

Web Privacy Protection With An „operator secure“ Cloud

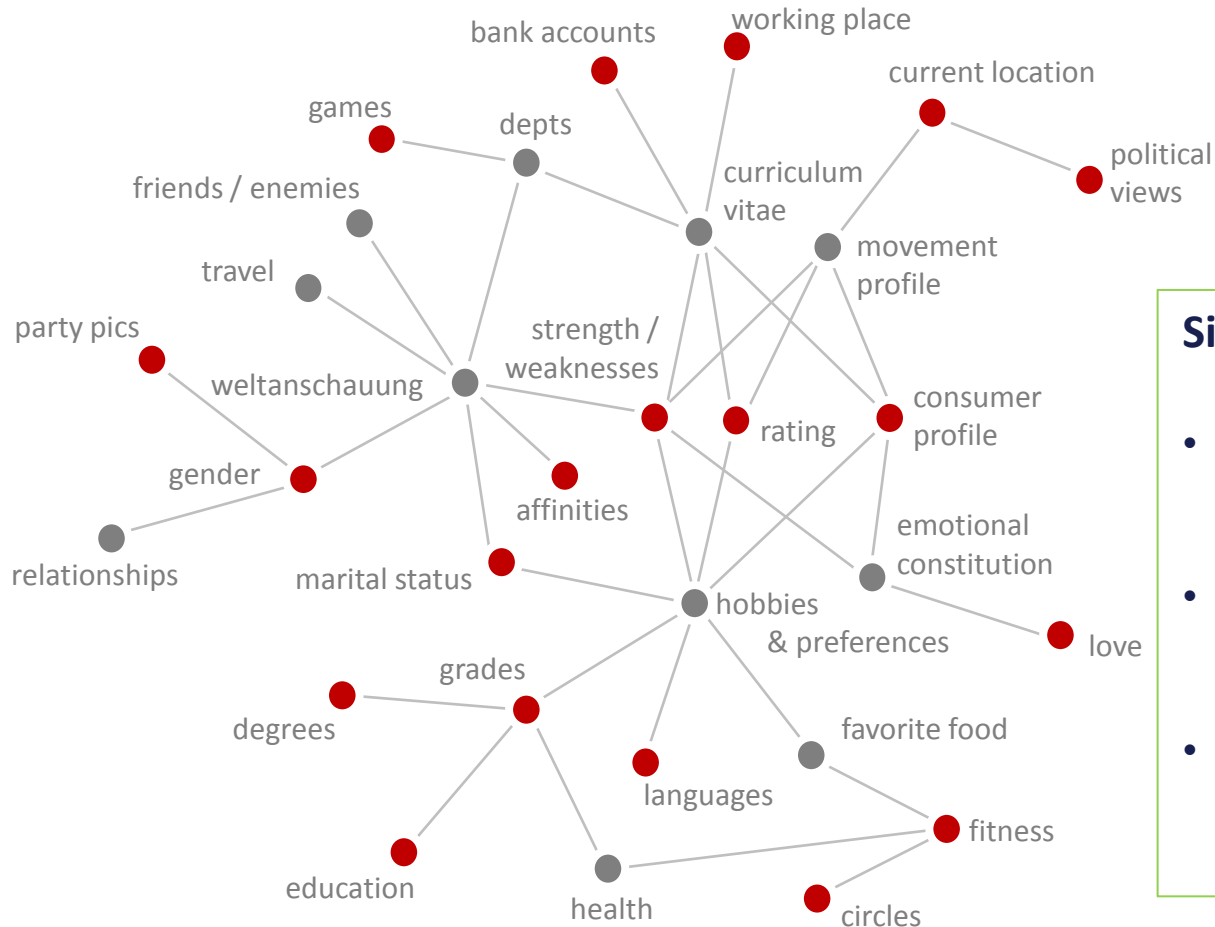
Dr. Ralf Rieken, CEO
Unicon universal identity control GmbH
Munich, November 2011



80%

Being Spied Upon 100 Times Per Day

Observing & profiling: The multi-billion business



Situation and Consequences:

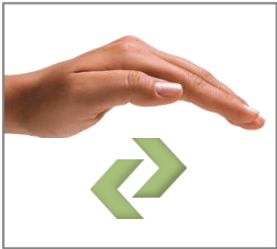
- Internet users are actually being spied on a hundred times a day.
- Online marketing firms collect, correlate and store this data.
- How long will it take, until we experience economical loss or we lose our freedom?

