

Anonymizer Private Surfing 2.0

Tired of getting
tracked online?
Make yourself
invisible.



Personal Information at Risk

Whether we know it or not, almost all of us use the Internet in a way that exposes large amounts of highly personal data: name, vital statistics, likes and dislikes, relationship, finances, health and much more. But how much of this personal information can be exposed to strangers - or worse, end up in the hands of unscrupulous marketers, malicious hackers and cybercriminals - when we surf the web?

The answer can be frightening. Does your hard drive contain sensitive financial spreadsheets, or a resume. How about all you or you family's email correspondence? Have you ever surfed the web for medical information, or used a credit card to purchase something online? Whenever you use the Internet without proper protection, you risk exposing this personal data to Web sites, spammers, co-workers, hackers and other outside parties.

The Evolution of Web Protection: Anonymizer Private Surfing 2.0

Introduced in 1997, Anonymizer Private Surfing is the Web's original and still most widely used anonymous surfing service. It allows users to surf the web privately and securely, shielded from tracking by the Web sites they visit, online advertisers, ISPs and network administrators, and other parties. Anonymizer Private Surfing also neutralizes files and code that can potentially be used to collect personal information or compromise the security of user's computer, such as Web bugs, Web-borne viruses, malicious mobile code, JavaScript, Java, and ActiveX.

With Private Surfing 2.0, Anonymizer has added new, user friendly features that ensure workplace privacy, defeat aggressive tracking by online marketers, and counter the proliferation of Web-based hacks and exploits. Users can simply log on to www.anonymizer.com and be safely and securely surfing the Internet within minutes.

Product At-A-Glance

Anonymizer Private Surfing 2.0

WHAT IT DOES

- Lets Internet users surf the Web with out being tracked by advertisers, Web sites, ISPs, employers, hackers or any other outside parties.
- Neutralizes Web-borne privacy and security threats like cookies, Web bugs, viruses, malicious code, spy ware, trojan horses, and other hacks, exploits and tracking mechanisms.

PRICING

- \$49.95 for a one year subscription
- Non-expiring free version also available.

WHERE TO GET IT

<http://www.anonymizer.com>

New in Anonymizer Private Surfing 2.0

- The Anonymizer Privacy Toolbar
- Improved Interface & Customization
- Increased Workplace Privacy
- Full-time SSL Encryption
- Hide Page Titles
- Anti-Hacker Technology



Simple On-Off Web Privacy Protection.

The Internet is crawling with threats to your privacy. Advertisers can track you across thousands of Web sites. Hackers can plant malicious code on your computer. Web sites keep permanent logs of your personal data.

The Anonymizer Privacy Toolbar stops them cold. Whenever you'd like a little privacy, one simple click makes you invisible to the sites you visit, hackers, spammers, and other potential online snoops.

One click routes your surfing through special Anonymizer privacy servers, shielding you from Web logs and potential privacy threats like cookies, Web bugs and malicious code.



Anonymizer Private Surfing 2.0:

Staying Safe and Secure on the Web

Just how much
do you reveal
about yourself
when you surf?

Case Study

Problem: Employee Monitoring

Martin W. works for a Fortune 500 company in Los Angeles. Martin has seen dozens of friends and co-workers laid off in the past year, and he knows that the current economic climate means he, too, might be out of a job at any time. With a family of five to provide for, Martin can't take any chances -- he needs to be ready to find a new job quickly if something should happen with his current position. But how can he safely search career sites and stay on top of the competitive job market with his employer monitoring his Internet activity?

Solution: Anonymizer Private Surfing

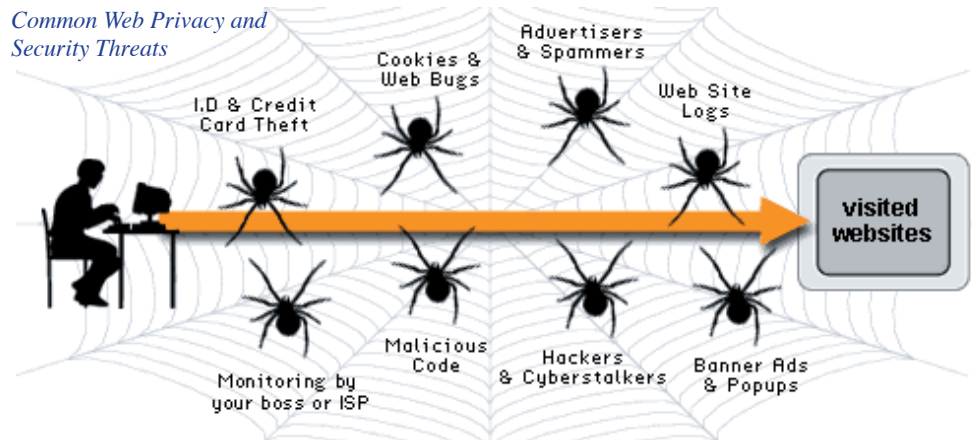
lets Martin encrypt both the URL and the content of the Web pages he surfs at work, blocking any tracking or monitoring by his employer and circumventing most Web content filters. Because it doesn't require any downloads, Martin can use his Anonymizer account from any computer, any time.

