



Abine Press Kit

Contents

About Abine	1
What We Believe	2
Fast Facts	2
Resident Experts.....	3
ROB SHAVELL, CEO.....	3
ANDREW SUDBURY, CTO	3
Why Online Privacy Matters Today	4
Research & Resources	5
Consumer Feelings about Privacy	5
Our Products	6
DeleteMe.....	6
Blur (Formerly DoNotTrackMe).....	6
Why Our Users Trust Us with Their Privacy	7
Contact Us	7
Privacy Comparisons	8
Logos	10
Product Graphics	12
Blur	12
Blur Mobile	15
DeleteMe.....	17

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

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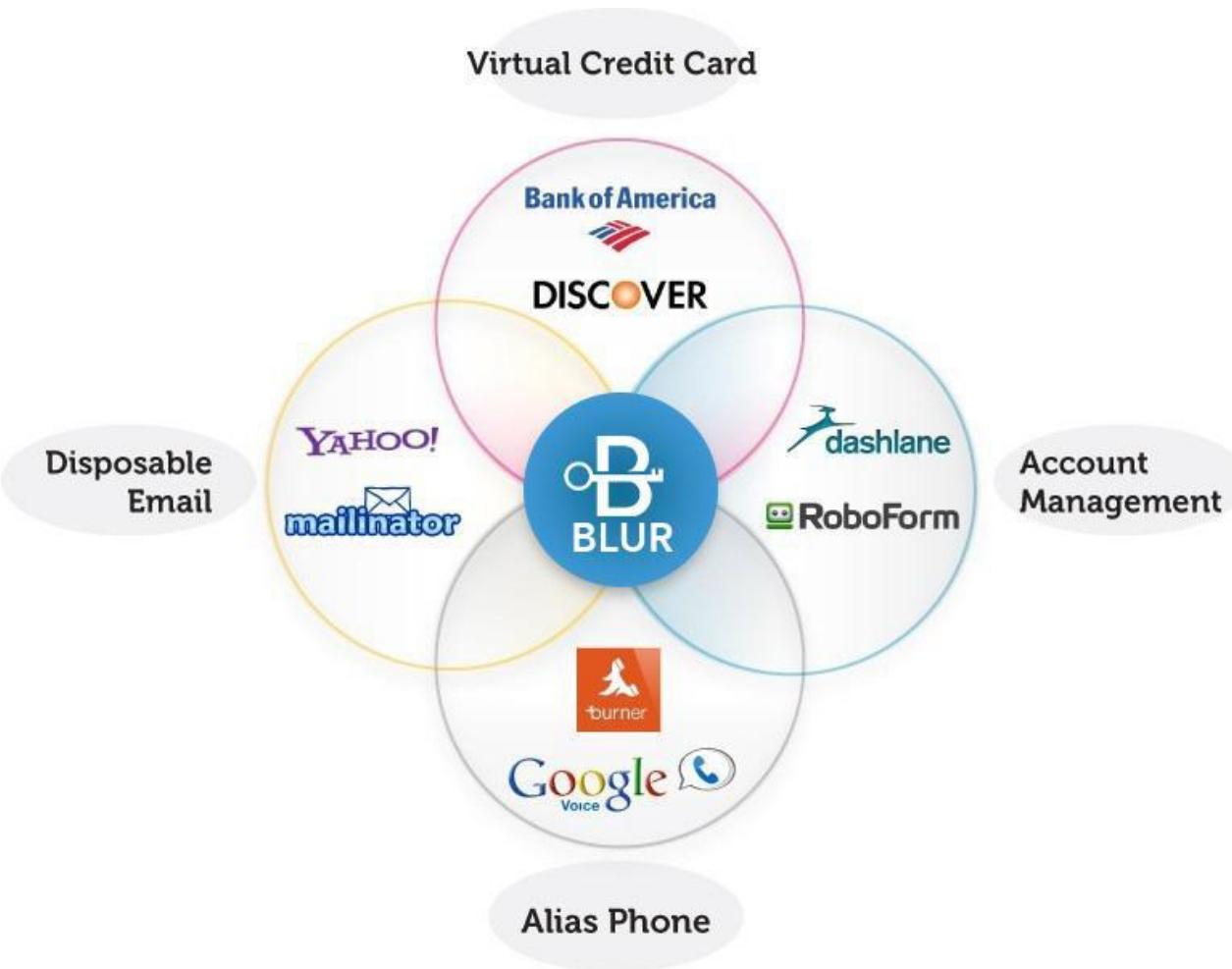
Privacy Comparisons

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.

