

## Data Sheet

# Sudo Platform

Integrate simple, easy-to-use privacy solutions into your existing products or new solutions.



Today's organizations are faced with the rising risk of cyber threats, consumer fraud, and data breaches. More than ever before, brand owners need to arm consumers with solutions that allow them to control how their personal information is managed.

### Here's what's at stake for today's leading consumer brands:

- Growing consumer concern of sharing personal data online
- Increased risk of storing customer data
- Threat of potential data breach
- Customer trust & brand loyalty
- Compliance with evolving privacy legislation

## Platform Capabilities

We offer a host of identity-centric capabilities that can easily integrate into new or existing offerings. Through the Sudo Platform, you can tap into our suite of capabilities by choosing from our selection of APIs and SDKs — all available on iOS, Android, web, and desktop applications.

### Telephony, Voice, SMS

Outfit your Sudo with a working phone number. Pick an area code to use for all of your voice and messaging needs.

### Email

Easily configure new email accounts for a Sudo, and add a layer of security with encrypted email services.

### Virtual Cards

Easily create Sudo virtual cards for safer online shopping. Use at checkout on mobile, desktop or web.

### VPN

Further compartmentalize your Sudo's digital footprint with a configurable VPN.

### Password Manager

Manage all of your Sudo's credentials, logins, and passwords in one convenient location for autofill.

### Encrypted Messaging

Take advantage of turnkey Sudo messaging capabilities: disappearing & editable messages, GIFs, and more.

### Video Calling

Sudos can engage in secure, encrypted face-to-face video calling for a more personal experience.

### Private Browser

Compartmentalize your online experience with a Sudo-based browser—including the tools users expect.

### Ad & Tracker Blockers

Add a layer of browsing protection with leading ad and tracker blocking capabilities.

### Extensions

Expand Sudo Platform's reach with our powerful custom extensions—for web and mobile applications.

### Handles

Set up handles for secure encrypted communications between Sudos. Build your network with user discovery.

# Benefits: The Sudo Platform

## Increase Customer Safety

Your customers need better ways to safely navigate, interact, and communicate online without giving up their personal information. Sudo profiles give your customers the tools they need to participate in the digital world — on their own terms.

## Innovation

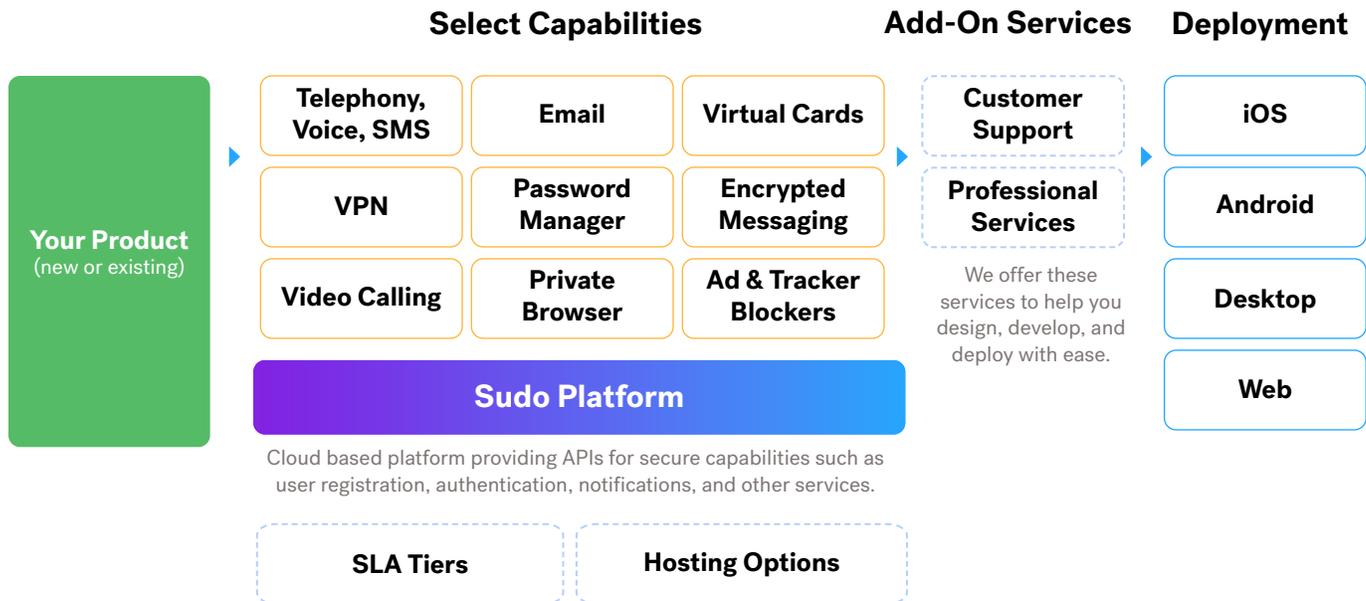
Gain a competitive advantage by becoming an early adopter of identity-centric privacy solutions. Fast track delivering new capabilities to market by avoiding the internal corporate challenges inherent with developing new products.

## Fraud and Risk

Your customers can create digital profiles with ease, while keeping their personal info safe and secure. Not requiring personal data allows safer interactions between users and online services, while also reducing the risks associated with storing customer data on 3rd party servers.

The Sudo platform is centered on the concept of a Sudo Profile — **a new standard in digital privacy**. Your customers can customize Sudo profiles to control and decide what information they share.

Figure 1. At-a-glance deployment



Learn more at [anyome.com](https://anyome.com) or send us a note at [partners@anyome.com](mailto:partners@anyome.com)

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### About Anyome Labs, Inc.

Anyome Labs was created to give people control and freedom over their personal and private information. We believe that people should be able to determine how, what, and with whom they share their personal details. We build the tools necessary to empower our brand partners' users and end consumers with the necessary capabilities to protect and control their digital information. Anyome Labs puts control back into users' hands through mobile and desktop applications.