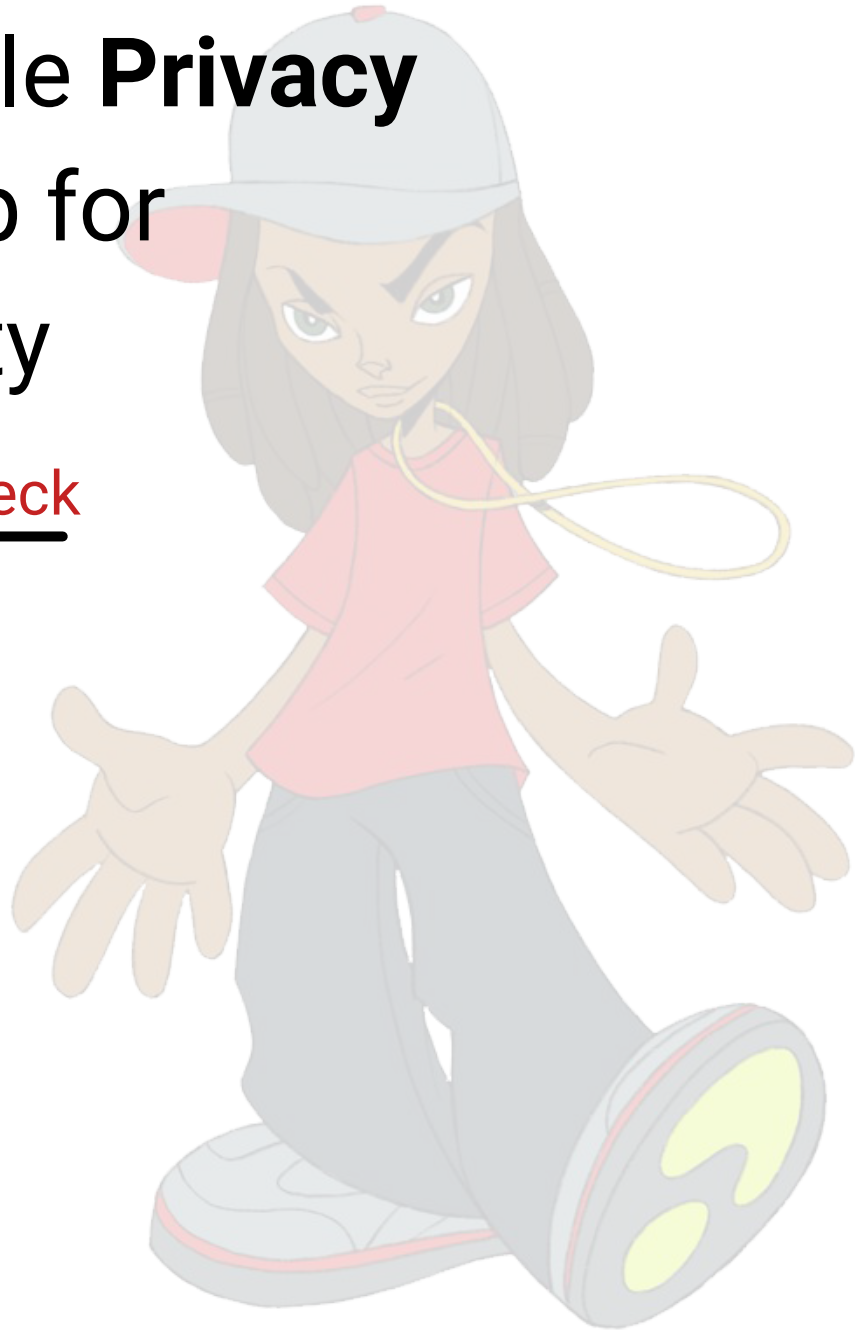


PRIV THE APP

The First Mobile **Privacy
& Security** App for
Our Community

Mobile App Product Deck



The philanthropic arm of 1600 Cyber, a Tech-for-Good Cyber Security company

1600 AVENUE
www.1600avenue.com
www.1600cyber.com

This Revolution will ~~NOT~~ be televised

Why is Privacy so important?

