



ExecutivePrivacy Plus:
Digital Privacy for Executives

Richard Harrison, MD, Reputation.com (UK)

Key Facts

- First in the online reputation management & digital privacy space, launched in 2006
- Large customer base:
 - 1 MM+ users in 100+ countries
 - 60,000+ business locations supported
- Support from top venture firms
- Winner of key industry awards





Select Enterprise Customers



Mercedes-Benz



Goldman Sachs



WAL★MART



Bank of America

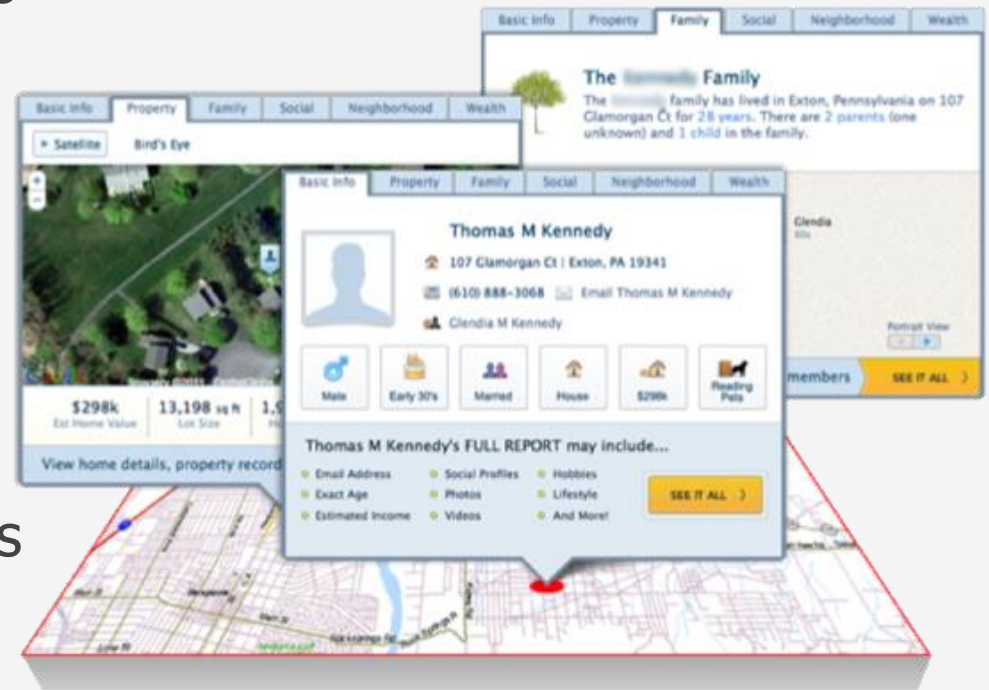


MAYO
CLINIC



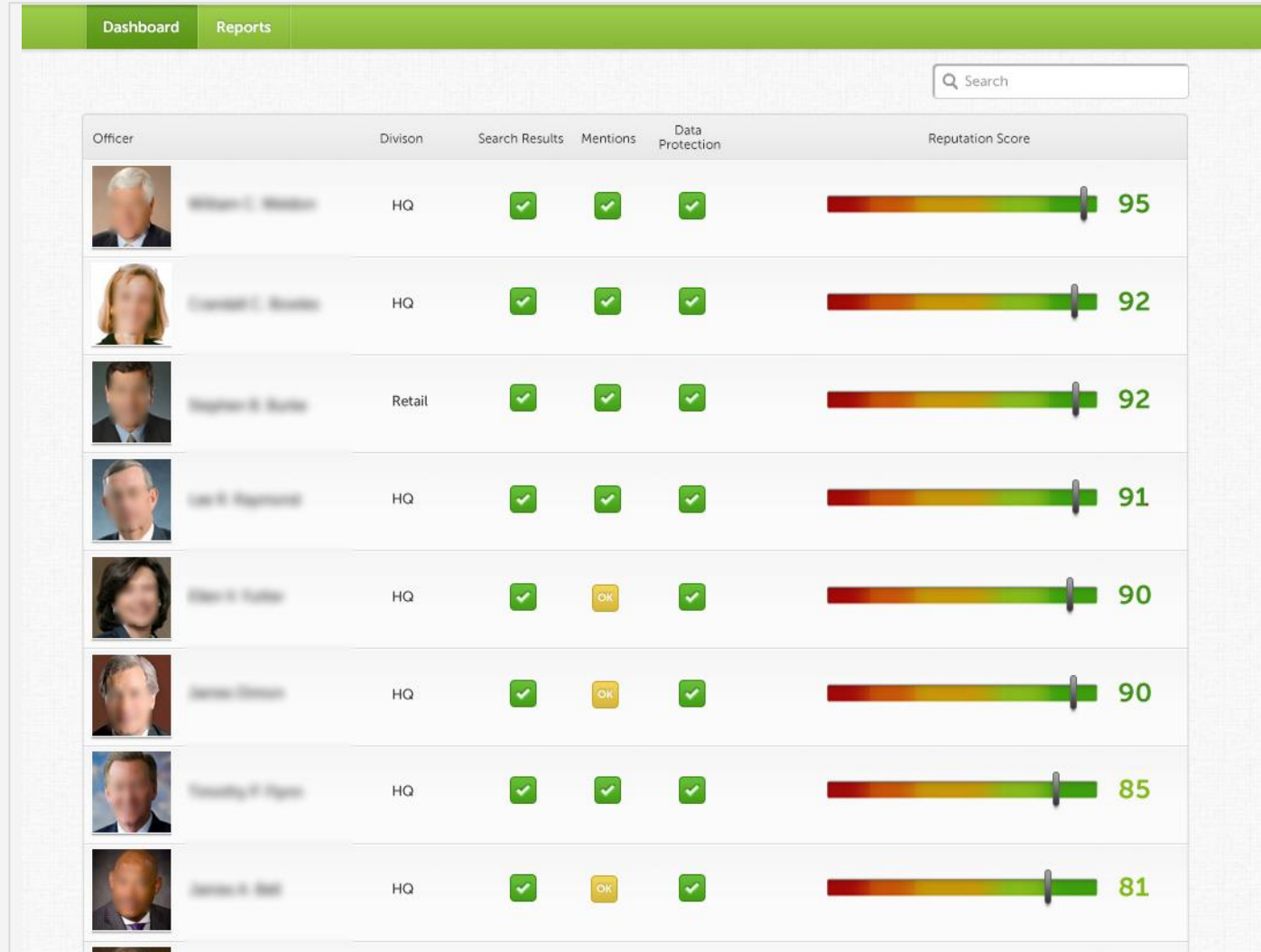
Protect Personal Information

- Removal of personal information from data brokers
- Dashboard to track privacy threats across an organisation
- Regular reporting and access to a privacy concierge
- Stop unwanted mail and email
- Block behavioral tracking online
- Different coverage tiers for various roles











Reputation scoring

- Information gathered from publically available data
- Quick overview of privacy protection across an organisation
- Reputation score shows how individuals reflect on the company brand
- Add new privacy and reputation protection measures from the dashboard



The screenshot displays a 'Privacy Dashboard' with a 'Reports' tab selected. A search bar is located at the top right. The main content is a table with the following columns: Officer, Division, Search Results, Mentions, Data Protection, and Reputation Score. The Reputation Score column features a color-coded progress bar (red to green) and a numerical value.

Officer	Division	Search Results	Mentions	Data Protection	Reputation Score
	HQ	✓	✓	✓	95
	HQ	✓	✓	✓	92
	Retail	✓	✓	✓	92
	HQ	✓	✓	✓	91
	HQ	✓	OK	✓	90
	HQ	✓	OK	✓	90
	HQ	✓	✓	✓	85
	HQ	✓	OK	✓	81

User experience

- Display of all of the personal information appearing online
 - Photos, Data, Personal details
- Select data to be removed
- Verify removal progress and confirm compliance
- Increases user awareness of Privacy issues
- Facilitates actions to secure individuals private data

8 personal attributes were found online and submitted for removal


We search and remove your data from the 37 leading people search sites and online data markets. [Learn More](#)

