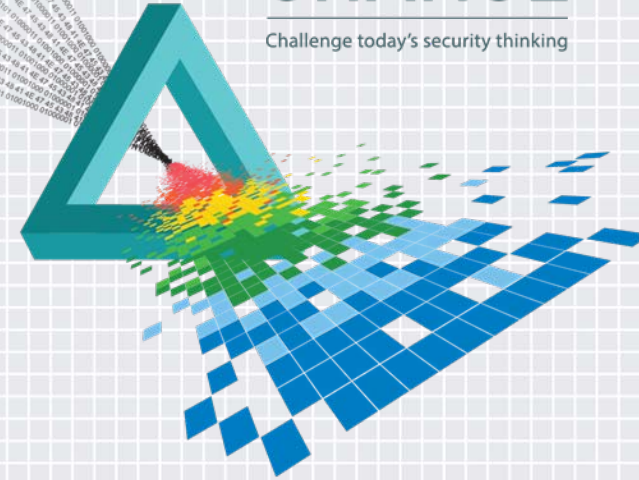


RSAC[®] Studio

CHANGE

Challenge today's security thinking

There's an App for That: How the Future of Privacy Will Be Consumer-Driven



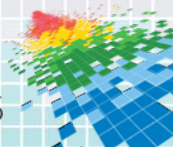
David Gorodyansky

CEO & Co-Founder
AnchorFree, Inc.
@AnchorFreeDavid

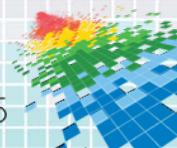
What Does Love Have to Do with it?



- ◆ Every large positive global change that impacts people comes from Love... our poetry, our expressions, the letters we write to our loved ones...
- ◆ Should our most precious feelings, emotions and passions be exposed to others & observed in some lab without our consent?

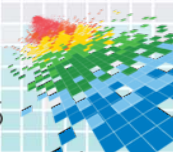


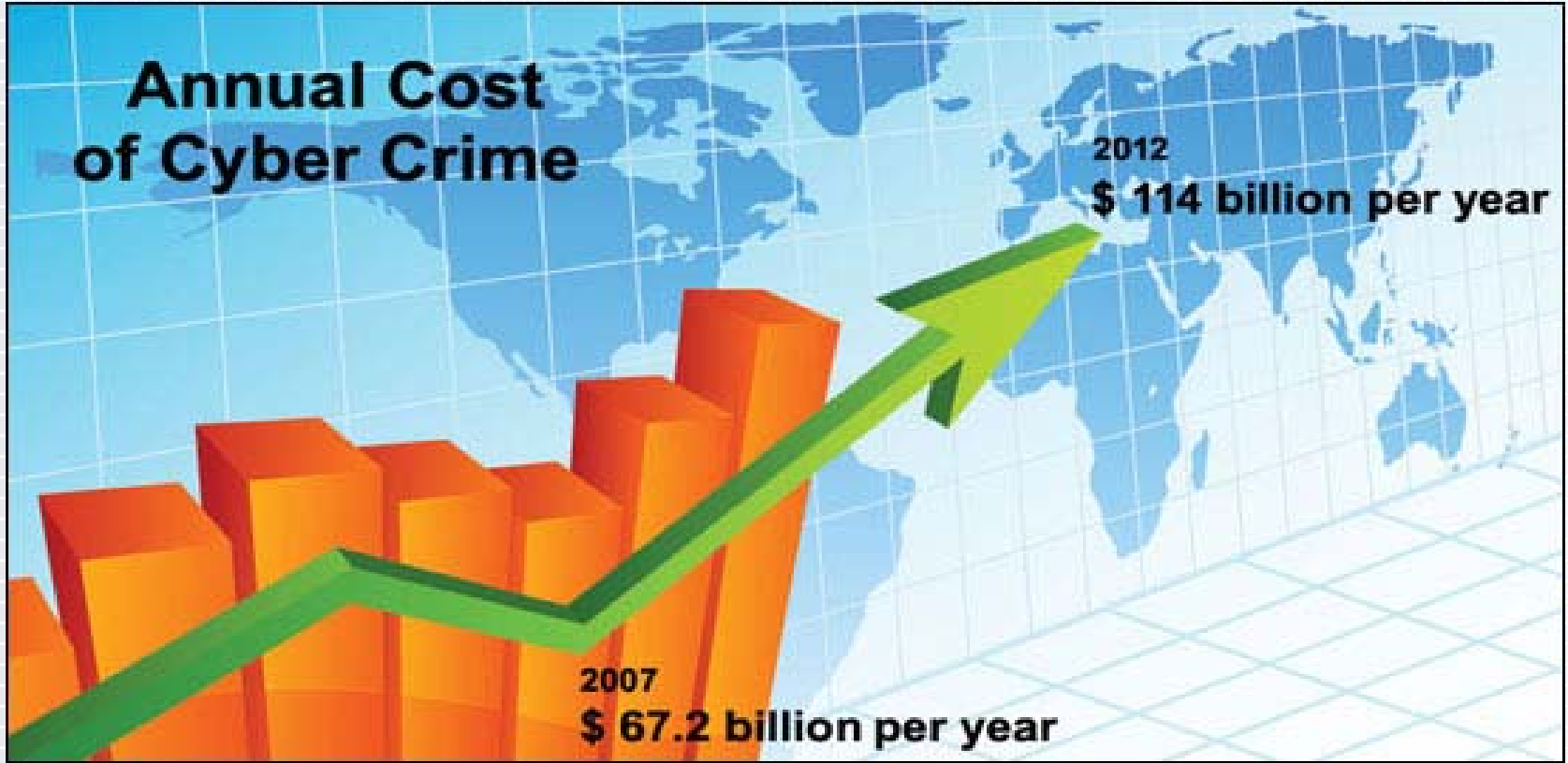
Who Benefits from Stealing/Monitoring Our Private Data?



