



# PRIVATIS

Connect Confidently

## About Privatis Technology Corporation

Privatis has developed Privacy Shield™, a set of communication tools that protect users of online classified ad sites and marketplaces from harassment at the hands of telemarketers and fraudsters while facilitating seamless communications by phone, SMS and email. Privatis was started in 2010 by founder and CEO Steven J. McAuley, a veteran auto industry executive who led a team of technologists to build proprietary products to allow sellers and buyers to connect confidently. The company is headquartered in Vancouver, Canada.

### Quick Facts

- ◆ Deliver a robust communication platform
- ◆ Increase user engagement and generate incremental revenue
- ◆ Capture valuable user insights
- ◆ Protect user privacy
- ◆ Block Robocalls /Stop Spam Emails
- ◆ Preserve anonymity
- ◆ Privacy Shield™ has been available on private seller ads on AutoTrader.com since 2012

## Key Features for Classified Ad Sites:



### PRIVACY PHONE NUMBER

Masked phone number provided and posted in the classified ad so the private seller real personal phone number is not revealed



### REPORTING AND ANALYTICS

Customer call records, SMS, emails and voicemail data can be analyzed to provide valuable communication insights



### IDENTIFY AND BLOCK ROBOCALLS

The Rapid Autodialer Detector™ (RAD) identifies and blocks phone calls and text messages from fraudsters and telemarketers



### SECURE MESSAGING™ DASHBOARD

Personalized management for calls, SMS, emails and voicemails in a centralized communications dashboard



### TWO-WAY ANONYMOUS EMAILING

Email communications preserve anonymity without exposing personal email addresses



### EASY API INTEGRATION

Quick to integrate, easy to scale with a simple API requiring minimal personally identifiable information

# AutoTrader® chooses Privatis' Privacy Shield™ solution to protect private sellers

*"Privacy Shield allowed us to respond to consumers' growing privacy concerns and improve customer loyalty. It also delivers a robust platform for us to engage private sellers throughout the selling cycle."*

**Melanie Kovach**  
Vice President and General Manager  
Consumer and Specialty Sales, AutoTrader.com



## The Privatis Solution is ideal for:

- ◆ Sellers - enhance communication and protect privacy while using automotive and general merchandise online classified sites
- ◆ Shoppers - Manage quotes and communication from multiple sources
- ◆ Online Daters - Provide safe and private communications for dating site members
- ◆ Marketplaces – easy-to-integrate solution for two-way anonymous emailing, a “must-have” for all classified sites

## For Classified Ad Sites, Privatis delivers:

- ◆ A robust communications platform (desktop and mobile) that creates new opportunities to deliver targeted messages to sellers and buyers at multiple touch points in phone, SMS and email communications – a new revenue source for classified sites
- ◆ Enhanced business intelligence - capture valuable analytics and insight about communication patterns of sellers and buyers to improve the customer experience and enhance brand value



## Connect with us

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