Personal Security for the Growing List of Web Threats

As the Internet evolves, the tactics used to harvest personal data via the Web have become more and more aggressive:

- Online marketers have honed their tracking capabilities with surreptitious spyware and adware, with the ultimate goal of correlating Web users' online activities with their real-world personal information to create intricate personal profiles.
- Web sites and ISPs with access to mountains of sensitive customer information now change their privacy policies overnight, betraying the confidence of their users.
- From hackers to credit card thieves, the ranks of computer criminal have grown exponentially, and their tools are more sophisticated than ever.
- In the past year, U.S. employers spent hundreds of millions of dollars to monitor their employee's Web activity. Some are even suspected of conducting mass firings for "inappropriate Internet use" to avoid official layoffs.

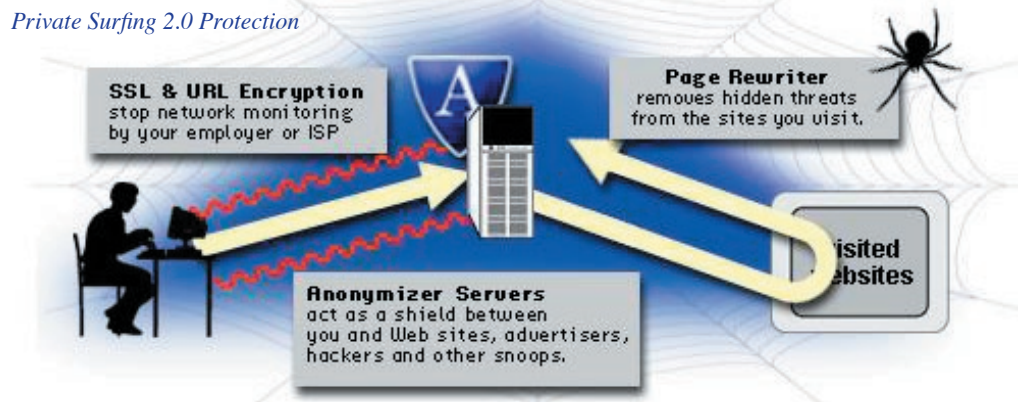
Common Web Privacy and Security Threats



Anonymizer Private Surfing defends users from the most prevalent Internet privacy and security threats, from online tracking to malicious code. It's an essential tool for everyone who reveals sensitive personal information through their Web surfing, such as medical, financial or career information, shopping preferences, or credit card transactions. It's also invaluable to consumers who are concerned about having personal information collected, sold, stolen or shared by Web sites, advertisers, spammers -- even hackers or identity thieves.

With Private Surfing 2.0, Anonymizer addresses the Internet's newest high-risk areas, while still providing ample protection from perennial privacy threats like cookies, Java, JavaScript, ActiveX, and Web bugs.

Private Surfing 2.0 Protection



Anonymizer Private Surfing 2.0: New Features & Benefits

IT'S A FACT:
Nearly every time
you go online,
someone is
tracking you.

Key Uses for Anonymizer

- Shop online with extra security and privacy
- Surf at work without being monitored
- Prevent "personal profiling" by marketers
- Keep cookies and Web bugs off your computer
- Stop hackers from tapping into your computer
- Seal up personal data that you may be leaking
- Make yourself invisible to the Web sites you visit
- Encrypt the information you transmit over the Web
- Block malicious code and harmful scripts
- Turn protection On & Off anytime, with one click

Total Workplace Privacy

One substantial upgrade in Private Surfing 2.0 is Anonymizer's "layered" workplace privacy protection. Aggressive Internet monitoring by employers often hampers safe, effective online career searches. Anonymizer Private Surfing 2.0 solves the workplace privacy problem with a triple layer of protection to shield the user from network monitoring (the kind of tracking used by an employer or ISP). With Anonymizer Private Surfing 2.0, employees can even encrypt and privacy-protect their Web-based email accounts to communicate safely and avoid network "eavesdropping."

Anonymizer's privacy protection consists of three layers:

1. The third layer is formed by another new feature, Hide Page Titles. With it the page titles themselves are removed from visited Web pages, preventing them from appearing in the user's History file.
2. In the first layer, Web page URLs are scrambled with Anonymizer's exclusive URL Encryption feature, preventing the visited pages from appearing on network logs.
3. The second layer of protection is added by the service's new full-time SSL encryption feature, which completely encrypts the content of the page itself, preventing real-time interception and content monitoring (SSL encryption is the de facto Web security standard, used on most e-commerce credit card signup pages).

