ReputationDefender
Remarks to the OECD Working Group on Data Privacy
“It’s free, but they sell your information.”
Headquarters:
Redwood City, California
(European headquarters in Munich, Germany)

History:
Founded 2006, $30 MM in Venture Funding (led by Kleiner Perkins)

Services:
Privacy and reputation management for private individuals, their families and their businesses.
Is real consumer privacy possible?

In the future, the youth of today will have to change their names to avoid the reputational repercussions of their current social media activities.

Eric Schmidt, CEO of Google

Privacy is dead.

Mark Zuckerberg, CEO of Facebook
① Inherent tension between advertising and privacy (especially on the Internet)

② Enabling “informed consent” for consumers is difficult… and may ultimately miss the point long-term

③ Privacy policies of information distribution companies will always be challenged by a loud, animated minority
Consumers will pay to manage their privacy (transfer cost burden?)

Choices on privacy are almost always contextual

Choices benefit industry by providing clearer, more psychographic understanding of customers
Government in Privacy Economy

- Enforcement is important

- Cost of infractions should be very high as it will proportionally increase the value of compliance

- Keeping up with the technology is important