



Yourself Online launches a new way for individuals to take control of their online privacy and persona

Austin, USA - May 1st, 2020 - Yourself Online, Inc. announces the launch of its product to empower consumers to take control of their online privacy and persona. Through a suite of tools and resources, yourself.online, enables users to view a summary of their accounts and social posts highlighting potential risks to their privacy and reputation. They can continually maintain their digital privacy and security and track and monitor breached accounts.

With the rapid adoption of virtual and remote working with COVID, yourself.online provides the essential tools for professionals to be successful online. Customers can take control of where their data is available publically and take action to understand their privacy settings across sites, remove unwanted social media posts, tweets and photos, and find out if they are victims of data breaches. Without yourself.online, maintaining online privacy, and cleaning up old photos and posts can take anywhere from hours to days.

The tool scans for a user's information across Facebook and Twitter, other online accounts, data brokers, and data breaches; the data is then analyzed using AI-based image and text processing to provide personalized and actionable recommendations. Users can review then remove posts and pictures, and change their personal information and settings, putting them in control. yourself.online is a paid service, launching with an introductory offer of \$39.95 which includes 6 months access. This represents a saving of \$50 from regular prices of \$49.95 upfront followed by \$5 monthly.

Maintaining privacy and the right persona online is harder now than ever before and comes with even more risk. Consumers have amassed huge digital footprints across multiple decades and life stages. Online profile data is now being used in job candidate profiling, finance assessments, and even dating. 70% of corporate employers are now vetting candidates using their social media, and in the new remote working world an individual's online presence matters more than ever. The digital trails that people have left behind are now hurting them like never before.

yourself.online was founded in 2018 by two-ex Google employees, James Chance (CEO and Co-Founder) and Dimitrios Mistriotis (CTO and Co-Founder); the team is headquartered in Austin at Capital Factory, after winning first place and \$35,000 in funding at the student competition PitchTexas last year at SXSW. Having focused their early efforts on researching, prototyping, and building a product to meet user needs; the founders are now growing the team to support the initial product launch. This diverse team now combines domain expertise, technical skills, and product experience alongside veteran technology and marketing advisors and seed investors.

James Chance (Founder and CEO)

"Our vision is for yourself.online to be the online guardian to individuals, giving them control over the information they share on the Web. We're living in a new age where an individual's online presence matters more than ever before. People are suffering from the photos they posted when they were at college on Facebook, or because they can't understand how complicated privacy settings have become. Online personal

data matters more than ever before, and yourself.online is the trustworthy assistant to help individuals navigate these new times on the web."

Supporting Information

ABOUT YOURSELF.ONLINE:

yourself.online is an online consumer privacy and persona management service. The service analyzes a user's data across the Web, analyzes the content, and provides personalized and actionable recommendations to the customer to improve their privacy and persona. Our vision is to be the online guardian to users and create an intuitive assistant that's the leading consumer service in the evolving privacy landscape.

HISTORY:

yourself.online is a London origin, Austin based early stage startup with the vision of becoming the online guardian to consumers, providing tools and guidance to enable its customers to control their online privacy and persona. James Chance, founder, relocated the company to Austin after studying at the University of Texas and developing strong links to the Austin startup community. The company is headquartered at Capital Factory, Austin with 9 employees across both the US and UK.

James Chance (Founder and CEO)

"After living in Austin in 2018 and developing strong bonds with the startup community and Capital Factory, it was an obvious choice to develop and grow the business over here. Compared to London, Austin is a better place to be for an early-stage startup. There's easier access to knowledgeable advisors, supportive capital and amazing talent that supports our vision. Not to mention the weather"

All Press enquiries to press@yourself.online.