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

Privacy Comparison	In-Browser Do Not Track	Abine Blur	Disconnect	In-Browser Private Browsing Mode	Evidon's Ghostery	Collusion (for Firefox)	PrivacyFix	AdBlock Plus	AVG Do Not Track
Broadcasts passive Do Not Track HTTP header	✓	✓	✗	✗	✗	✗	✓	✗	✓
Actively blocks ad networks from collecting personal data	✗	✓	✗	✗	✓	✗	✓	✓	✓
Actively blocks analytics companies from collecting personal data	✗	✓	✗	✗	✓	✗	✓	✗	✓
Actively blocks social networks from collecting data	✗	✓	✓	✗	✓	✗	✓	✗	✓
Updates to block known tracking technology as it evolves	✗	✓	✓	✗	✓	✗	✓	✓	---
Allows more private use of social buttons: share through the button only when you choose	✗	✓	✓	✗	✗	✗	✗	✗	✗
Reduces or eliminates online behavioral advertisements	✗	✓	✗	✓	✓	✗	✓	✓	✓
Stops tracking requests at their source: the website code	✗	✓	✓	✗	✓	✗	✓	✓	✓
Blocks tracking regardless of whether a website has voluntarily agreed to honor Do Not Track	✗	✓	✓	✗	✓	✗	✓	✗	✓
Lets users choose to allow tracking &/or advertising on their favorite websites	✗	✓	✓	✗	✓	✗	✗	✓	✓
Lets you see which individual trackers are present on a site	✗	✓	✓	✗	✓	✓	✗	✗	✓

* Only updates w/
full AVG security
suite

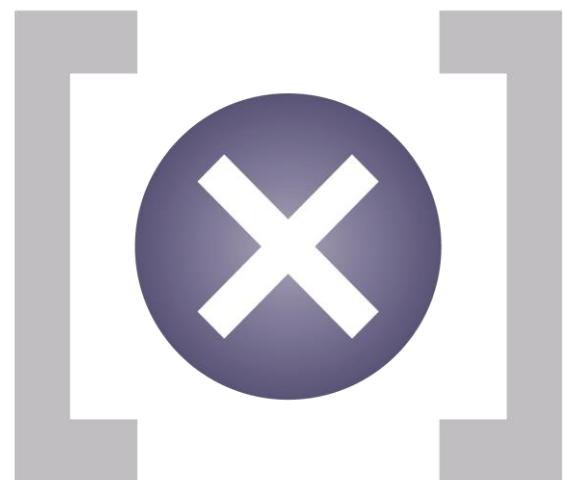


Logos

abine



abine



DeleteMe

BLUR

Passwords, Payments, & Privacy

BLUR

DeleteMe



Available on the
App Store



GET IT ON
Google Play

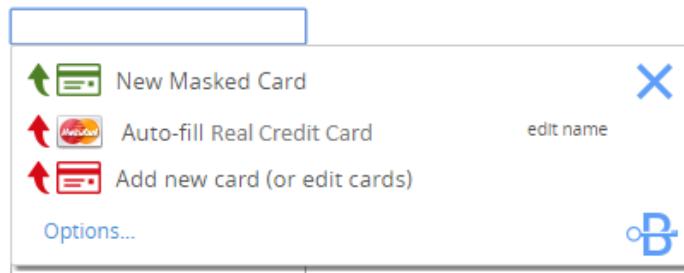


Product Graphics

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.

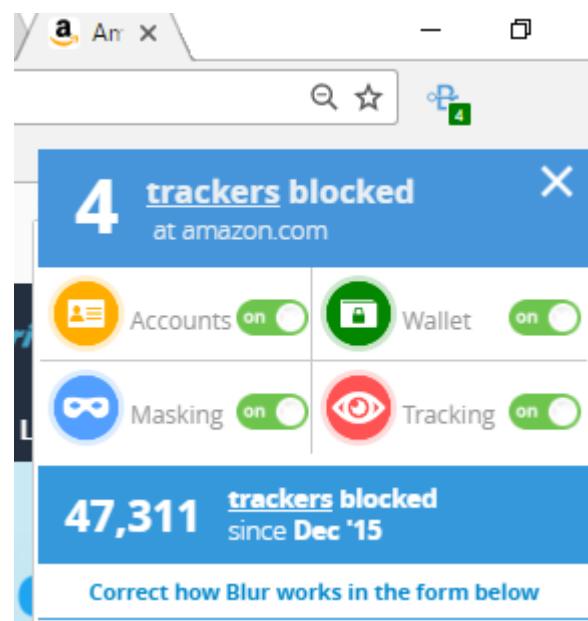


Credit Card Number



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.



