



PRIVATIS
Connect Confidently

Privatis Technology Corporation

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”



Management

Kerry Mortimer | *Chief Marketing Officer*

AT&T, Vienna Systems (Nokia)
Mortimer Marketing Group
IABC Ottawa Past President



Jay Innes | *Director Business Development*

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



Noah Oiknine | *Product Manager*

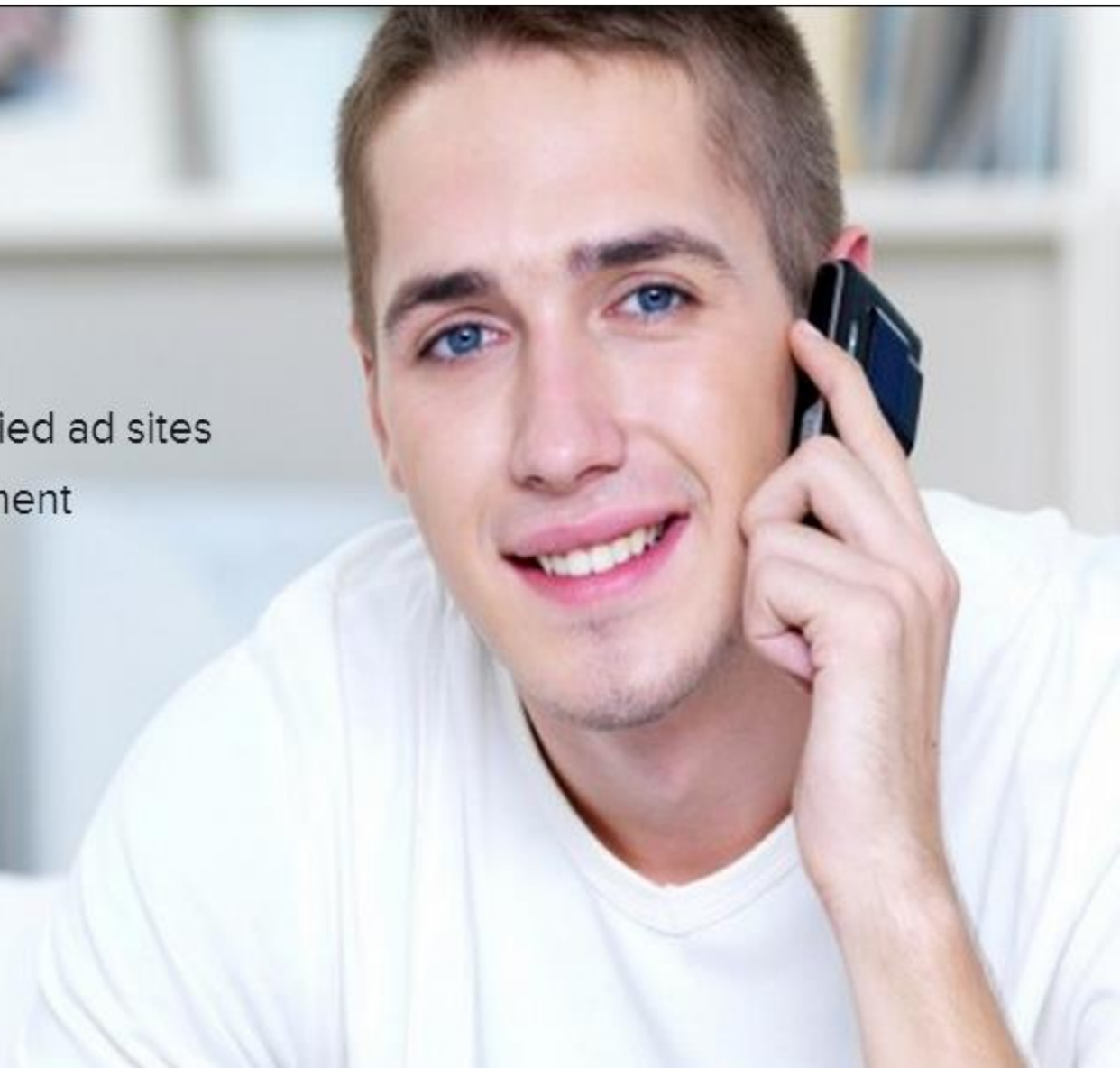
Softsmart Systems
California State University - Northridge



Privacy Protection

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

LEARN MORE



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™ (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™ 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

Dating site member privacy

Provide safe and private communications
for dating site members

LEARN HOW



AutoTrader.com Case Study



AutoTrader.com, The Ultimate Automotive Marketplace®, receives more than 16 million visits each month. The Atlanta-based online e-marketplace aggregates millions of new, used and certified pre-owned car listings from dealers and private sellers.