Solution: ID | GARD

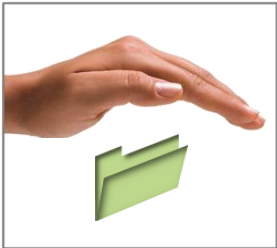
Consumer services



Private surfing

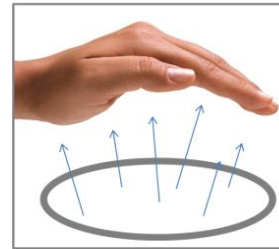


Roles & pseudonyms

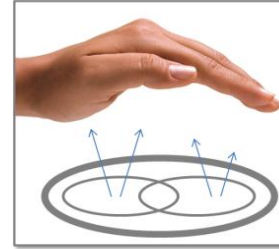


Really secure sharing

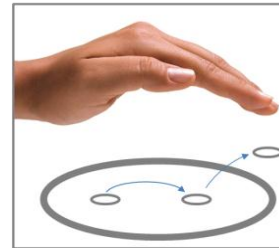
Enterprise services



Protected company profile



Separate private & business



Managed web accounts

.. there is more in the pipeline ..

Technical Solution Overview

Secure, Legal, Fast

Volume & similarity

Roles & pseudonyms



PP-Bank



ID|GARD Browser

„Sealed Cloud“

Uniscon Engine

Pseudonymou
data

Pseudonymous payment

Internet

Pseudonymous delivery

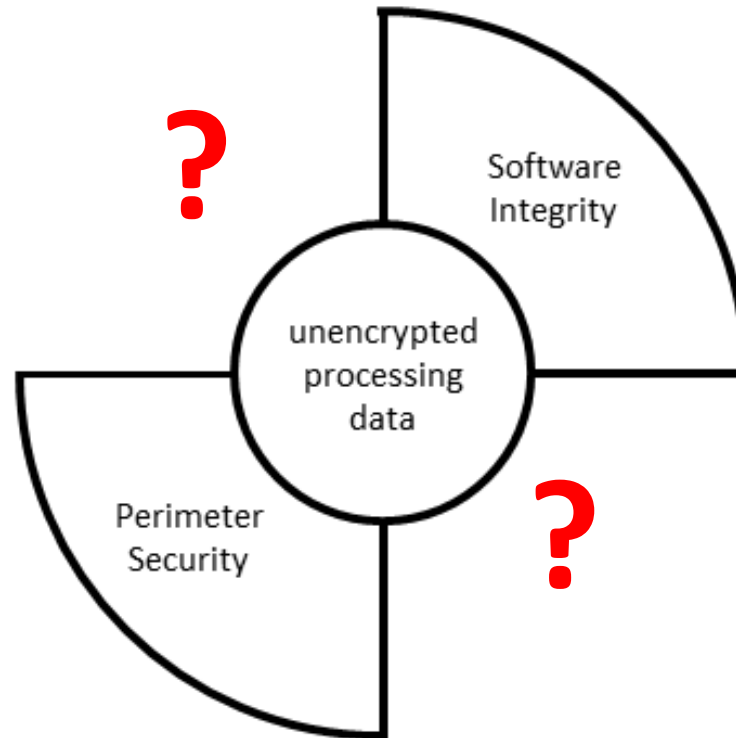


Logistics

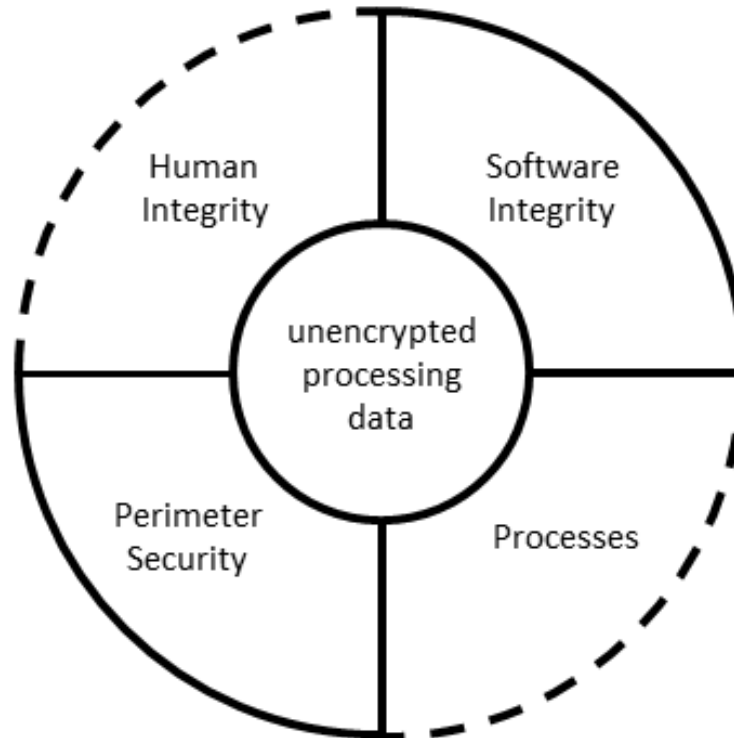
Separation
of power

**How to protect
customer data
against insiders?**

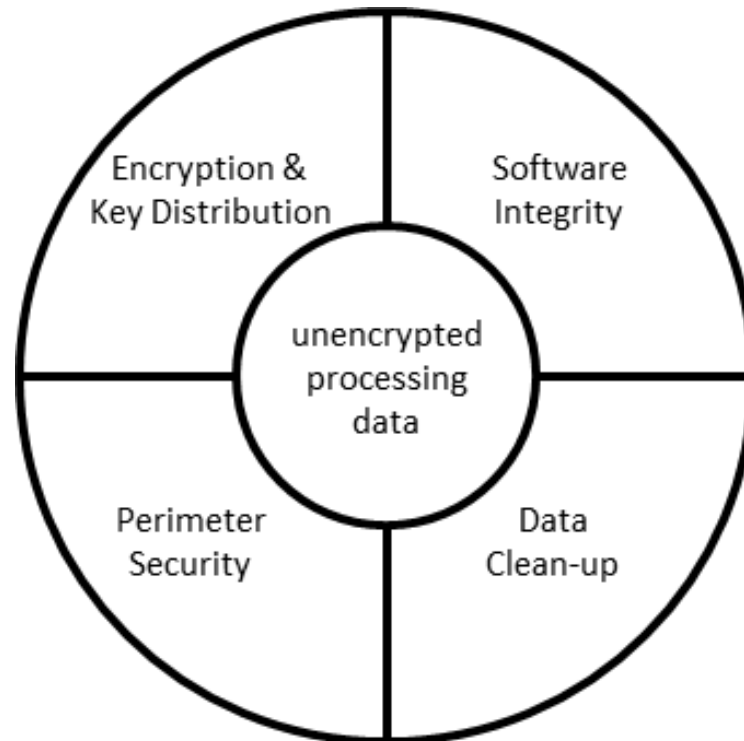
Classic Technical Data Security Measures



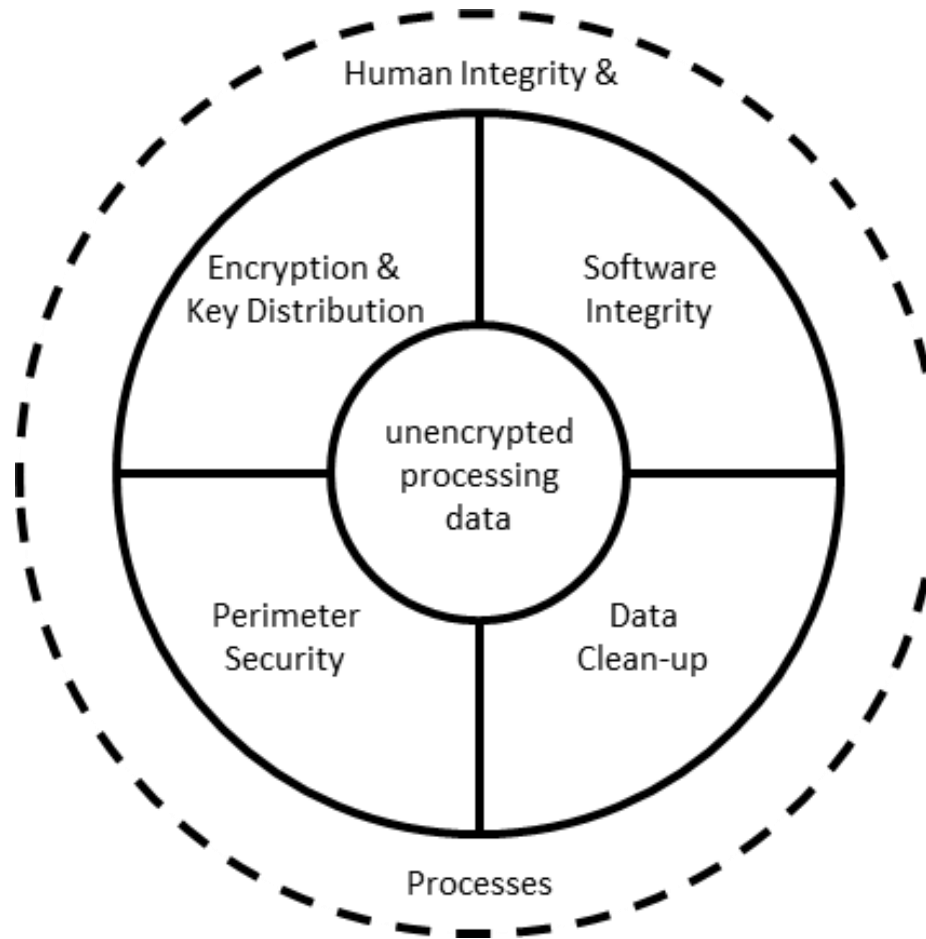
Classic Technical and Non-Technical Data Security Measures