Our Privacy is a **basic human right** that must be respected for many different reasons:

1

It protects Equal Opportunity & Freedom of Speech

For those who don't see the value in privacy and say "**I've got nothing to hide**", this is a matter of freedom of speech, of social justice, of equality of all sorts. Without privacy, we are at mercy of the decisions of those individuals and corporations that handle our data, with their own biases and agendas.

"Arguing that you don't care about the right to privacy because you have nothing to hide is no different than saying you don't care about free speech because you have nothing to say."— Edward Snowden

2

It symbolizes RESPECT & DIGNITY for individuals and communities

Privacy gives us the power to control how we are judged by others, especially when being considered for an opportunity, how our reputation is shaped, how our friendships and inner circle perceive us...we should have the power to decide what is public or known about us at all times.

3

What makes us unique should not be for sale

Our uniqueness is capitalized nowadays symbolizing more revenue to companies, especially to big corporations. The current most generalized business models are based on the monetization of our particularities. The more information we provide, the better they understand us and the more accurate their advertising targeting becomes

4

We need to ensure a fair and safe future for the next generations

How does Priv help us achieve all this and more?



Priv shows you who is surveilling you through its **Exposed feature**



Priv gives you the Power to control which companies have access to your information and which ones don't, thanks to its **The Power feature**



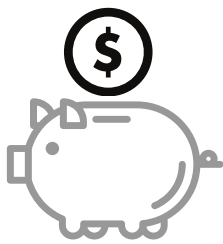
Priv is the only Security app that protects you Privacy



Priv's got your back in case you click on a malicious link. No harm thanks to its **Security feature**



The continuous reception of notifications, social digital interactions and news, can feel extremely overwhelming at times. Priv helps you protect your mental health with its **VIP feature**



Your mobile apps are constantly talking to each other, exchanging your information, draining your phone battery and wasting your mobile data. You can stop all this by choosing up to 6 apps, while the rest goes silent, thanks to Priv's **VIP feature**



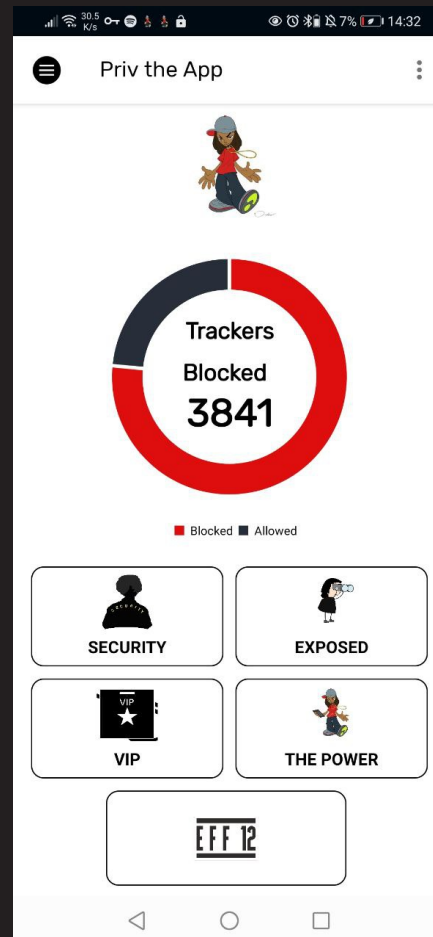
Discover the countries you are being surveilled from, thanks to Priv's **Who & Where feature (Exposed)**



