



GHOSTERY PARTNERSHIP PROGRAM

What is Ghostery?

Ghostery, Inc. is a NYC-based subsidiary company of Cliqz GmbH that offers a variety of privacy products that make your online experience faster, safer, and smarter. These products include a free browser extension, a free mobile browser for iOS and Android, and two subscription services, Midnight and Insights.



Ghostery Browser Extension

The Ghostery Browser Extension detects tracking technologies on the websites you visit and allows you to block or unblock these trackers to speed up page loads, eliminate clutter, and protect your data and privacy. These trackers and ads are recognized and blocked using Ghostery's continually updated proprietary library and AI suite. It keeps you informed on what companies are tracking you and provides you the tools you need to control what to block and when. The extension is supported by all major browsers. Each browser extension must be downloaded and installed separately.



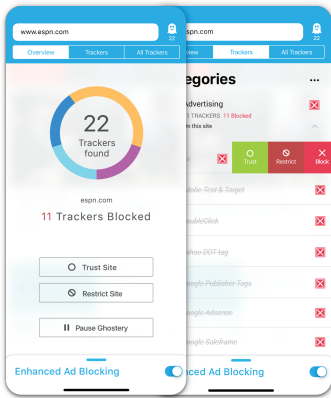
Ghostery Insights

Ghostery Insights is a comprehensive tracker analysis tool created to improve digital user experience and website performance. Insights helps you gather intelligence and analytics about the tags and trackers on your website or others to optimize your page and fuel your business. Manage campaigns, complete script and tracking audits, and improve user experience for \$49/month. Available in Chrome only.



Ghostery Midnight

Ghostery Midnight enables users to take back control of their privacy at the device level for \$14/month. It includes Ghostery's standard tracker- and ad-blocking technology and applies it to not only browsers but also desktop applications such as email services, music streaming applications, etc. Midnight also includes a VPN for added protection. Available for both Windows and MacOS.



Ghostery Privacy Browser (Mobile)

Ghostery also offers a mobile browser, the Ghostery Privacy Browser, as a standalone app for iOS and Android devices. Ghostery Privacy Browser offers a speedy, private, tracker- and ad- free mobile browsing experience. Some key features include tracker visibility and control, a built-in ad blocker, a private search engine, phishing protection, and a Ghostery tab that shows curated news articles and websites.

What value does Ghostery bring to you?

Through our University Program, Ghostery strives to provide the following value to the university and its students:

- Further educate students on “what’s behind the curtain” of their everyday web use
- Provide students with a safer browsing experience
- Bring brand ambassador and internship opportunities to students so they can gain real-world experience working with a technology company
- Discounted subscription rates for students

What value do you bring to Ghostery?

By participating in the Partnership Program, your school provides the following value to Ghostery:

- Increased brand awareness
- Promotional activities (tech talks, sponsored events, etc.)
- Awesome brand ambassadors and interns
- Increased number of installs and active users
- Potential beta test users
- Additional feedback on Ghostery products

Current University Partners

- University of Michigan
- University of Iowa
- University of Alabama
- University of Kentucky
- Ohio State University
- University of Oklahoma
- University of Connecticut

Presentation Topics

Topic 1: Online Digital Citizenship - How Trackers Profile You & Creating Your Online Identity

- How does digital advertising work?
- Companies collect data. What do they do with all of it?
- What types of data are being collected and for what purposes?
- Should you care?
- Steps you can take to protect yourself online

Topic 2: The Cost of Doing Business on the Internet

- How does digital advertising work?
- What types of data are being collected and for what purposes?
- What does the consumer side of the internet look like?
- What does the professional side of the internet look like?
- How do tracking technologies effect a companies bottom line?

Live Demos

- See tracking technologies at work in real-time
- Learn how Ghostery tools find and protect against trackers

Virtual Hackathon

- Utilize Ghostery's open-source repository to build new features and works towards solutions for set themes

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