 years old, who own a smartphone or a tablet. Thirty or so are enough to open a region.
- **How long:** three months from the first session.
- **What the institution does:** it appoints a contact person, lends a room with Wi-Fi for the sessions, informs its older residents, and reviews the final report.
- **What iClics does:** runs the sessions, provides support, supplies the data protection file, measures and writes the final report. Without invoicing.
- **What is measured:** older adults registered, older adults who had at least one call, older adults who call the same person again, reports, and what the older adults say about it.

WHEN	WHAT
September 2026	This file to the departments concerned. Opinion of the data protection officer if the entity wishes.
October 2026	Information session and demonstration with the department. On 8 October, TamTam is present at the Salon des Aînés de Mons, Palais des Congrès, open to all.
October – November 2026	First set-up session. Start of the pilot.
January 2027	First review, co-signed. Decision of the entity on what follows, with no commitment.

DATA PROTECTION AND RESPONSIBILITY

- iClics is the sole data controller within the meaning of the GDPR. The institution does not collect, store or consult any personal data of the older adults, outside its console, which shows only the older adults who agreed to attach to it. No data processing agreement is required.
- The identity card is never kept: neither the image, nor the name, nor the date of birth. Only a fingerprint, unreadable, serves to recognise a card already seen and to block an excluded card.
- The older adult's data is limited to their first name, age bracket, region, the languages they speak, their interests and their photo. It is hosted and encrypted in the European Union, erasable on request, erased after twelve months of inactivity. Calls are not recorded.
- Every consultation made from a console is recorded in a log, kept for one year. A data protection impact assessment is supplied with the file.
- The older adult's consent is obtained at registration, in plain language. TamTam is neither an emergency service nor a service of the institution, and says so.

WHO IS BEHIND THE PROJECT

Pablo Lebailly, iClics, a Walloon company, twenty-five years of managing IT projects. TamTam is available on the App Store and Google Play, in ten languages. Contact: info@iclics.com · tamtamcare.com