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.

2009 Customer Product Survey...

- “I don’t want my real phone number on the Ad”
- “Make my email anonymous”

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

Value Proposition

- Empowers and protects consumers
- Mitigates brand damage
- Decreases liability
- Reduces legal expenses
- Increases user satisfaction
- Increases user confidence site

AutoTrader.com®

ebay

cars.com

craigslist

kijiji

match.com®



Privacy Shield 2012 Metrics



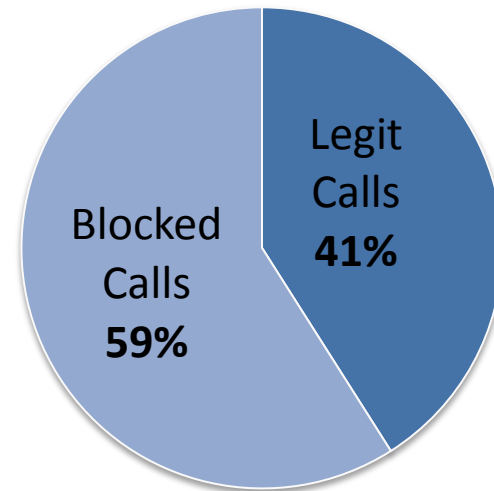
Total calls processed
1.35MM



Total Blocked Calls
795K



Emails processed
180K



2013 Metrics – As of September 30th



Total calls processed
1.06 MM



Total Blocked
Calls
616K



Emails processed
198K

Engage your users...

- Privacy Shield as a platform
- Advertisement & communication
- Targeted and Strategic Campaigns
 - Messages Tab
 - Telephone Ad Inserts
 - Email Campaigns
 - SMS Campaigns



2013 Consumer Impressions Per User 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

Messages Tab



The ultimate automotive marketplace.


Find Cars for Sale | Car Research | Sell Your Car | Trade In Your Car | Find Local Dealers | Loans | Insurance

Sell a Car Center - Ad Manager

Please let us know what you think | Sign out


Questions?
Call us at 1-866-288-6872.
Email us
Questions? Click for Live Help

My Ad | Messages | Activity Reporting | Tools + Resources








Welcome: **John Smith**
Vehicle: 2005 Honda Accord
Real Phone: 818-997-1234
Real Email: John@email.com

[View your AD live here](#)
Masked Phone: 818-233-1234
Masked Email: 755432@contact.autotrader.com










Privacy Shield

 Calls |  Emails |  FAQ |  Videos

Filter By 

1 > 2 > 3 > 4 >


Call Records

993-277-9225	Inbound	May 29, 2013	07:35pm PST	
903-123-4567	Inbound	May 25, 2013	11:12pm PST	
703-564-0876	Outbound	May 15, 2013	04:15pm PST	
703-453-9455	Outbound	May 05, 2013	06:16pm PST	
993-234-2445	Inbound	April 12, 2013	11:50pm PST	
993-323-8673	Inbound	April 12, 2013	10:15pm PST	
703-753-9567	Outbound	April 12, 2013	08:05pm PST	

Type: Inbound Call Date: May 29, 2013 Time: 07:35 pm PST

Caller ID: 993-277-9225 [Click Number To Call Back Anonymously](#)


Recording Type: Conversation




Block Call
Would you like to block this caller? ☐ Yes ☒ No

Note
Tom called and would like to test drive the vehicle tomorrow at 10:00am

Protect your privacy. Learn more.



BE PREPARED
When Buyers Call
[Here's How](#)



AutoTrader.com

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



Summary

ICMA Prague: November 12th – 17th, 2013

Thank you
Questions and Answers

Contact us: www.privatis.com

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