BRANDSAYS

BEING A PART OF A SAFER INTERNET

Counterfeit products account for $1.77 trillion, which is the equivalent to the income of Canada, the 11th richest country in the world

36 million Americans have bought drugs online without a valid prescription

80,000 people fall for phishing attacks every day

Sources : IACC, AH&DB, Government of Canada

AN INNOVATIVE APPROACH

Findings

Brands **work in silos** to protect their customers

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Users consult the opinions of **3rd parties** to determine the authenticity of a website

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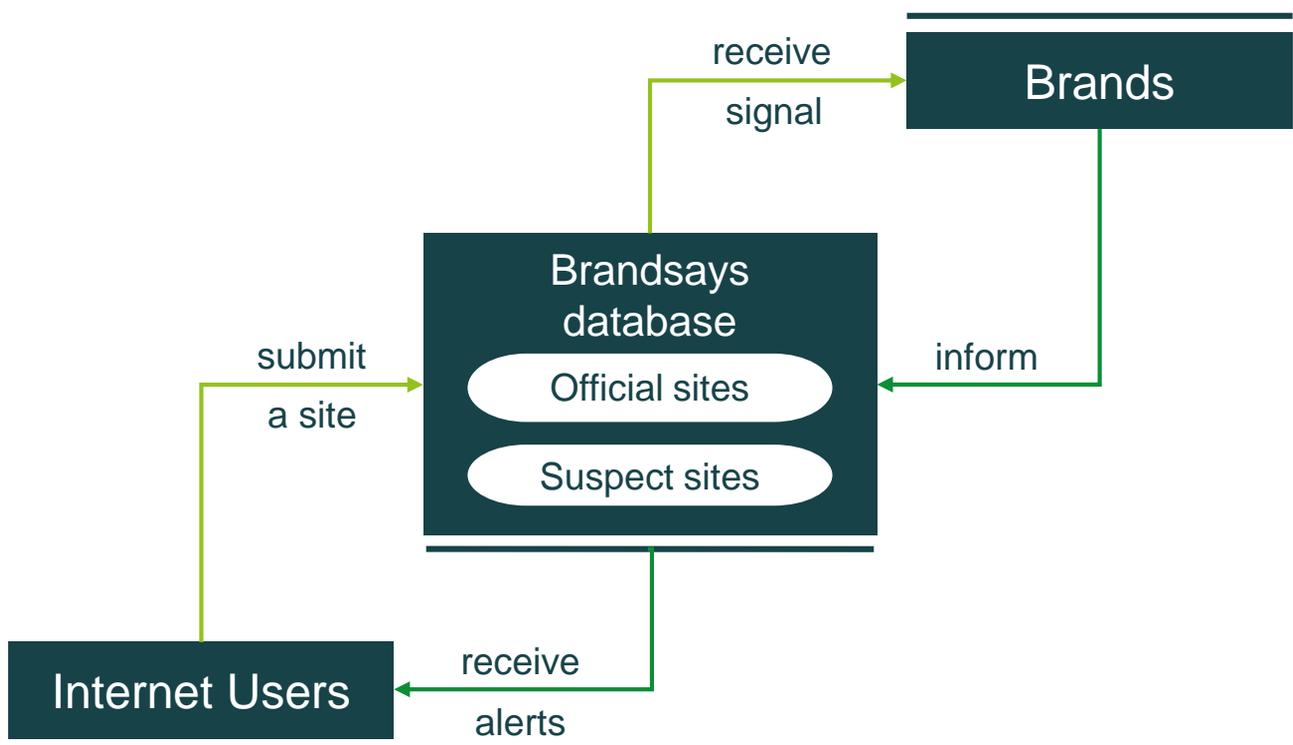Render a fraudulent site unreachable: **eternal cycle of takedowns**

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Proposal

Create **an internet community** of users and brands connected to the same tools

Each brand provides **authoritative information** on sites of concern for them

Reverse the trend: **prevention and real-time alerting** when a site is found

A COLLABORATIVE DATASET

FOR INTERNET USERS

Users can be connected to the Brandsays database through a number of tools; most commonly **a browser extension**.

Definition
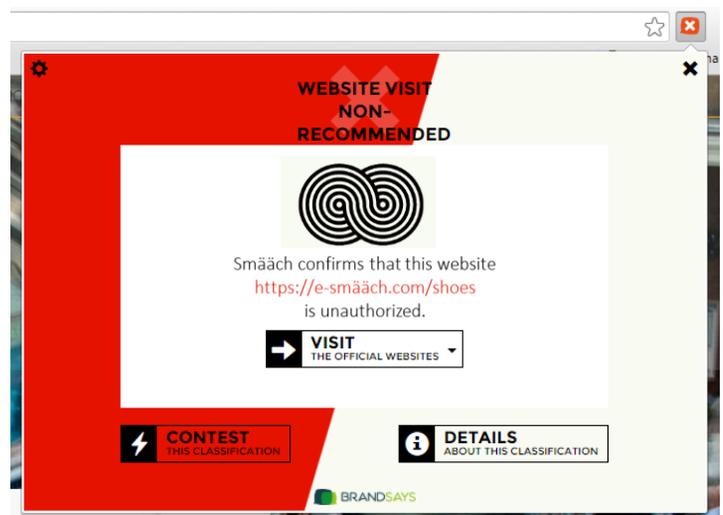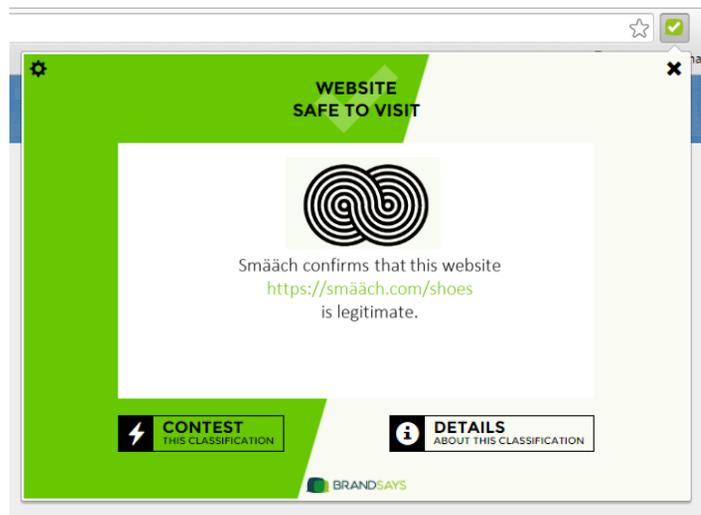Tool installed in the browser to extend its functionality.

Installation
Free download from browsers' Web stores.

Operation
When browsing a website, users are informed if the site has been authenticated by a brand owner.

In case of a known fraudulent site, a notification window opens to warn the user. The user can then choose to be redirected to the brand's official website or can report websites for which there are suspicions.

FOR BRAND OWNERS

Brand owners submit websites to Brandsays using **secure administration platform**.

Submitted websites are imported, classified and marked as:
- official
- dangerous

This platform is based on **powerful proprietary technology**.

20 years of protecting Internet brands

Nameshield, is a key player in brand protection and online risk management on the web.

Nameshield has nearly 100 employees in 6 countries and supports the Brandsays solution.

Nameshield group

A meaningful project for today's society

Brandsays gives the majority of its capital to Esperancia in order to ensure its sustainability of its funding sources.

Esperancia supports community and youth projects to protect and assist children and disadvantaged youngsters.

Esperancia
Passeur d'Espérance

A trusted solution

Brandsays is engaged in an on-going process to ensure maximum protection for the data it uses as well as to the users of the Brandsays service.