🟢 = Not Found/Removed 🟡 = Pending Removal [Inaccurate data?](#)

👤 Mrs. Sherrill 🟡


@ Mrs.Sherrill@gagmorgens.com 🟢

**🏠 1221 White Oak Ridge Rd
West Orange, NJ 07093** 🟢




Home Value: \$1.064M
Lot Size: 21,732 sq ft
Year Built: 1965
Beds: 5
Baths: 4

**📍 68 Parkway Dr
West Orange, NJ 07093** 🟡



Lot Size: 8,624 sq ft
Beds: 5
Baths: 4

**📍 1881 Orange Rd
Montclair, NJ 07042** 🟡



Year Built: 1964
Lot Size: 67,984 sq ft
Beds: 6

📞 (973) 374-4887 🟡

🎂 November 1953 🟢

♀ Female 🟡

🌐 Middle-Eastern 🟢

👩 Marissa Sherrill Female, 40s 🟡


👩 Ed Sherrill 🟡

👨 Russell Spencer Male 🟢

🗣 Mrs. Sherrill's Amazon Wishlist 🟢

<http://www.amazon.com/gp/registry/registry.ht...>


Contains **What to Expect When You're Expecting**



👩 Ed Sherrill's Amazon Wishlist 🟡

<http://www.amazon.com/gp/registry/registry.ht...>

Contains **TherabathPRO Professional Grade Paraffin Bath, Lavender Harmony**



+ 18 more items

Reputation Overview

- Snapshot of the top items appearing in each individual's search results
- Browse through all mentions of an individual on the web, including social media
- Implement reputation improvement campaigns

Top 20 results for "Mia Sherriff"

B Search Grade	1 Possibly Negative	5 sites Selling Her Personal Data	2240 Monthly Searches	272 Est. Monthly Clicks on Individual's Results
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Rank on Google	Result	Estimated Clicks/Month	Domain Strength
1	Mia Sherriff - LinkedIn	855	85/100
2	Mia Sherriff - MyLife	294	55/100
3	Mia Sherriff - Bloomberg Businessweek	223	75/100
4	Mia Sherriff - Justia	186	55/100
5	Mia Sherriff - MyLife	10	60/100

52 pages on the Internet are about Mia Sherriff

The thumbnails show a variety of digital footprints for Mia Sherriff, including professional profiles (LinkedIn, MyLife), media mentions (Bloomberg Businessweek), legal records (Justia), and social media (Facebook). One thumbnail also shows a public criminal records page for New Jersey.



- **Data Vault**
 - Paradigm-shifting
 - Returns control/benefit to consumer
 - Consumer evaluates an offer from a company (incentives like status, free service or product, cash, coupons, etc.) and decides to share data
 - Vastly different from what's occurring now: data is used and sold behind the scenes w/out consumer's knowledge or benefit
- **Privacy as a Differentiator**
 - Distinguish enterprise from competitors in how you handle and protect consumer data
- **Best Practices**
 - Transparent, short, easy to read privacy policy
 - Prominent FAQ on personal data handling and usage

Challenges for Privacy Innovators

- **Contradictory consumer behaviours**
 - Express concern about privacy
 - Use free apps, services without understanding personal data risks
- **Imparting a sense of urgency**
 - Your data is being used by people you don't know for purposes that may never be clear
 - Implications for health care, insurance, credit-worthiness
- **Helping people feel empowered**
 - Privacy can be an overwhelming concept
 - The just-one-person effect: "What can **I** possibly do?"
 - Reassurance that you can participate in digital life and be safe/protected



Thank You: richard.harrison@reputation.com



TIME Magazine

Data Mining: How Companies Now Know Everything About You

Reputation.com is featured in this issue-defining cover story about online privacy and the dangers of personal data collection online.



New York Times Magazine

The Web Means the End of Forgetting

In this NYT Magazine cover story, Reputation.com CEO and Founder Michael Fertik discusses the fundamental American right to new beginnings, online.



Newsweek

What the Internet Knows About You

Imagine a company could use the Web to rate your health, your employability & your dating appeal. Reputation.com and Newsweek explore this digital reality.



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