



**PRIVATIS**  
Connect Confidently

Privatis Technology Corporation

[www.privatis.com](http://www.privatis.com)

Vancouver ▪ Los Angeles ▪ Ottawa

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# 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

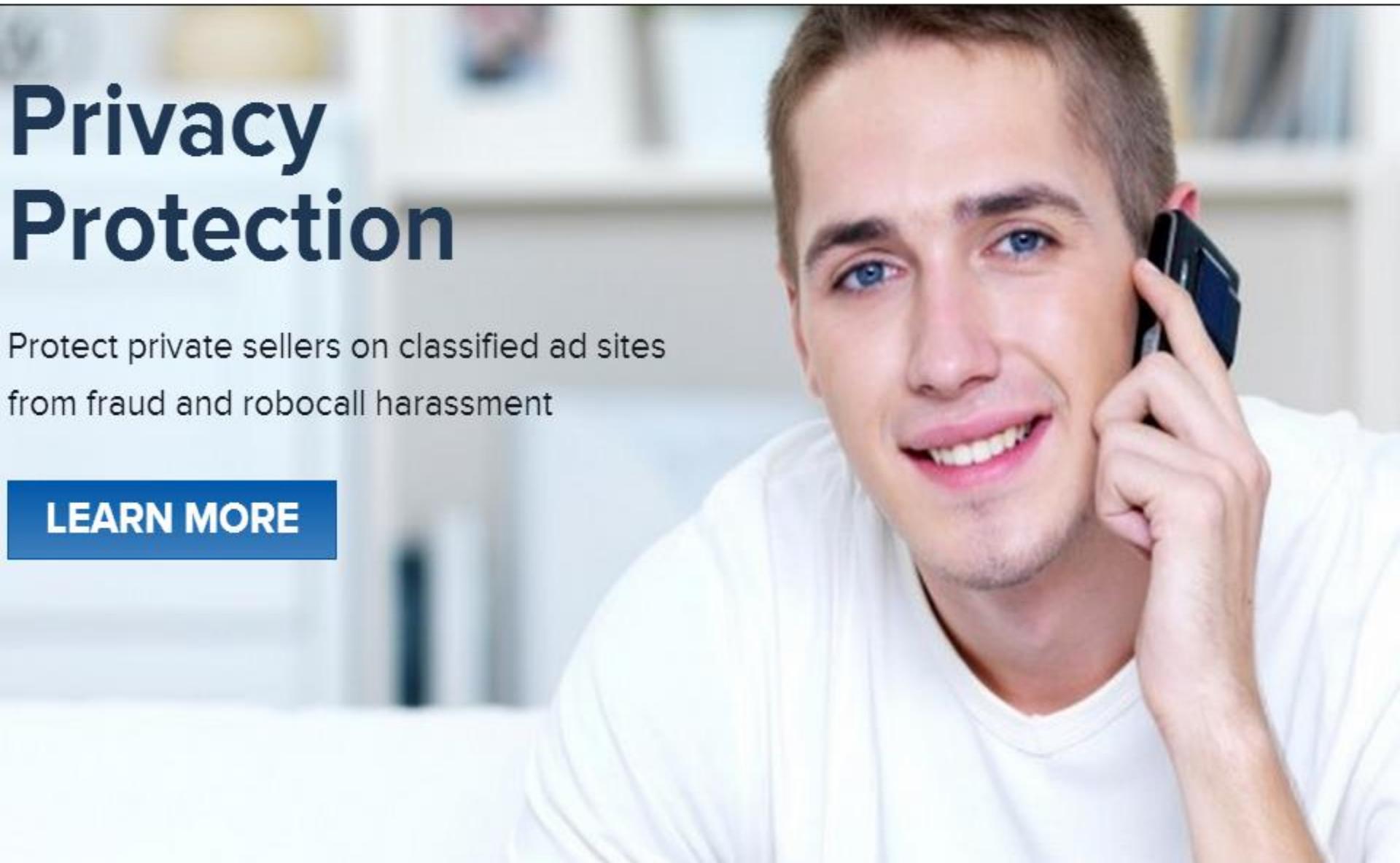




# Privacy Protection

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

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**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 site