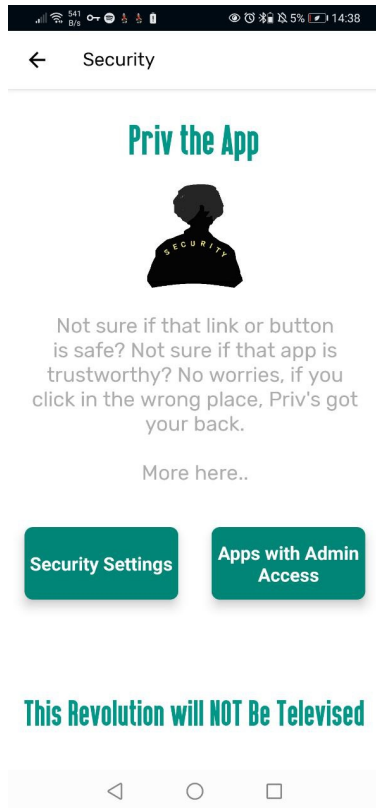
PRIV The App

Features explained

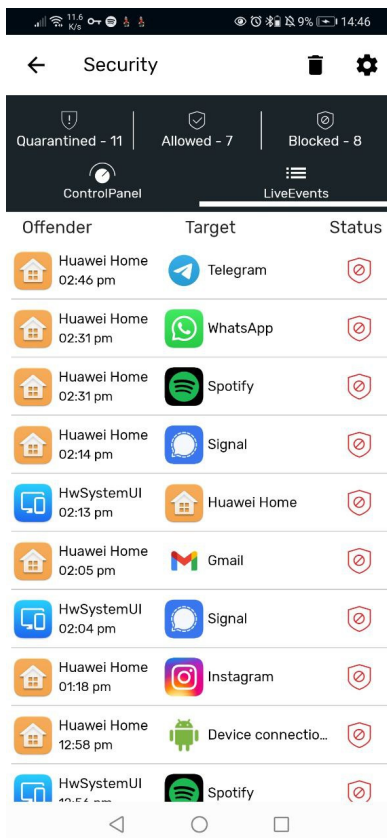
1. SECURITY
2. EXPOSED
3. VIP
4. THE POWER
5. EFF12



SECURITY

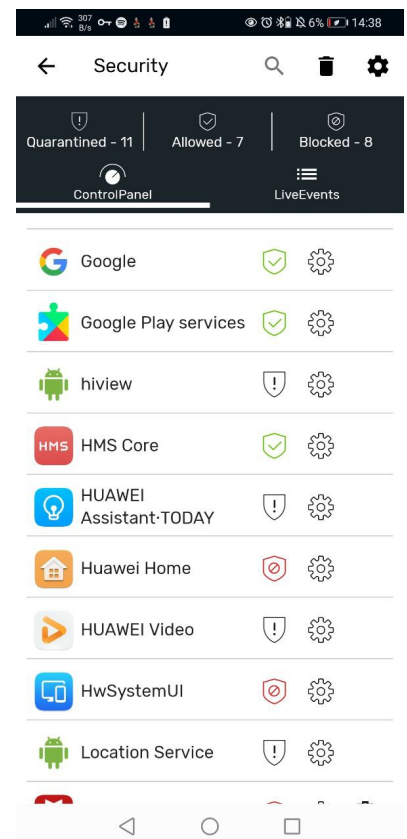


With Priv's Security feature, you are protected while you interact through our phone, even if you click on a malicious link.



Priv will:

- Send you **alerts** once it detects suspicious behaviour from one of your apps. You will need to decide if you trust that app (if not sure, **click "Block"**)
- In the **Live View** you will see which app is trying to make changes on other apps. Remember your apps talk even when you are not using your phone intentionally.
- **PRIVACY HYGIENE TIP:** Make sure you check at least once a week which apps have access to make changes on your phone (**Apps with Admin Access**)

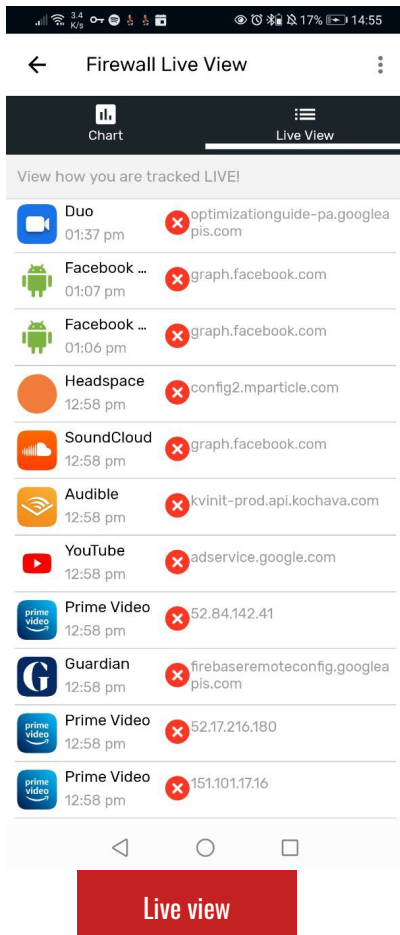


EXPOSED

With Priv's Exposed feature, you
can see very clearly



who is surveilling you



Priv will:

- Show you who is tracking you (URL - tracker) and through which app you are being tracked (**Live view**)
- Show you where are those who are surveilling you located (their servers) when you click on **Who & Where**
- **PRIVACY HYGIENE TIP:** Make sure you check and/or update your privacy preferences frequently in "**The Power**" Priv feature.)

