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Advanced Online Privacy Software for Enterprises Launched

Cupertino, CA – Ensignten, the leader in tag management technology, introduces Privacy Sentinel—a new privacy management tool that allows companies to implement industry leading compliance with their own online privacy policies, government regulations, international laws and visitor privacy preferences. Developed in collaboration with PrivacyChoice, a leading advocate of online choice, Privacy Sentinel technology is a major advancement in online privacy, allowing companies to quickly take control of their data and meet customer security concerns.

Online privacy has become a hot button issue and many companies have come under great scrutiny for their data collection practices. The problem is that many corporations rely on third-party vendor tools to power important functions such as analytics, advertising, testing and customer feedback, to name a few. The proliferation of these tools has made it nearly impossible to monitor and control all the data being collected from site visitors.

In addition, the European Union introduced new “cookie laws” in May of 2011, requiring organization’s websites to secure explicit consent from site visitors before tracking their site activities. Companies that do business within the EU must be aware of these new regulations.

Here in the U.S., most popular web browsers now provide optional “Do Not Track” (DNT) Headers offering users a way to opt-out of online tracking. Not all vendor tools respect DNT Headers and will continue collecting data regardless of visitor wishes. In some cases, the third party vendors will even pass information to fourth or fifth party vendors without the organization’s knowledge or consent.

“Companies don’t even understand, themselves, all the stuff that’s floating around on their sites, all the cookies they serve up, all the tags that are out there,” said Joe Stanhope, Senior Analyst at Forrester Research, Inc. in a Beyond Web Analytics podcast (Episode 37, Dec. 2010). “They have to know and be on the hook and be responsible for what’s happening on their sites and they need to understand what their partners and vendors are doing so that they know.”

For corporations, Privacy Sentinel provides unique, comprehensive monitoring of all external data flows, and triggers instant alerts around potential risks or privacy breaches. The software blocks data collection from visitors with DNT Headers and other special restrictions, such as those in countries where IP address collection is illegal (e.g., Germany and France). Privacy Sentinel ensures compliance with a company’s online privacy policy and protects the company from unwanted third, fourth, or fifth party vendor data collection.

“Through the use of PrivacyChoice’s matchless database of tracking companies and their privacy practices, Privacy Sentinel is able to seamlessly identify and block vendor tools that are non-compliant. Adding validity to our tool and creating the optimal privacy experience,” says Ensignten CEO Josh Manion, “this advancement in online privacy management will create a shift in the marketplace.” “Ensignten’s new technology is the breakthrough that corporations need to truly enforce best privacy practices,” added PrivacyChoice Founder Jim Brock.

While it is unclear what privacy legislation will be in place in the near future, corporations, browsers and privacy advocate groups continue to strive for ways to make respecting consumer privacy possible. With Ensignten’s Privacy Sentinel and PrivacyChoice.org, companies gain

complete control over all third-party vendor tools and the data they collect, providing companies the power to manage visitor privacy in ways that have never before existed.

About Enshighten

Enshighten is a SaaS (Software as a Service) provider that specializes in products that empower website managers, marketers, web analysts and privacy policy managers to control their online vendors on their sites without the involvement of IT, developer or agency resources. The patent-pending technology extends the functionality of vendor tools, reduces vendor switching costs, improves site performance and virtually eliminates the requirements for tagging-related IT, agency and vendor resources. The intuitive interface allows users to add, change, remove and manage tagging on their own. Enshighten's founders bring unmatched experience to address the most challenging enterprise requirements for clients such as Purina, Home Depot, Sony and Lending Tree. For more info, visit www.ensighten.com.

About PrivacyChoice

PrivacyChoice provides tools and data to make online privacy easier for websites and their users. PrivacyChoice maintains a comprehensive database of tracking companies, including domains used by over 400 ad networks and platforms, their privacy policies and opt-out and opt-in processes. By continuously scanning the top several thousand websites and collecting information from a panel of users, PrivacyChoice maintains a map of the companies collecting data on popular websites. They use this to identify new trackers and to verify opt-out effectiveness. Learn more at www.privacychoice.org.

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