Impact of Cybercrime

378 Million people become victims per year

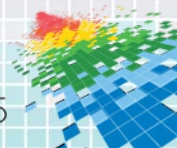




Who Benefits from Protecting Our Privacy?

We Do!!!

It's time to take privacy into our own hands!



Privacy Apps are Already Among the Top Apps!

App Store > iPhone Apps

Top Free iPhone Apps

Bestsellers ▾



1. Vine
Social Networking
Free ▾



2. Injustice: Gods Among Us
Games
Free ▾



3. Candy Crush Saga
Games
Free ▾



4. Sonic Dash
Games
Free ▾



5. 6 Numbers by Brainbow
Games
Free ▾



6. Real Basketball
Games
Free ▾



7. Tamagotchi L.i.f.e.
Games
Free ▾



8. Snapchat
Photo & Video
Free ▾



9. Minesweeper Q
Games
Free ▾



10. YouTube
Photo & Video
Free ▾



11. Google Maps
Navigation
Free ▾



12. Skee-Ball 2
Games
Free ▾



13. ProCam
Photo & Video
Free ▾



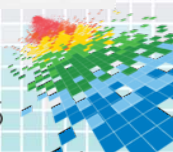
14. Instagram
Photo & Video
Free ▾



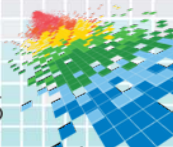
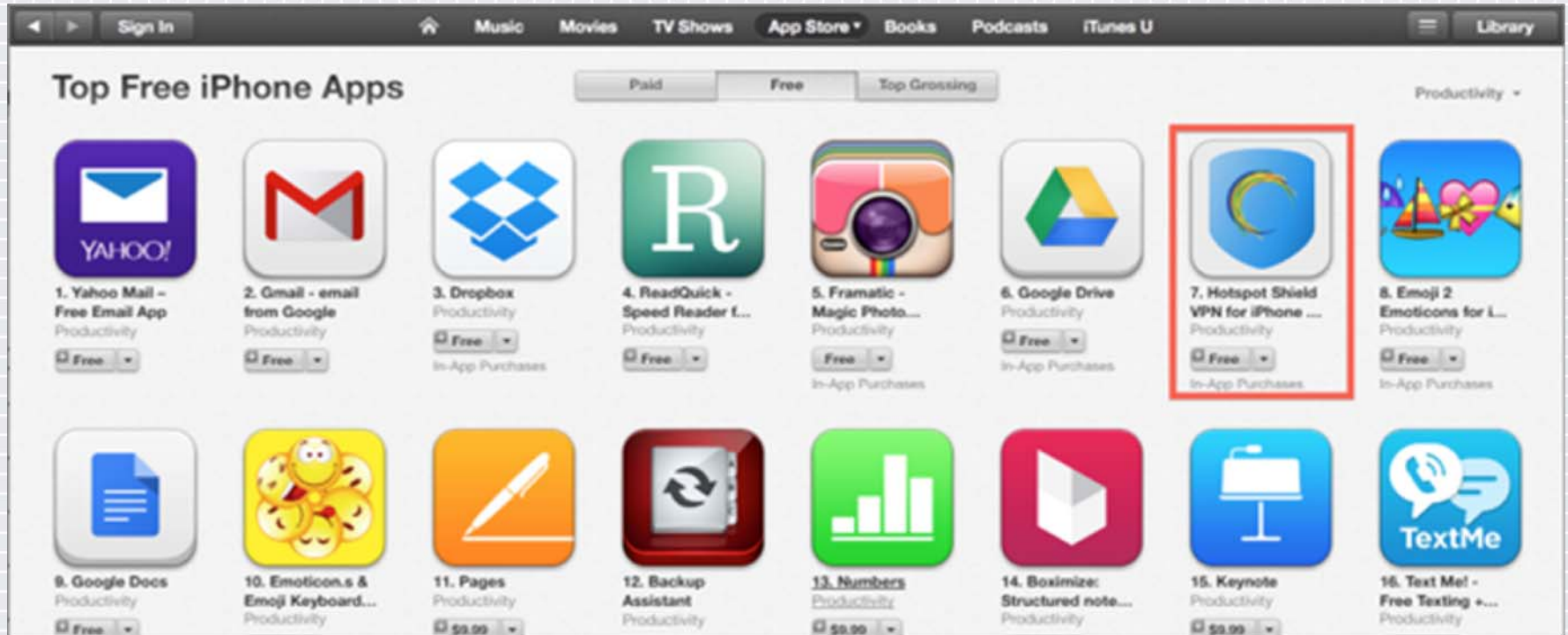
15. Celebrities Fun Challenge...
Games
Free ▾



16. Mini Golf MatchUp
Games
Free ▾

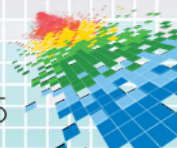


Privacy Apps are Already Among the Top Apps!



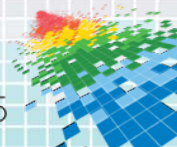
Simplicity Is the Secret

- ◆ If Privacy is so important? Why are most of the top apps useless games and picture editing tools?
- ◆ Privacy is currently hard. Hard to navigate. Hard to use.
- ◆ There is an app for social networking. An app for fetching a taxi. An app for getting your dry cleaning picked up. These apps are less important, but very simple to use.
- ◆ The secret to taking Privacy Main Stream is Simplicity.



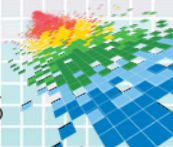
The Future

90% of the world's data was created in the last two years; in five years the amount of data stored online will grow exponentially.

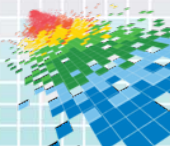


The Next 5 Billion Internet Users

- ◆ 5 billion users that are currently offline will join the Internet in the next 5 years from developing countries.
- ◆ Privacy and Internet freedom will be a matter of life and death to citizens of the developing world.