← Exposed

Priv the App



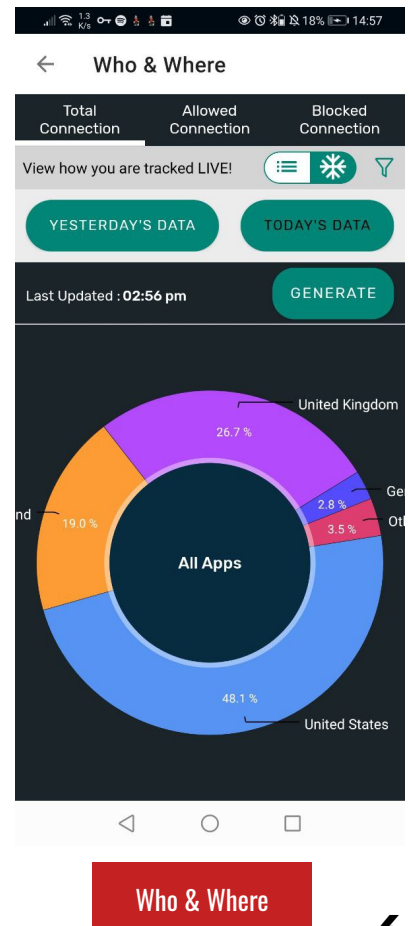
Who's surveilling you LIVE. See what your phone is doing behind your back.

Live View

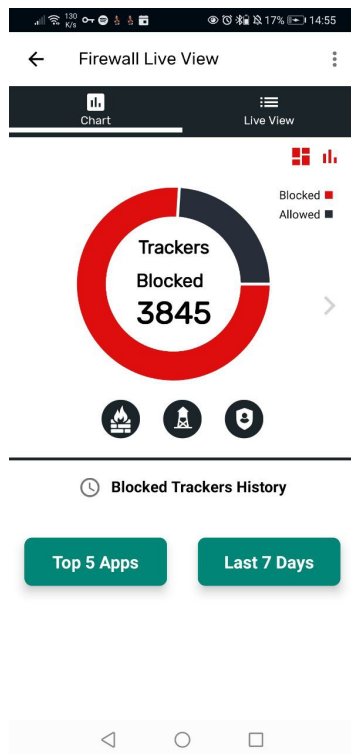
Who & Where

Go to "Who & Where", click Generate and in a few minutes Priv shows you who is tracking you and from what country.