**AutoTrader**.com®

**eBay**

**cars.com**

**craigslist**

**kijiji**

**match.com**



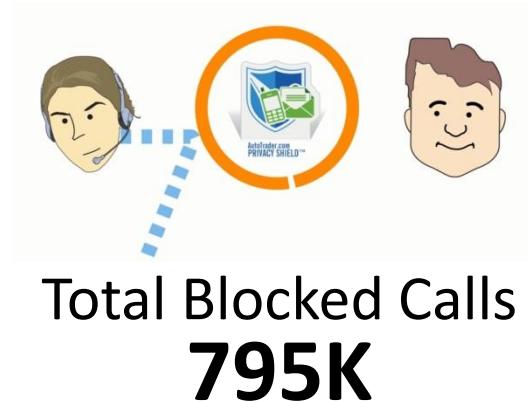
# Privacy Shield 2012 Metrics



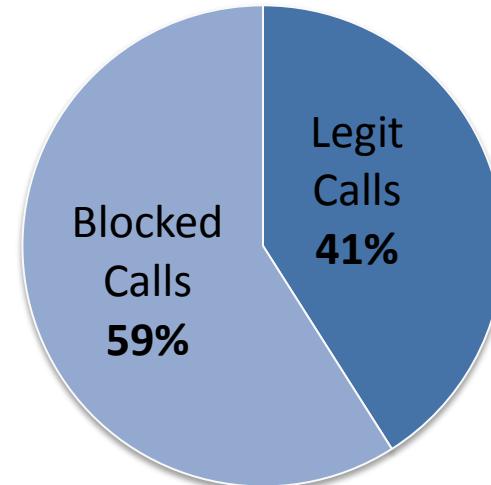
Total calls processed  
**1.35MM**



Emails processed  
**180K**



Total Blocked Calls  
**795K**



# 2013 Metrics – As of September 30th



Total calls processed  
**1.06 MM**



Emails processed  
**198K**

Total Blocked  
Calls  
**616K**

# 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

**AutoTrader.com**  
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

**Ad Manager**

**My Ad** **Messages** **Activity Reporting** **Tools + Resources**

**PRIVATIS**

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**

Protect your privacy. Learn more.

**BE PREPARED**  
When Buyers Call  
Here's How >

**Calls** **Emails** **FAQ** **Videos**

Search

Filter By 1 2 3 4

**Call Records**

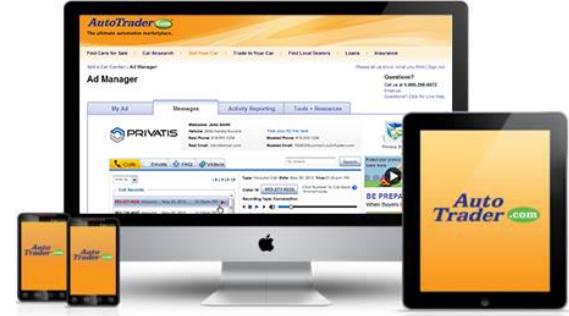
Caller ID	Type	Date	Time	Action
993-277-9225	Inbound	May 29, 2013	07:35pm PST	▶
903-123-4567	Inbound	May 25, 2013	11:12pm PST	▶
703-564-0876	Outbound	May 15, 2013	04:15pm PST	▶
703-453-9455	Outbound	May 05, 2013	06:16pm PST	▶
993-234-2445	Inbound	April 12, 2013	11:50pm PST	▶
993-323-8673	Inbound	April 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  
Edit

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 12<sup>th</sup> – 17<sup>th</sup>, 2013

Thank you  
Questions and Answers

Contact us: [www.privatis.com](http://www.privatis.com)

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