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

- **2009**: Founded by MIT engineers and financial experts
- **2011**: Received $6 million in Series A funding from General Catalyst Partners and Atlas Ventures (now Accomplice)
- **May 2012**: 1 million DoNotTrackMe downloads
- **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
- **January 2015**: Launched Blur; a combined and streamlined version of DNTMe + MaskMe
- **January 2016**: Partnered with multiple fortune 500 companies to provide DeleteMe service as an employee benefit
- **Today**: Millions of monthly active Blur users; tens of thousands of DeleteMe subscribers
Resident Experts

ROB SHAVELL, CEO:

Rob, Abine CEO, co-founded Abine alongside Andrew Sudbury and Eugene Kuznetsov and previously led Abine’s product and business development. Rob brought Abine’s core products to market, including DoNotTrackMe, which has protected the privacy of over 10 Million consumers and has been featured by hundreds of news outlets, including CNET, the Boston Globe, and the New York Times. Prior to Abine, Rob was VP Product at Identity Force, an identity theft provider and co-founder of one of the first consumer group travel portals, "TravelTogether.com" and was an associate at Softbank Capital Partners (Boston) and Softbank / Mobius Venture Capital (Silicon Valley). Rob has a BA from Cornell University where he began his studies in the school of Architecture.

ANDREW SUDBURY, CTO:

As CTO and one of the founders of Abine, Andrew manages the company infrastructure and finances, and helped develop and bring Abine’s products and services to market. His combined financial and security expertise helps keep Abine running smoothly. Prior to co-founding Abine, Andrew was most recently VP of Security Metrics at ClearPoint Metrics, a security metrics product startup, where he led the creation of information security metrics and scorecards. Andrew received an MBA from MIT Sloan and a BS from MIT. Andrew’s technical expertise in the areas of security and privacy has been featured in PCWorld, TechRepublic, Technology Review, and more.
Why Online Privacy Matters Today

Privacy lets us be ourselves. It’s the ability to control our information. It gives us power over what people know about us.

With privacy, we can speak more freely and explore our curiosities. We don’t worry that what we say today might come back to hurt us in the future. We know who has our data and how they’re using it, from hiring to credit determinations to online dating.

Privacy is about having power and control over one’s personal information, which gives us the protection to act freely. It’s not about having something to hide, but having something to live for.

We love the Internet, and we want the Internet of the future to be one where people have much more control over how their information is collected and stored. That’s why we’re at the forefront of a movement to protect consumers’ fundamental right to privacy at a time when it’s dwindling away. Online tracking, consumer profiling, and data collection are happening wherever consumers go on the web, usually without their knowledge or approval. We’re on the side of consumers, helping them get 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 13% from 2015 to 2016.
    - If present trends continue, the amount of online tracking will *double* in about 2 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).

Consumer Feelings about Privacy

- Privacy isn’t binary, no matter how much experts try to convince you it is. Individuals have a nuanced sense of privacy, and the degrees to which it matters in certain circumstances. Our willingness to share data with others -- from people to government to businesses -- isn’t static, and our motivations to share information vary widely. (Forbes, Forrester, 12/14, 2016)
- A majority of people are willing to share their personal information -- when there’s a value exchange. In fact, 67% of consumers are willing to share some information with companies, although the types of companies they trust vary, as do the benefits they expect in exchange. Sadly, those who are unwilling to share simply don’t understand the depth and breadth of the consumer data ecosystem, and for them, privacy breaches and "creepy" experiences can be particularly distressing and badly damaging to brand loyalty. (Forbes, Forrester, 12/14, 2016)
- 64% of Americans have personally experienced a major data breach. (Pew Research, 1/26/17)
- 49% feel that their personal information is less secure than it was 5 years ago. (Pew Research, 1/26/17)
- 41% of Americans have dealt with fraudulent charges on their credit card. (Pew Research, 1/26/17)
● 16% of Americans say that someone has taken over their email accounts, and 13% say someone has taken over one of their social media accounts. (Pew Research, 1/26/17)

● 15% of Americans have received notices that their Social Security number had been compromised. (Pew Research, 1/26/17)

Our Products

DeleteMe

“I cannot believe the amount of personal information that is found on the web. It is a full time job requesting deletions from the web, and some sites remove and place info back online.” – DeleteMe subscriber

Most people know their personal information is available on some level on the web, but most don’t know what to do about it. DeleteMe helps people address their concerns by finding and removing their data from the leading websites that collect, share, and sell it. Tens of thousands of people have subscribed to DeleteMe since its launch in 2012 and are now resting easy knowing that their private data like age, religious & political views, family members’ names, addresses, phone numbers, and photos are not available for anyone to see.

Blur (Formerly DoNotTrackMe)

“I am a premium user and have used this app for a number of years on all my phones. It has many features to keep you safe online, with email, phone and card masking. Easy to use and on the rare occasion I have required help their customer service has been 2nd to none. This is a must have security app for everyone. try it.” –Blur user

Blur (formerly DoNotTrackMe), launched in January 2015, and was followed quickly by outstanding reviews from top tech. publications like CNET, PCMag and ZDNet. Today, Blur averages more than 10,000 weekly downloads across all platforms, and has millions of monthly active users. Blur is the only all-in-one solution to protect your passwords, payments and privacy. Blur is a browser addon and a mobile app built on an extremely secure Password Manager foundation. With a wide variety of unique online privacy features that have never been combined into a single product in the past like email, credit card and phone “Masking”, in addition to tracker blocking and auto-fill, Blur is a must have.
Why Our Users Trust Us with Their Privacy

We have a privacy-friendly “freemium” business model and don’t track our users or sell their personal info.