The screenshot shows the Blur extension's interface for the Amazon website. At the top, it says "4 trackers blocked". Below that, it states "Tracker blocking is **on** for this website". A list of blocked trackers includes ContextWeb, Aggregate Knowledge, Doubleclick, and AdNexus, each with a "blocked" status and a green eye icon. There is a link to "see your tracker blocking stats and learn more about these companies". A large blue banner in the center says "48,125 **trackers blocked** since Dec '15". Below this, there is a link to "Correct how Blur works in the form below". At the bottom, there are links for "BLUR", "Settings", "Help", and "Premium User".

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.

The screenshot shows the main Blur dashboard. At the top, there are download links for the App Store and Google Play, followed by a "Mobile Devices" section, the brand name "Abine", and status indicators for "Backup ON" and "Sync ON". Below this is a navigation bar with a "Dashboard" link. The main area is divided into four quadrants:

- Accounts**: Represented by a yellow circle with a user icon. Description: "Remember passwords, login faster".
- Wallet**: Represented by a green circle with a lock icon. Description: "Shop safely, checkout faster".
- Masking**: Represented by a blue circle with a mask icon. Description: "Be private, prevent identity theft".
- Tracking**: Represented by a red circle with an eye icon. Description: "Nice try, data-miners".

At the bottom, there are two small icons: a grid and three dots, and a link to "Data Use".

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.



Create account

When creating a new account on a website, Blur will prompt you to help create unique and secure email addresses, usernames and passwords.

Your name

Email

 B
X New Masked Email
X Use Real Email Address
[Options...](#) B

Blur | new | [Dashboard](#) > [Logins & Passwords](#)

All accounts backed up & syncing

327 TOTAL ACCOUNTS

48 RE-USED PASSWORDS

180 MASKED EMAILS

+New Account

View Backup Passphrase

Site	Email / Username	Password	Edit	Related Info	Last Used
twitter.com	1e5gqt7@opayq.com	*****	edit	msg email link	Today at 8:52 AM
facebook.com	fhk68cm@opayq.com	*****	edit	msg email link	Today at 8:52 AM
amazon.com	ro6154p@opayq.com	*****	edit	msg email link	Yesterday at 4:13 PM

Search by site or email or username B

Use Blur's secure dashboard whenever you need to reference an account, change a password, or create a new account.

Your Masked Emails

Forward to: hello@youremail.com
and 2 other email addresses

Export CSV

Used For	Email	Emails	Forward Address	Forwarding	Delete	Created
twitter.com	1e5gqt7@opayq.com	0	hello@youremail.com	ON	OFF	03/31/2017
facebook.com	fhk68cm@opayq.com	2	hello@youremail.com	ON	OFF	04/08/2017
amazon.com	ro6154p@opayq.com	11	hello@youremail.com	OFF	OFF	03/30/2017
nytimes.com	46iutb7@opayq.com	0	hello@youremail.com	ON	OFF	03/31/2017

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.

Premium Trial 29 days left

Quick Search

Logins & Passwords

Blur Private Browser

Password & Mask Generator

Welcome to Blur!

This is the main menu.

Let's check out "Logins & Passwords" to start!

Auto-Fill

iPhone Privacy

Settings Help Lock

BETA

Blur

Accounts Never forget your password again

Wallet Shop safely

Masking Prevent identity theft

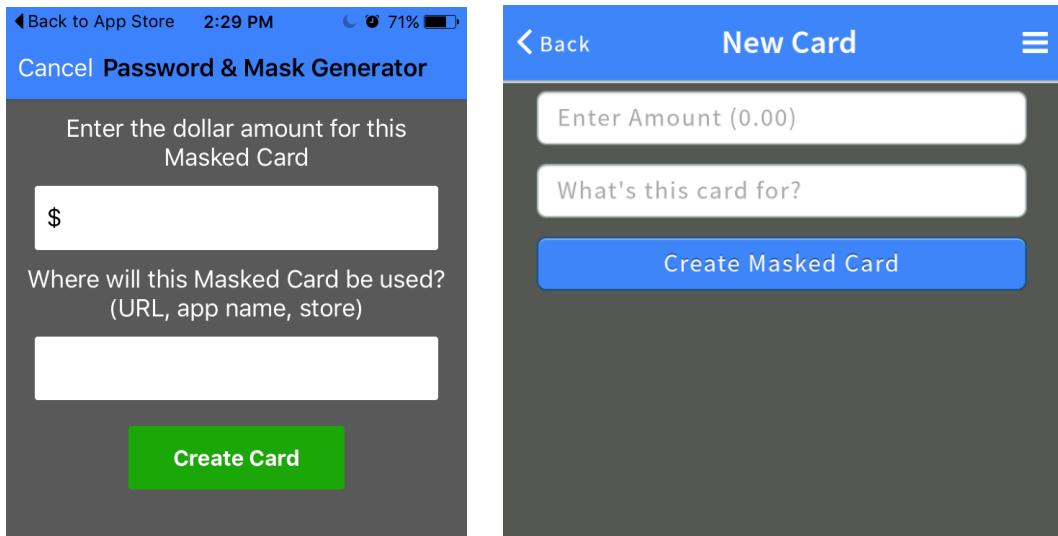
Quick Passwords Create passwords with a touch

