

ANONYOME LABS™

MySudo Suite Media Kit



Table of Contents.

About the MySudo Suite	01
About MySudo	02
About MySudo VPN	03
About MySudo Reclaim	04
About MySudo Password (Coming Soon)	05
Pricing & Plans	06
How the MySudo Suite Compares	07
What Makes the MySudo Suite Different	08
Common Use Cases	09
Media Soundbites	10
Company Information	11
Leadership	12
Press Contact	13

The MySudo Suite

"The best defense against data breaches is *not having your personal information in the database.*"

The MySudo Suite:

The MySudo Suite is a family of four independent privacy and identity protection products, each built and operated by Anonymome Labs™. Every product currently stands on its own, with its own plans and pricing. They're designed to work even better together.

The four products are MySudo®, the flagship privacy and identity app with working phone numbers, email inboxes, virtual cards, private browsing and encrypted messaging, calling, and video; MySudo VPN, a zero-log encrypted VPN with servers in 41 countries; MySudo Reclaim, an AI-powered inbox scanner that maps your data exposure and helps you take it back; and MySudo Password, a secure password manager coming soon.

Each product is currently priced and sold independently. What connects them is a shared philosophy: privacy should be proactive, structural, and accessible. Not a policy promise. Not a monitoring service that tells you what's already gone wrong.

Here's what that looks like in practice:

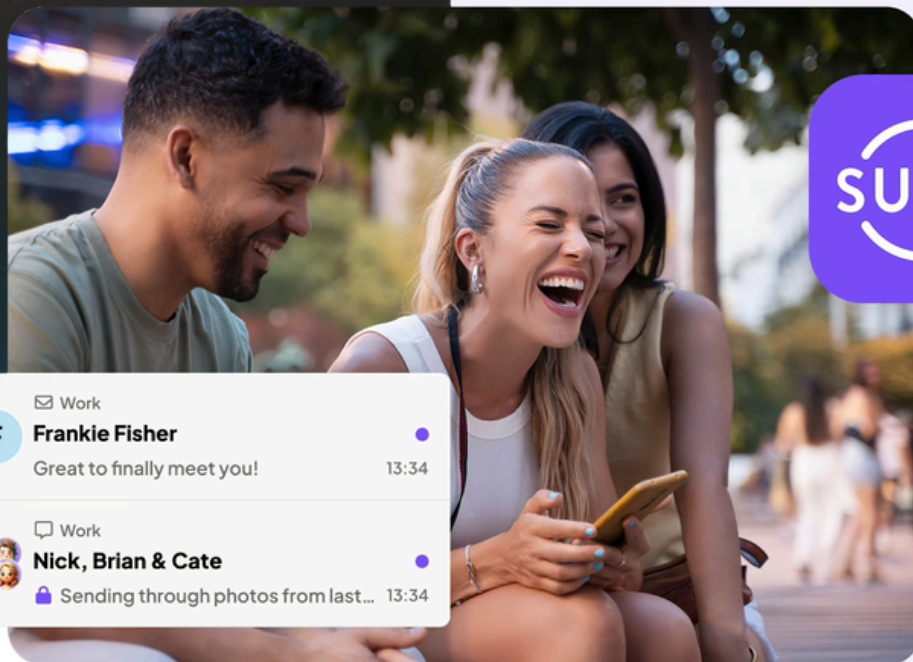
Start with MySudo. Create up to nine separate digital identities called Sudos, each with a real working phone number, email address, virtual card, private browser and encrypted communication. These aren't placeholders. They're fully functional credentials that represent you without exposing you, and they become the details you share with the world instead of your personal information. Use them across shopping, work, dating apps, side projects, or anywhere you'd rather not hand over your personal details. With MySudo, your personal information stays private because it was never shared in the first place.

Then use MySudo Reclaim to clean up what's already out there. Scan your inbox, see exactly which companies have your personal data, find out if any of it has been breached, and take action. Delete the accounts you don't need, and update the ones you want to keep with your Sudo credentials instead of your personal details. Now those companies have your Sudo information on file, keeping your personal information protected.

MySudo Password, coming soon, keeps every login organized in one secure vault including your Sudo credentials and autofills them wherever you need. No more reusing passwords. No more scrambling to remember what you used where. One master password you control with a "hide my email" style aliasing feature that will be introduced in a future release. MySudo VPN wraps it all with an encrypted connection wherever you go. No logs. No tracking. No one watching what you do online.

Together, they cover every layer. Build your digital identities with MySudo. Clean up the past with MySudo Reclaim. Secure and autofill your credentials with MySudo Password. Encrypt your connection with MySudo VPN. That's the full picture and you can start with any one of them.

