

Abine Fact Sheet

About Abine

Your privacy is our business.

The web is an amazing place, but like water on stone, it slowly erodes your privacy with every site you visit. It's a delicate balancing act to ensure both a rich, full web experience and protect your privacy, but that's what we do every day at Abine. Whether you're shopping, learning, playing, or creating, we strive to make your web experience better by preserving all the Internet has to offer, while putting you in control of your personal information. Millions of people have taken action using Abine's simple tools and services to control how their information is collected, stored, shared, and sold.

So whether you're looking to learn a little bit more about improving your privacy or ready to take big action, we'd love to help. Because at Abine, online privacy starts here.

What We Believe

- We believe that people should get to choose when to share their information.
- We believe people care deeply about their privacy and have a right to protect it.
- We believe technology solutions that improve online privacy should be accessible to everyone.
- We believe that the web is better when you have more control over your personal data.

Fast Facts

- *2008*: Founded by MIT engineers and financial experts
- *July 2011*: Received \$5.2 million in Series A funding from General Catalyst Partners and Atlas Ventures
- *October 2011*: Moved to downtown Boston's innovation district from Central Square, Cambridge
- *February 2012*: Launched DoNotTrackMe
- *March 2012*: Launched DeleteMe
- *May 2012*: 1 million DoNotTrackMe downloads
- *September 2012*: Partnered with Avira to launch Do Not Track feature to millions of global users; 2 million DoNotTrackMe downloads
- *December 2012*: Launched DoNotTrackMe v2, adding translation to 12 languages, new UI, & improved blocking; 3 million DoNotTrackMe downloads; thousands of DeleteMe subscribers
- *January 2013*: Launched DeleteMe Mobile; partnered with Check Point to launch Do Not Track feature to millions of ZoneAlarm users
- *March 2013*: 4 million DoNotTrackMe downloads; 3 billion+ tracking attempts that DoNotTrackMe has blocked advertisers from carrying out against our users
- *July 2013*: Launched MaskMe with a "spectacular" 5-star review on *CNET*
- *Today*: Millions of DNTMe users; hundreds of thousands of MaskMe users; thousands of DeleteMe subscribers

Awards & Recognition

- Abine's DNTMe named finalist for MassTLC's Consumer Product of the Year, July 2013
- Rob Shavell, Co-Founder & VP of Product, named Gold Winner of Network Product Guide's Product Engineering Executive of the Year, May 2013
- Bill Kerrigan, CEO, named Silver Winner for Network Products Guide's Executive of the Year, May 2013
- Abine named honorable mention for Network Products Guide's Hot Company of the Year, May 2013
- Kristina Kennedy, VP of Marketing, named finalist for BostInno's 50 on Fire, February 2013
- Abine named Red Herring Top 100 North America Tech Startup, May 2012
- Abine ranked #1 on Lead411's Hot Companies in Boston, April 2012

Why Online Privacy Matters Today

We love the Internet, and we want the Internet of the future to be one where people have more of a say over how their information is collected and stored. That's why we're at the forefront of innovation to protect consumers' control over their personal information at a time when it's dwindling away. Today, consumers rate privacy as more important than ever, yet they feel they have the least control over their personal information than ever before (see *Research & Resources on the following page*).

Online tracking, consumer profiling, and data collection are happening wherever consumers go on the web, usually without their knowledge or approval. Consumers are the product being sold. Social networks, ad networks, and e-commerce sites collect every last byte of personal information they can, combining consumers' online activity with their offline lives. The consequences of all this data collection are growing and real: lost job opportunities, higher prices, more spam, lower credit scores, identity theft, and more.

But the tide is turning. The rise of big data has put privacy in the spotlight. Consumer concern is growing. Big, global companies are competing on their pro-privacy practices. Privacy will be the next billion-dollar market, giving consumers a choice and real control over their data.

We're on the side of consumers, innovating and delivering easy to use, effective tools for the everyday Internet user that provide the control they want over their personal information while still being able to use the web they love.

Research & Resources

Tracking

- Tracker- A tracker is a connection that your browser makes when it loads a webpage that's intended to record, profile, or share your online activity. Usually these connections are made to entirely different companies than the website you're actually visiting. The most common types of trackers are:
 - Javascript: 43%
 - Images, such as 1-pixels: 14%
 - iFrames: 14%
 - Flash cookies: 5%
- Abine collaborates with the UC Berkeley Center for Law and Technology on a recurring Web Privacy Census. The most recent Census found:
 - The use of third-party tracking cookies on the 100 most popular websites increased by 11% from May to October 2012.
 - If present trends continue, the amount of online tracking will *double* on about 2.5 years.
 - Google has a presence on 712 of the top 1,000 websites
 - 26.3% of what your browser does when you load a website is respond to requests for your personal information, leaving the remaining 73.7% for things you actually *want* your browser doing, like loading videos, articles, and photos.
 - Google makes 20.28% of all tracking requests on the web
 - Facebook makes 18.84% of all tracking requests on the web
- 75% of the top 1,000 websites use social networking code that can match users' online identities with their web browsing activities, and nearly 25% of the web's 70 most popular sites shared personal data, like name and email address, with third-party companies.
 - Wall Street Journal, 12/2012

Consumer Feelings About Privacy

- Consumers rate privacy as more important than ever, yet they feel they have the least control over their personal information than ever. Over the past 7 years, privacy importance rose from 69% to 78%, while control over one's data dropped from 56% to 35%. (Ponemon, 1/28/2013)
- People *do* care about their privacy online:
 - 79% of people globally are concerned about their personal privacy (ComRes, 6/2013)
 - 60% of WSJ.com readers worry "tremendously" about the loss of online privacy (WSJ, 11/14/2011)
 - 95% of US consumers are bothered by the feeling that they have no privacy online. (ISACA, 11/15/2011)
- 71% of people are very concerned about companies selling or sharing their information without their permission. 90% were at least somewhat worried. (TRUSTe, 4/4/2012)
- 69% of consumers feel like they have less control over their personal info today than they did 5 years ago. (MDG Advertising, 2012)
- 68% of people are "not okay with targeted advertising because [they] don't like having [their] online behavior tracked and analyzed." (Pew, 3/9/2012)