# PRIVATIS
## Connect Confidently

Privatis Technology Corporation

[www.privatis.com](www.privatis.com)

Vancouver ▪ Los Angeles ▪ Ottawa

# Management

**Steven McAuley** | *Founder & CEO*

    Managing Director, GE Capital UK
    Senior VP, Penske Automotive Group
    CEO, Xpel Technology Corp. (TSXV:DAP.U)

**Joseph Cohen** | *Chief Technology Officer*

    AutoLand, ZAG, Honda Motors
    Author, "The Web Programmers Desk Reference"

**Jay Innes** | *Director Business Development*

    Privacy Analytics, Down Syndrome Assoc.
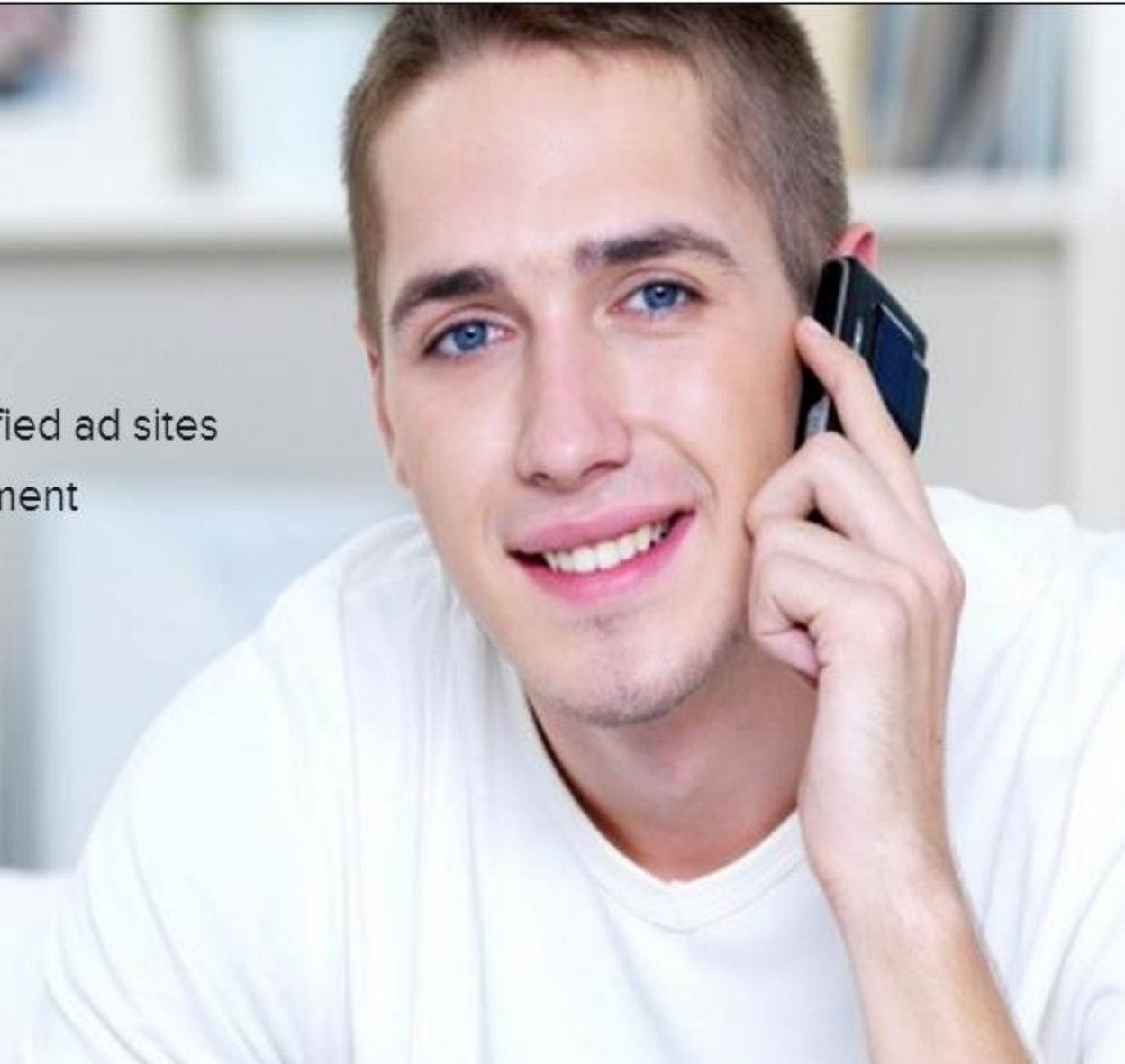    Stornoway Productions, CBC
    Journalist and Producer

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# Privacy Protection

Protect private sellers on classified ad sites from fraud and robocall harassment

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# Online Automotive Buyer Solutions

Deliver privacy & management tools to improve the online automotive buying process

**LEARN MORE**

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HOME  SOLUTIONS  BLOG  NEWS  ABOUT  CONTACT

# Dating site member privacy

Provide safe and private communications for dating site members

**LEARN HOW**

# Key Features

## PRIVACY PHONE NUMBER

Masked phone number provided and posted in the classified ad so the private seller real personal phone number is not revealed

## IDENTIFY AND BLOCK ROBOCALLS

The Rapid Autodialer Detector$^{TM}$ (RAD) identifies and blocks phone calls and text messages from fraudsters and telemarketers

## ANONYMOUS EMAILING

Email communications preserve anonymity without exposing personal email addresses

## REPORTING AND ANALYTICS

Customer call records, SMS, emails and voicemail data can be analyzed to provide valuable communication insights

## SECURE MESSAGING$^{TM}$ DASHBOARD

Personalized management for calls, SMS, emails and voicemails in a centralized communications dashboard

## EASY API INTEGRATION

Quick to integrate, easy to scale with a simple API requiring minimal personally identifiable information

# AutoTrader.com Case Study

**Shielding Personal Information and Blocking Online Threats to Increase Consumer Trust**

How AutoTrader.com Privacy Shield™ was implemented to help protect private sellers from online fraud and robocall harassment.