MySudo



About MySudo:

MySudo® is the core product of the suite and the most complete personal privacy and identity app available. It lets users create up to nine separate digital identities called Sudos, each with a real working phone number, secure email inbox, virtual card, private browser, and encrypted communication. Your privacy comes first, no personal information is required to get started with MySudo.

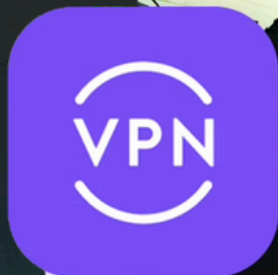
The idea is straightforward. Instead of sharing your personal phone number, email, and payment details with every app, service, or person you interact with, you share your Sudo credentials instead. Your Sudo becomes the identity those companies and contacts know — your personal details stay protected behind it.

Each Sudo is a complete, fully functional identity. Use a different one for shopping, work, dating apps, side projects, or any context. Calls and messages between MySudo users are end-to-end encrypted. The private browser blocks ads and trackers and keeps a separate history per Sudo. Virtual cards connect to your real funding source and give you a layer of protection on every online purchase. By separating activities across Sudos, you reduce the connectivity between your actions online, limiting the data available to trackers, advertisers, and potential identity thieves.

Core Features (Each Sudo Includes):

- **Phone Number:** Working phone number for calls/SMS. Custom voicemail, block unknown contacts.
 - **Email Inbox:** Working email inbox. Block sender, signature, folders, mark as spam and more.
 - **Virtual Card:** Virtual Cards for completely private online purchases with card management features.
 - **Private Browser:** Blocks ads/trackers, site reputation scoring and more. Separate browsing per Sudo.
 - **Encrypted Comms:** Free encrypted messaging, calling, and video with other MySudo users.
-
- Available on iOS, Android, and web extensions
 - Available in AU, CA, DE, NZ, SG, KR, UK, US
 - MySudo has its own standalone plans. See Section 06 for full pricing.

MySudo VPN



Selected location

Sydney, Australia

IP: 153.745.809.97

About MySudo VPN:

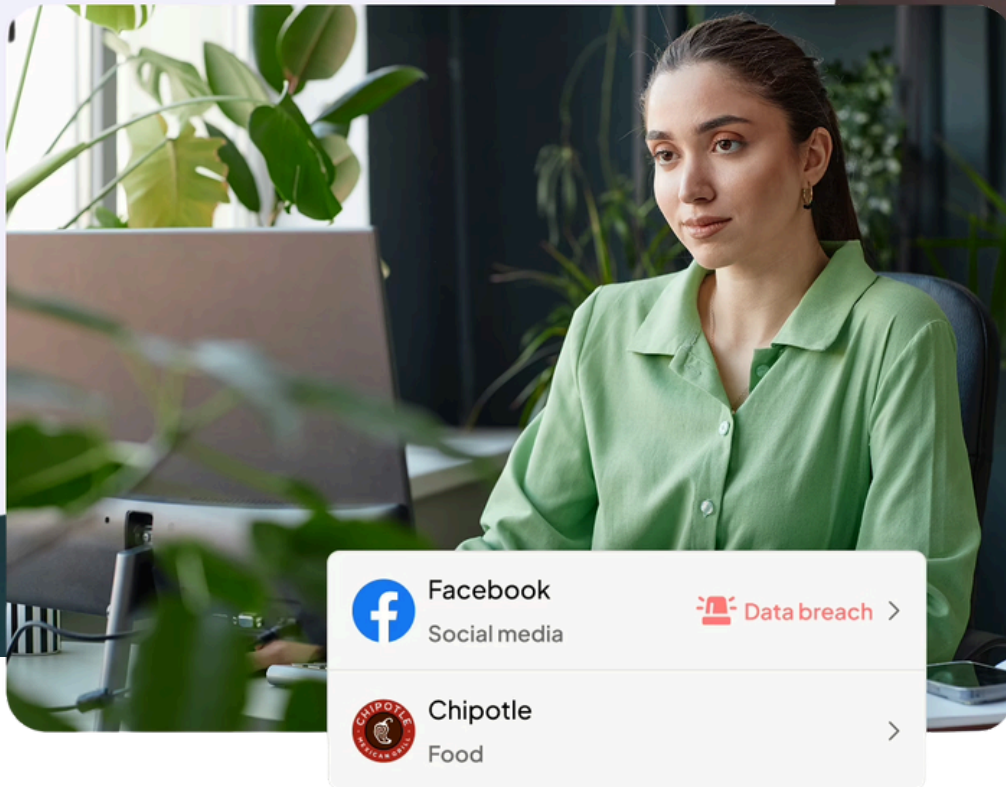
MySudo VPN creates an encrypted tunnel for all your internet traffic. It hides your IP address, protects you on public Wi-Fi, and lets you access content from other regions. Where most VPNs still ask for a username and password to sign in, MySudo VPN doesn't. Your account is tied to a key that never leaves your device.