We give people a choice about the advertising and data collection that follows them online.

We’re real people with real passion about protecting privacy and educating the world about it, from blog posts to FTC complaints.

Simply put, protecting our customers’ privacy is our business.

Contact Us

PRESS CONTACT:

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617-345-0024
will@getabine.com
Privacy Comparisons

DNT vs. Blur: You’ve probably heard of browsers offering Do Not Track. *This doesn’t stop tracking.* Most websites and advertisers do nothing when they receive it. Here’s why our product goes above & beyond it.

<table>
<thead>
<tr>
<th>Privacy Comparison</th>
<th>In-Browser Do Not Track</th>
<th>In-Browser Private Browsing Mode</th>
<th>Abine Blur</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasts passive Do Not Track HTTP header</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Actively blocks ad networks from collecting personal data</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Actively blocks analytics companies from collecting personal data</td>
<td>✗</td>
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<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Updates to block known tracking technology as it evolves</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Allows more private use of social buttons: share through the button only when you choose</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Reduces or eliminates online behavioral advertisements</td>
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<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Stops tracking requests at their source: the website code</td>
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<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Blocks tracking regardless of whether a website has voluntarily agreed to honor Do Not Track</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Lets users choose to allow tracking &amp;/or advertising on their favorite websites</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Lets you see which individual trackers are present on a site</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Hides your browsing history from other people with access to your device</td>
<td>✗</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>Privacy Comparison</td>
<td>In-Browser Do Not Track</td>
<td>Adblock Plus</td>
<td>Disconnect</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Prevents passive Do Not Track HTTP header</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
</tbody>
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* Only updates on full AVD security suite
Logos

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BLUR

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DeleteMe

BLUR

Passwords, Payments, & Privacy
**Blur:** Blur enables users to create Masked Cards--virtual prepaid gift cards--which allow them to remain anonymous when shopping online, while securely using their real credit card to fund the purchase.

It’s easy: when completing an online checkout form, the user will see the option to create a new Masked Card.

Blur works in the user’s browser to display and block the trackers hiding on each website. It’s also simultaneously working to auto-fill your stored login credentials on various websites. The browser icon provides the number of trackers, and clicking it opens more details.
Clicking into the “Tracking” quadrant will show you ‘trackers’ that are actively being blocked by Blur’s tracker blocking on the website you’re visiting. Sometimes when you block all tracking on a website, a core functionality of the site will break (such as videos and dropdown menus), in these situations, Blur automatically unblocks the troublesome tracker.

Clicking into any of the other quadrants from the main Blur panel will take you to the appropriate section of your Blur dashboard of your Blur account.
When creating a new account on a website, Blur will prompt you to help create unique and secure email addresses, usernames and passwords.

Use Blur’s secure dashboard whenever you need to reference an account, change a password, or create a new account.
Use the Masked Emails page inside the Blur dashboard to manage your Masked Emails. You can easily disable a Masked Email from forwarding using the switch, or change which target email address your Masked Emails will forward to.

Blur Mobile:

With Blur Mobile for iOS or Android, users can easily sync their Blur accounts across an unlimited number of devices or computers.
Users can access all features of Blur from their mobile device. They can even create new Masked Emails, Masked Cards, or initiate Masked Phone calls.

Screens in the Blur mobile apps for iOS and Android when initiating a Masked Phone call are shown below.
DeleteMe:
After filling out a DeleteMe Privacy Profile and submitting to our team, DeleteMe subscribers will begin receiving quarterly Privacy Reports. These reports will indicate what is currently being done to remove information from many leading data broker websites.

DeleteMe subscribers see a report like this one when they log into their accounts. The report shows them which data collection sites the DeleteMe service has removed them from, which information the sites had about the subscriber, and what the current status is of the removal.
<table>
<thead>
<tr>
<th>Data Collector</th>
<th>Information</th>
<th>Processing Time</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Search</td>
<td>name, home address, phone number, city, state, email, age/DOB, relatives, previous addresses</td>
<td>Up to 30 Days</td>
<td>OPT-OUT SENT!</td>
</tr>
<tr>
<td>PeopleFinders</td>
<td>name, home address, phone number, city, state, email, age/DOB, relatives, previous addresses</td>
<td>Up to 10 Days</td>
<td>OPT-OUT SENT!</td>
</tr>
<tr>
<td>addresses.com</td>
<td>name, home address, phone number, city, state, email, age/DOB, relatives, previous addresses</td>
<td>Instantly</td>
<td>OPT-OUT SENT!</td>
</tr>
<tr>
<td>People Lookup</td>
<td>name, home address, phone number, city, state, email, age/DOB, relatives, previous addresses</td>
<td>Up to 14 Business Days</td>
<td>OPT-OUT SENT!</td>
</tr>
</tbody>
</table>

More of the dashboard and the data collectors the service removes subscribers from.