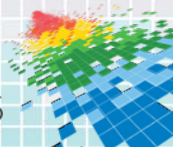


The Future: Wearables, Internet of Things



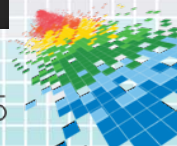
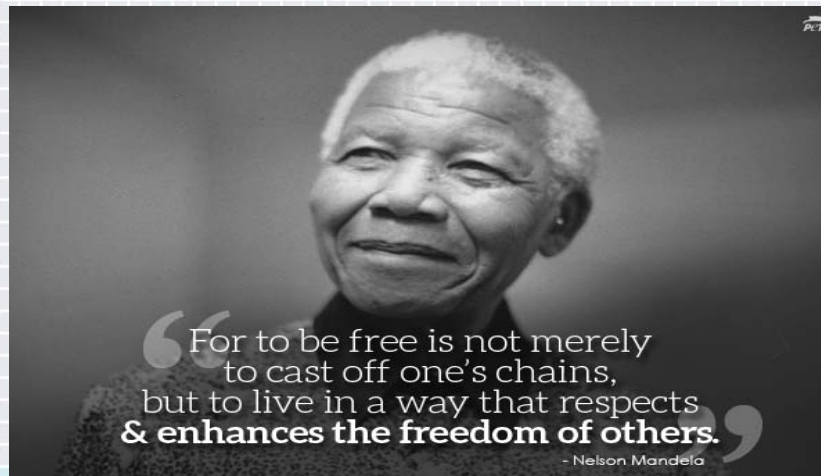
Importance of Wi-Fi Security & Privacy

- ◆ 11 million Americans had their identity stolen on public Wi-Fi last year
- ◆ 70 million Chinese users had their identity stolen due to Wi-Fi sniffing
- ◆ 40% of Brazilians experienced identity theft on public Wi-Fi

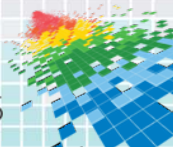


Privacy Has Been Crucial to Nobel Peace Laureates, Great Thinkers & Revolutionaries...

- ◆ As my friend and Nobel Peace Prize Nominee Jonathan Granoff says: “Love grows in the most private quarters. Intrusion into those private quarters violates the natural preciousness of the individual.”

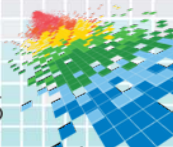


Is Privacy Dangerous?



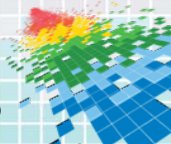
Privacy, Policy, Products

Who created the Internet?
The government or tech companies?



Privacy, Policy, Products: What Does the FCC Think?

- ◆ In 1993-94, the Clinton Administration recognized that the Internet could become the most important information platform for the world
- ◆ The FCC allowed the Internet to “borrow” the physical infrastructure of the existing telephone network at no charge
- ◆ Reed Hundt, the chairman of the FCC at the time and a current AnchorFree Advisory Board member quotes: “Everything happened as we hoped, only faster and better than expected.”



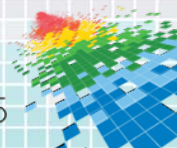
Privacy, Policy, Products

- ◆ ***The real impact on Privacy will come from technologies and products, not from policy folks***
- ◆ Policy people think about Privacy Policies, product people think about how to solve a real world problem for the next billion people
- ◆ However, Policy can help shape Privacy, in a similar way to how the FCC helped make the Internet available to all



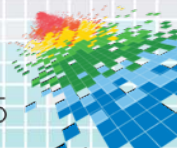
Summary

- ◆ Our most private & personal data is at risk; stealing our data is a multi-billion dollar business.
- ◆ Privacy is a basic human right, but is constantly at risk.
- ◆ It is up to us to protect our data.
- ◆ Public Wi-Fi, Wearables, and Internet of Things are most at risk.
- ◆ Easy Privacy Solutions exist and are becoming mainstream.



Apply What You Have Learned Today

- ◆ Start Using Privacy Products to protect yourself & your corporate environment
- ◆ Protect yourself from identity theft on public Wi-Fi
- ◆ Delete mobile messages you send and protect your browsing
- ◆ When using Wearables and making your Home Smart, secure your data
- ◆ If you are developing products focus on simplicity and on the needs of the next 5 billion users



Thank You!

David Gorodyansky

david@anchorfree.com

@AnchorFreeDavid

www.AnchorFree.com

