

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)

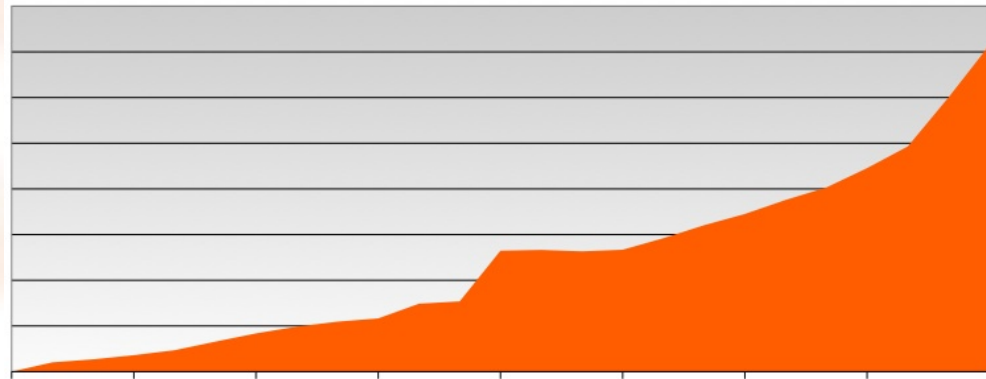
History:

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

Services:

Privacy and reputation
management for private
individuals, their families and
their businesses.

Paid Membership Growth (2006 – 2010)



WORLD ECONOMIC FORUM



Technology
Pioneer

2011

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

- ❖ 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