This Revolution will NOT Be Televised

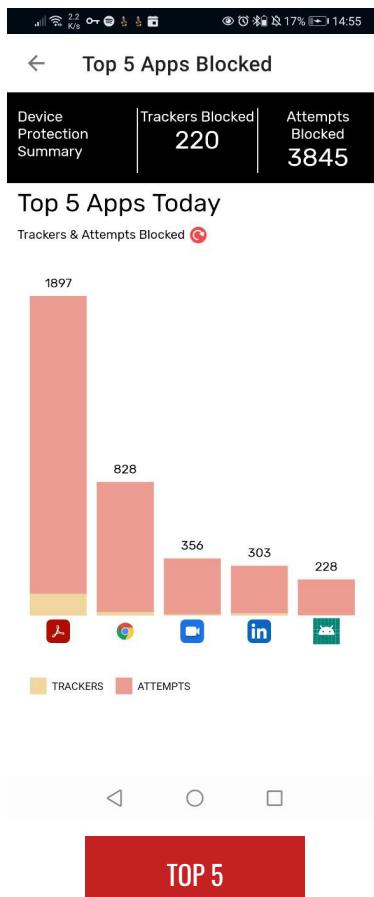


EXPOSED



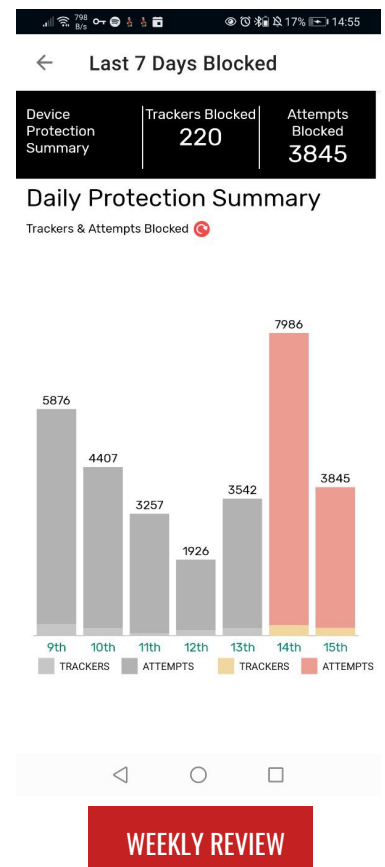
You can check anytime how many tracking attempts Priv has blocked. In the Live view, you can see **new SURVEILLANCE ATTEMPTS** being listed constantly

LIVE



Priv will:

- Show you everyday the **TOP 5** apps with the highest numbers of tracking apps blocked by Priv.
- Show you a weekly report of the last 7 days and how many tracking attempt were blocked each day (**Last 7 days report**)
- **PRIVACY HYGIENE TIP:** Play with your Firewall, so you can increase the number of trackers Priv blocks.
It all depends on how you set up your Firewall settings



VIP

Use Priv's VIP feature to:

Avoid spending mobile data you are not really using

Silence notifications and have mental health breaks from the digital life

Block communication between apps when you are not using them



← VIP

Priv the App



You choose your top 6 ride or die apps. The rest are getting blocked from talking to the internet, except your chosen VIPs.
Good privacy hygiene means only using apps when you NEED them.

More here..

Backstage Pass

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Priv will:

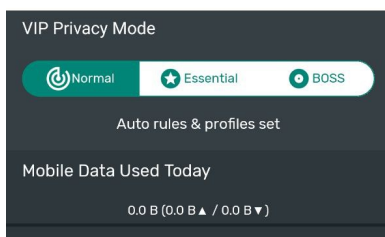
- Let you choose up to 6 apps you need to use, blocking internet access for all the other mobiles apps (**Essential Mode**)
- Block all internet access from ALL apps (**Boss Mode**) while you can still receive calls and SMS.
- **MENTAL HEALTH TIP:** Have some breaks from the constantly demanding digital life and its notifications. **Use Essential or Boss mode when you feel overwhelmed, and in need of a break.**
- **PRIVACY HYGIENE TIP:** Use Essential mode often. **Block internet access from apps you don't normally use.**



← VIP Apps



Own your data. Use "Essential" to have internet access from just up to six apps. If you just want to receive calls and SMS and have full control over your data, activate "Boss mode"; it will block internet access from everything in your phone.
Learn more..



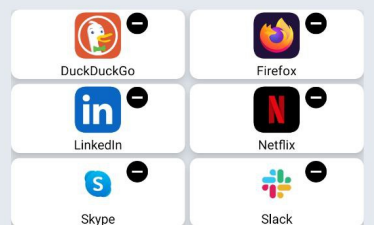
VIP modes



← Essential Access

Protect your Privacy by allowing only the essential apps you need. All other apps are blocked completely. You can always switch back to Normal Mode to use your other apps.

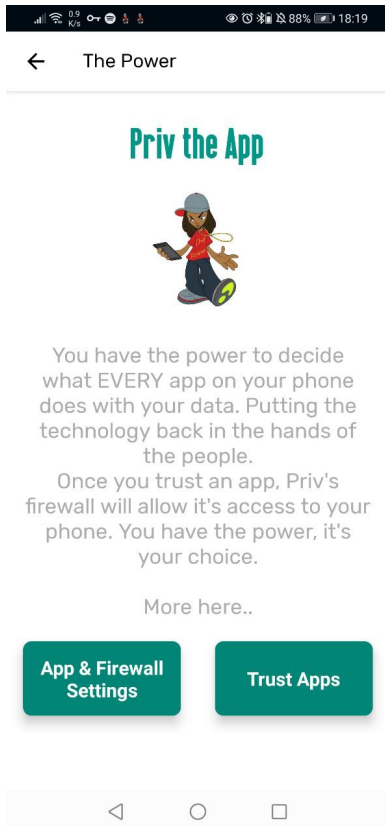
Please click on "Stop" button to stop Essential mode.