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### 2009 Customer Product Survey…

- "I don't want my real phone number on the Ad"
- "Make my email anonymous"

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# Problem

- Telemarketer harassment, robocalls, fraud
- Privacy, personal safety and threats when connecting online
- Protecting personal contact details (phone and email)
- SMS Text – The new entry to fraud
- Daunting task of effectively managing online interactions in a central dashboard
- Global issue for enterprises and consumers
- Lack of consumer trust

**THE NEW WAY TO CONNECT CONFIDENTLY ONLINE**

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# Value Proposition

- Empowers and protects consumers

- Mitigates brand damage

- Decreases liability

- Reduces legal expenses

- Increases user satisfaction

- Increases user confidence

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# Privacy Shield 2012 Metrics

Total calls processed
**1.35MM**

Total Blocked Calls
**795K**

Emails processed
**180K**

Legit Calls **41%**

Blocked Calls **59%**

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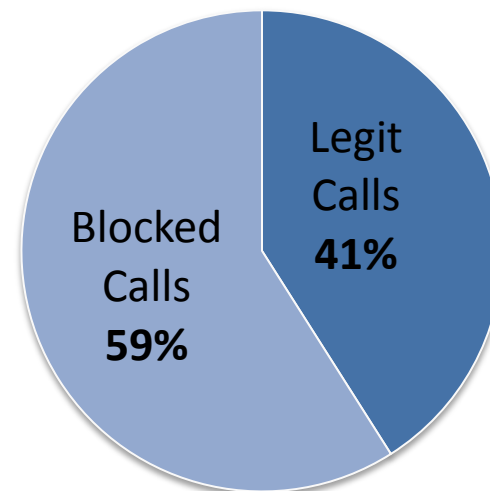
# 2013 Metrics – As of September 30th

Total calls processed
**1.06 MM**

Emails processed
**198K**
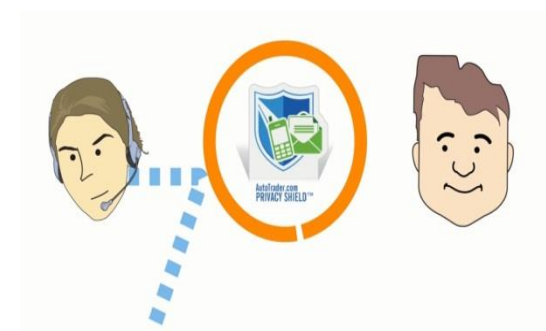
Total Blocked
Calls
**616K**

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# Engage your users…

- Privacy Shield as a platform
- Advertisement & communication
- Targeted and Strategic Campaigns

  - **Messages Tab**
  - **Telephone Ad Inserts**
  - **Email Campaigns**
  - **SMS Campaigns**

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# Messages Tab
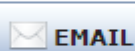
Welcome: paul liistro
Vehicle: 2000, Isuzu, Trooper
Real Phone: 8186340937
Masked Phone: 2292998528

Real Email: noiknine@controlbox.com
Masked Email: 912406@contact.autotrader.com

Privacy Shield

CALLS | EMAIL | FAQ | VIDEO

Sort By ▼

← 1 2 →

## Call Records

| | | | | |
|---|---|---|---|---|
| 818-799-6873 | Outbound | October 1, 2013 | 9:57PM PST | ▶ |
| 818-799-6873 | Inbound | October 1, 2013 | 9:43PM PST | ▶ |
| 818-799-6873 | Inbound | September 30, 2013 | 2:13PM PST | ▶ |
| 818-799-6873 | Inbound | September 23, 2013 | 2:38PM PST | ▶ |
| 818-799-6873 | Inbound | September 16, 2013 | 12:22PM PST | ▶ |
| 818-799-6873 | Inbound | September 9, 2013 | 10:28AM PST | ▶ |

Type: Outbound   Date: October 1, 2013   Time: 9:57PM

Caller ID: 8187996873   Click number to call anonymously
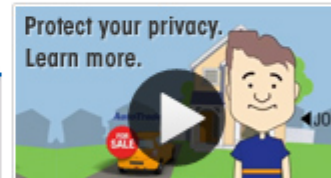
Recording Type: Conversation

▶ ■   00:00   ↺   00:00

**Block Call**
Would you like to block this caller?   ○ Yes  ● No

**Notes**
This is a testing note.

Edit

# Messages Tab



- Organize online interactions:
  - View call & email records
  - Listen to calls & voicemails
  - Securely contact shoppers
  - Block telemarketers, fraudsters or personal threats

- Consumer Control: Secure Messaging is a conversation management tool that empowers consumers and is accessible from any mobile device

- Mobile APP version with imbedded Softphone available 4Q 2013

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# 2013 Consumer Impressions
# Autotrader.com

**Calls**
**8 per user/month**

**Messages Tab visits**
**3 min 30 sec**

**Emails per Seller**
**2 per user/month**

**Total Impressions**
**12 per user/month**

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# Summary

ICMA Prague: November 12$^{th}$ – 17$^{th}$, 2013

Thank you
Questions and Answers

Contact us:     www.privatis.com

Steven McAuley    smcauley@privatis.com      001.604.789.2146
Kerry Mortimer    kmortimer@privatis.com    001.613.884.1335
Jay Innes         jinnes@privatis.com        001.613.293.9833

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