Tracking Stop mobile tracking

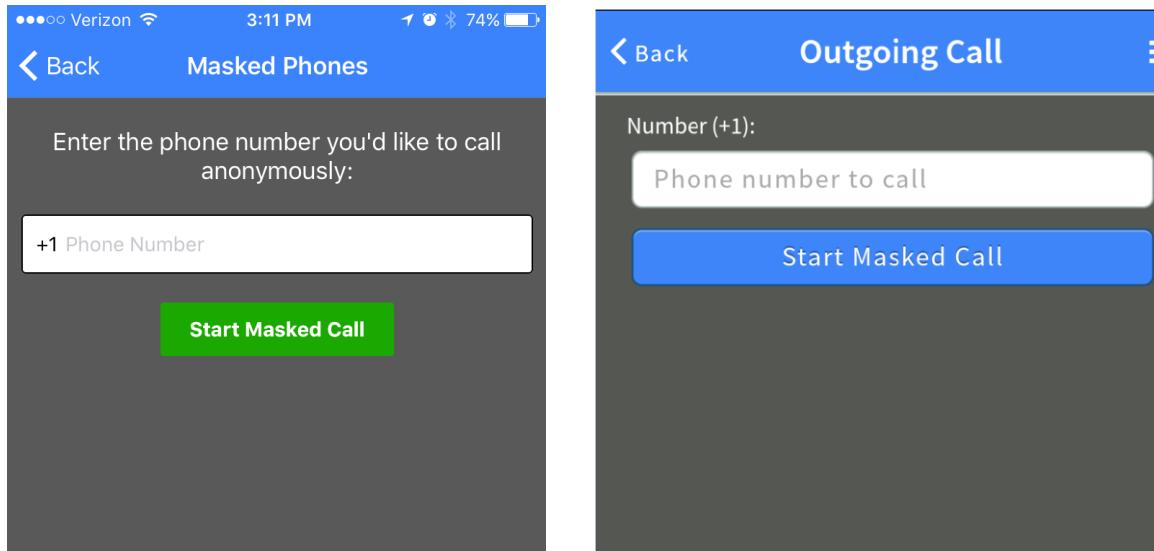
Private Search Search the web privately

Desktop Sync Premium

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.



Your Privacy Report

We've removed you from the people search databases on which we found your information. The report below shows each of the databases we've scanned, what we found, and what we're doing to remove it. After we've submitted each opt-out we go back and check each database again to make sure your information has been removed.

Although all of your listings on our removal list will disappear within a month, some will be gone quicker than others. For example, the databases that we're able to opt out of online, such as Spokeo, have already processed or will process within a few days. Those that require hard copy mailings, however, may take up to six weeks. But know that they'll be gone soon!

New databases will be added to our list as they appear, but don't worry -- we'll submit opt-outs for your personal information to all new databases we find as well. We'll keep working on your behalf and when we have significant updates to this report we'll send you an email to let you know.

Website The people search website we checked.

Records What parts of your personal information were found.

Status What's happening to remove your personal info.

Website	Records	Typical Response Time	Status
spokeo	name home address phone number city, state email age/DOB relatives previous addresses	24 Hours	OPT-OUT SENT!
BeenVerified	name home address phone number city, state email age/age/DOB relatives previous addresses	7 Days	OPT-OUT SENT!
PeekYou	name home address phone number city, state email age/DOB relatives previous addresses	3-5 Business Days	OPT-OUT SENT!

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.

	name phone number email relatives	home address city, state age/DOB previous addresses	Up to 30 Days	OPT-OUT SENT!
	name phone number email relatives	home address city, state age/DOB previous addresses	Up to 10 Days	OPT-OUT SENT!
	name phone number email relatives	home address city, state age/DOB previous addresses	Instantly	OPT-OUT SENT!
	name phone number email relatives	home address city, state age/DOB previous addresses	Up to 14 Business Days	OPT-OUT SENT!

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