

Sense & Sensibility – Personal Data Access & Use

Never has the word **privacy** been banded about by the public, corporate leadership and *us* that believe that the opportunity for real privacy left us and has gone, *but not for ever*.

There was a period in history that there were never locks on doors, mistrust never came up in conversation and communications was simple a 'town crier' and a proclamation nailed to the town square post.

Today we all walking around with Smartphones allowing all and sundry to have access to the inner sanctum of our being.



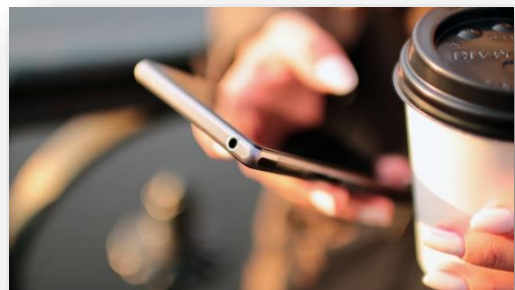
The Smartphone is the conduit through **LexisNexis, Google, Facebook, Twitter, Instagram, WhatsApp, Snap Chat** and a myriad of applications that you, yes **you**, have signed your life away to use their social or dis-social services that you cannot live without.

Hang-on, that is what we, **ProxComm Technology** do, reaching out in proximity, transmitting to all Smartphones and send notifications that are relevant and assist you in gathering information, shop, offer you bargains in the Supermarket, facts at the museum and anywhere relevant information is needed to assist and inform, even making *Smart Cities, Smarter*.

Low Energy Bluetooth (BLE) has made a radical difference in how we can communicate and connect. For the last seven years, we, within *ProxComm Technology* have revolutionized the '**reach out and touch world**', yes touch, we do not garner any information from the Smartphone whatsoever, we just inform you of the opportunities.

When you link to the communication offered via the Internet, it is then, that certain limited information is available to the sponsor.

There are those, who have become greedy and want all they can about you. In this world of the *appetite for knowledge* that we all have, there is a trade-off.



**DIRECT CONNECTION
WITH NOTIFICATIONS
TO ALL SMARTPHONES**

Our *Proximity Beacons, Enhanced QR Codes, and Geo-fenced Notifications* work with or without a mobile app, depending on the Smartphone. *ProxComm Technology* believes that the usage via a mobile app is the perfect means of supplying information from the user and allowing the client's mobile app to know certain information that is used to give the public the information and data that they need or want to know.

There is no other service that has built or created proprietary software, hardware, and marketing of notifications, not just one, but up to ten differing notifications which offers so much more in notifications at one time. Multiple notifications of proximity relevance.

The most important aspect is **security and privacy** and that is where *we draw the line!*

Privacy is #1 and that with **ProxComm Technology** you can go to the vault on that! Your exchanged information **is secured, never sold** and **each vendor is extremely vetted**, so we have taken '**sense and sensibility**' to a level that is not available via others.

To our clients, we know what you require to make your business a success. Please do not shop on price and price alone! There are companies who make additional revenues by selling the data that is passed through their services...

Look at the total services, not just price!



Our involvement in the change with privacy laws in Europe (GDPR) for the last six years has prepared us to protect our clients and importantly, their customers.



The global use of this technology has changed how we social are approached, informed and directed via the Smartphone. There is no going back on how we all have become reliant, it is our *safety blanket* and we must all *protect each other*. On the other hand, marketing has moved forward at lightning speed and is being driven by that *voracious appetite for more trusted details*, which we provide.

**Data demands protection, just like a diamond,
data sparkles and is priceless, protect it!**

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Connect, Engage, Communicate... Be Heard...

WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...

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