Increased Protection from Hackers

Web-borne viruses, malicious JavaScript and ActiveX, and Trojan horses are just a few of weapons in the hacker's arsenal that are proliferating on the Web at an alarming rate. Anonymizer Private Surfing 2.0 features bolstered support against potential hacks and exploits, and because Private Surfing 2.0's main functions take place on Anonymizer servers rather than on the user's computer, updates for any new threats are rapid, automatic and completely transparent, requiring absolutely no action by the user.

Improved Interface and Customization

Both the traditional web-based Anonymizer interface and the downloadable version have undergone facelifts to improve the experience of both the novice and advanced user. Private Surfing 2.0 users can now choose between simple "Normal" and "Maximum" settings, or use the "Custom" setting to independently configure six separate privacy and security protocols, such as SSL Encryption, Safe Cookies and Banner Ad Filtering.

The new, downloadable Anonymizer Privacy Toolbar lets users activate and customize Anonymizer protection from a browser toolbar, without having to log on at the Anonymizer.com web site to begin a private surfing session. Anonymizer Private Surfing 2.0 also allows a much greater level of user customization. A new set of configurable features to allow users the greatest flexibility and accessibility for their specific Web activity and "threat level." For example:

- The classic Safe Cookies feature allows users to accept cookies (usually necessary for online shopping, customized Web pages, logins and other common web tasks) without risking long-term tracking. With Private Surfing 2.0, this feature has been improved with stronger security and easier customization.
- A beta version of the newest feature, JavaScript Filtering, is now available on the standard user interface. This feature filters JavaScript to remove potentially harmful or malicious code, while still allowing the user to enjoy all the functionality of Web pages containing this popular scripting code.
- The new "Allow Referrer" feature lets users pass information about the last Web site that they visited to the Web site they are currently on. Many content-protection systems now in use require this information in order to display images.

Anonymizer Private Surfing 2.0:

Product Description and Specifications

Where to Try & Buy

To try the classic web-based version, go to: www.anonymizer.com

To get the downloadable Anonymizer Privacy Toolbar, (free or full version), go to: www.anonymizer.com/download.html

To purchase Anonymizer Private Surfing, go to: www.anonymizer.com/products.shtml

Contact Information

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Phone: 619-725-3180 x307

ENTERPRISE SALES:
Email: Sales@Anonymizer.com
Phone: 619-725-3180 x316

TECHNICAL SUPPORT:
Email: Support@Anonymizer.com
888-270-0141 (Toll Free)

IP Shielding

Prevents visited Web sites or other parties from detecting a users's real IP address

NEW! SSL Encryption

Encrypts Web page content in transit between the user and the Anonymizer servers

URL Encryption

Scrambles Web page URLs, preventing network logging

Safe Cookies

"Repackages" cookies to transform them into session-only

Banner Ad Filtering

Removes many standard-size Web banner ads from viewed pages

Popup Blocking

Prevents most popup windows from appearing

NEW! Hide Page Titles

Prevents page titles from appearing in the user's history

OS & Browser Shielding

Prevents visited sites and other parties from detecting the user's OS and browser type.

ISP/Network

Prevents ISPs or network administrators from tracking or logging the user's surfing.

Tracking Block

Web Bug Blocking

Blocks one-pixel gifs commonly used for Web tracking

Mobile Code Blocking

Blocks potentially harmful JavaScript, ActiveX and other code

NEW! Anonymizer

Privacy Toolbar

Allows one-click privacy activation and customizaiton

NEW! Custom Settings

Allows extensive user customization.

Referrer Blocking

Shields previously-viewed web pages from outside parties.

Multilayered Web Protection

Anonymizer provides unparalleled privacy protection for Web users through its triple layer system.

The Parsing Engine

All web activity is processed through our server-based parsing engine. This reads and modifies all client requests, and all returned Web pages, before they reach their destinations. The parsing engine rewrites all links to map to the Anonymizer privacy proxies. It also removes or sanitizes all dangerous script commands and software. It also inserts our control structures adds our own JavaScript commands.

Self Monitoring and Modification

Each protected Web page has JavaScript written into it by the parsing engine. This JavaScript monitors the contents and actions of the page to intercept and modify any attempts to take unauthorized actions. The JavaScript also enables many client controls and provides additional user interface options.

Client Side Shield

Finally Anonymizer installs a client side shield, a button or toolbar which also allows the user to control the on-off status of the Anonymizer privacy service from within the browser toolbar. It monitors all actions of the browser and prevents it from making connections to any server other than the Anonymizer proxies. This provides the final redundant layer of protection so no compromise of any other part of the system can lead to a breach of security or privacy

Compatibility

Component

Anonymizer Private Surfing
Anonymizer Privacy Toolbar
Anonymous Email

System Requirements

Any Internet-connected computer
Internet Explorer 6.0 for Windows
Any Internet-connected computer