Stop

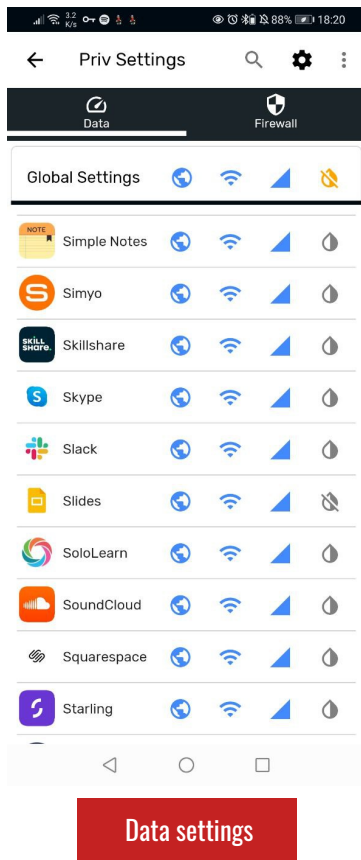
Essential mode

THE POWER



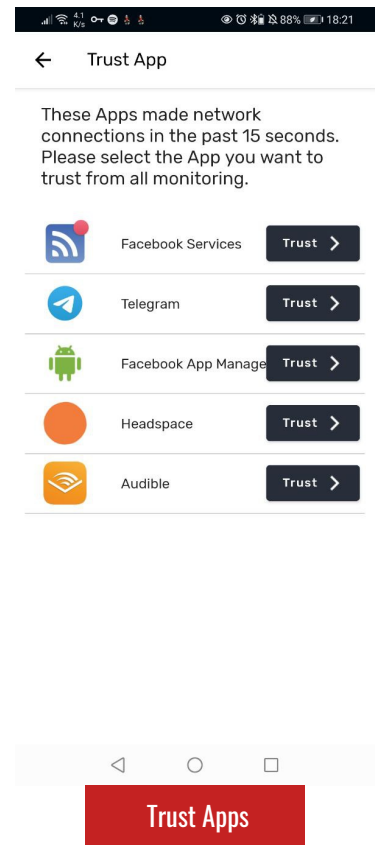
Now, you've got **The Power**
to decide who has access to
your life

It's that simple.



Priv will:

- Let you decide which apps use your mobile or Wifi data, have access to internet and which ones can make connections in the background (**Data Settings**)
- Let you decide which apps have access to your information (**Firewall Settings**)
- **PRIVACY HYGIENE TIP:** Use Essential mode often. **Block internet access from apps you don't normally use.**
- **USER'S TIP:** Some apps send you trackers that help them provide content or a better connection when you are streaming, talking with someone, etc. If you are having issues in this situations, click on "**Trust app**".



EFF 12

PRIV's EFF 12 feature is
our community response to
injustices worldwide.
EFF 12 offers:
Emergency feature
Community Streaming feature



← EFF 12

Priv the App

Report Injustice



Priv's anti-racism response allows you to record and livestream any injustice:(like police stops). Press one of the buttons below to begin recording.

More here..

Urgent Support

Upload to
Community
Youtube Page

REPEAT: This Revolution will NOT Be Televised



← Urgent Support



Urgent Support

Testing Pls Ignore: I'm in trouble. I need urgent support

Send Message



Urgent Support

Priv will:

- Ask you to add 5 phone numbers, 5 contacts that will receive an SMS with your Location in case you have an emergency (**Urgent Support**). As soon as you download Priv, make sure you add these 5 contacts asap. If you see yourself in danger, you will need to go to the "Urgent Support" screen and press "Send Message".
- **USER'S TIP:** Remember to add your emergency contacts as soon as you download Priv.

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& **Security** App for
Our Community

If you would like to know more about Priv or if you are interested in a Partnership, send us an email (info@1600avenue.com) and subscribe to our newsletter [here](#)



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