Sealed Cloud Technical Data Security Measures



Sealed Cloud

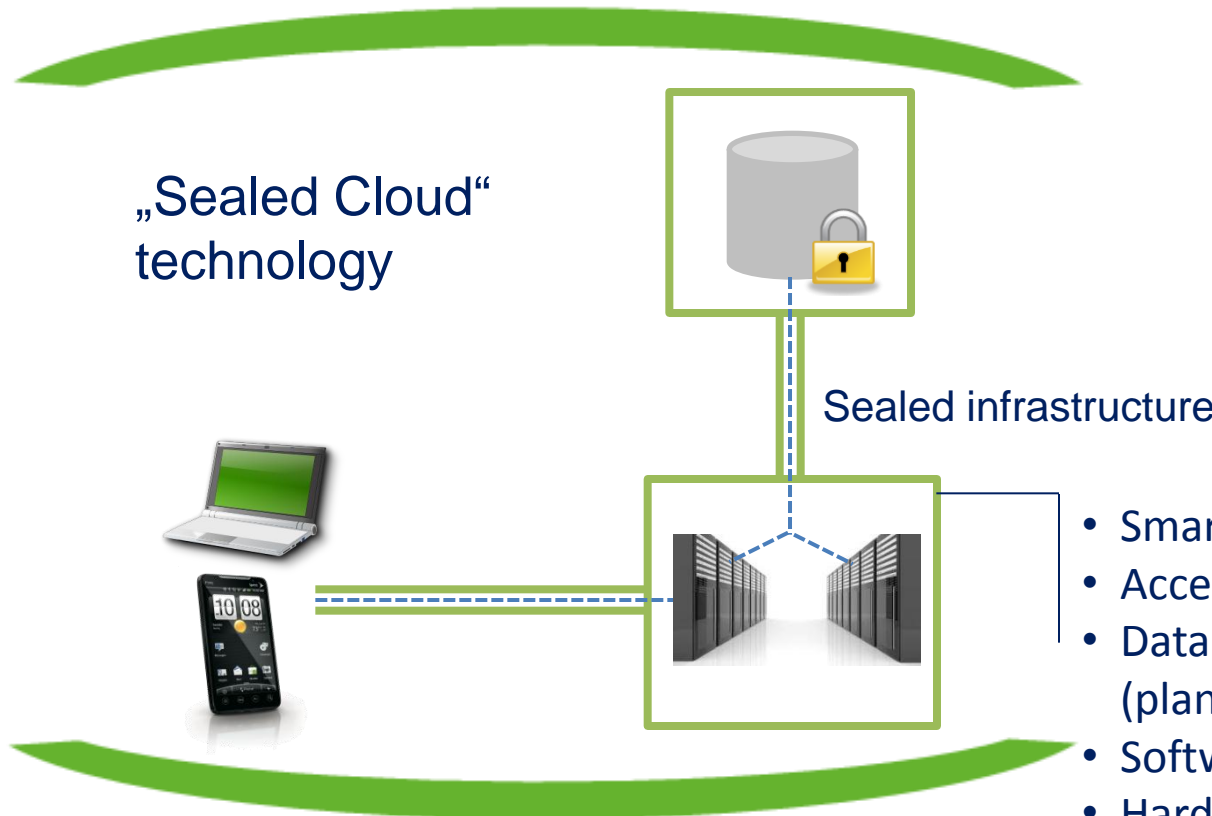


Non technical measures are located in the second line of defense

Sealed processing overcomes today's cloud weakness



„Sealed Cloud“
technology



- Smart Key Distribution
- Access control
- Data clean-up before access (planned and unplanned)
- Software integrity monitoring
- Hardened OS
- No unencrypted data on persistent storage
- No persistent storage in application servers

Summary

- Web privacy protection services for
 - Consumers
 - Enterprise customers
- Technical breakthrough for cloud security
- ID|GARD BETA version online
- Product launch in 2012
- Traction with large service provider partners

Contact

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