No logs are kept. No usage data is sold. The only data collected is a random registration ID and your account status — the bare minimum needed to run the service.

- AES-256 encryption, the same standard used to protect classified government data
- No username, password, or phone number required to sign in
- Zero usage logs: no IP addresses, browsing history, bandwidth, or session data stored
- 76 servers across 41 countries
- Supports WireGuard, IKEv2, OpenVPN UDP/TCP, and IPsec
- Available on iOS, Android, and desktop
- Available in AU, CA, DE, NZ, SG, KR, UK, US
- Syncs across devices with no ads

MySudo VPN currently has its own standalone subscription plans. See Section 06 for pricing.

MySudo Reclaim



About MySudo Reclaim:

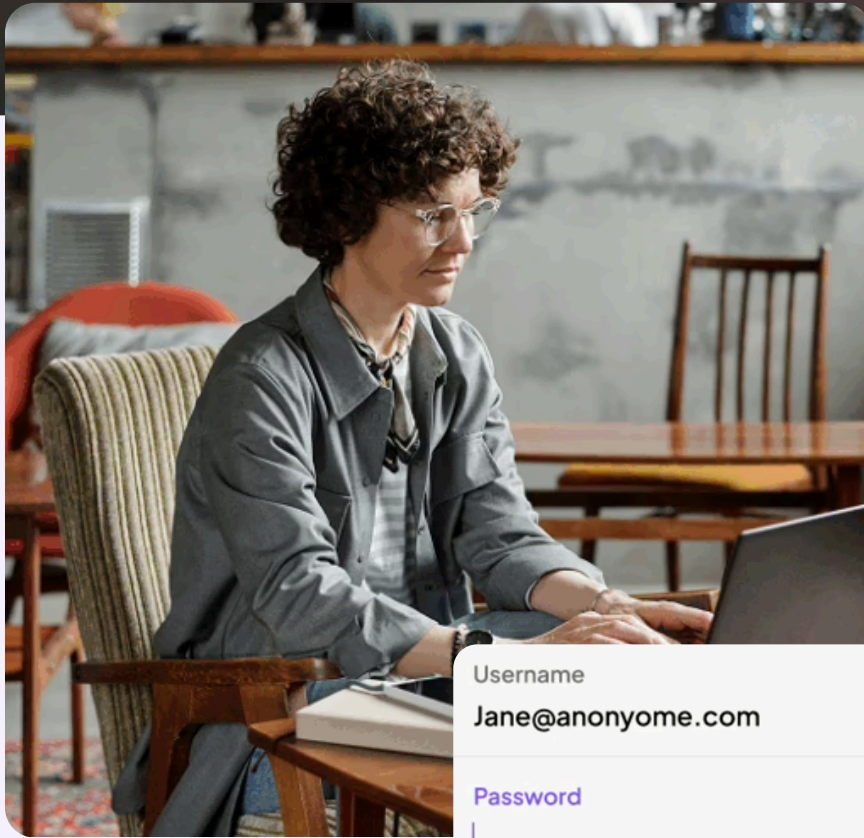
MySudo Reclaim is an AI-powered privacy email inbox scanner. Connect your inbox and it scans email subjects and senders to show you exactly which companies have your personal data. It never reads the body or attachments of your emails.

Once you see who has your data, MySudo Reclaim shows what they've collected based on their privacy policy and alerts you to any data breaches where your information was exposed. From there, you can delete accounts you no longer need or update the ones you want to keep — replacing your personal contact details with your Sudo credentials so those companies have your Sudo on file instead of your real information. It's a practical, account-by-account way to reduce your personal exposure without starting from scratch.

- Identifies every company holding your personal information
- Shows data types collected, based on each company's privacy policy
- Breach alerts surfaced alongside company names
- Step-by-step instructions to delete or update each account
- Replace personal details with Sudo credentials on accounts you want to keep
- Unlimited scans on monthly and yearly plans
- Accessible from any browser on desktop, mobile, or tablet
- Gmail supported now — more email providers coming soon

MySudo Reclaim currently has its own standalone plans and pricing. See Section 06 for pricing.

MySudo Password



Username

Jane@anonymouse.com

Password



Use suggested password

TL?eJR32pT?hi7qA



About MySudo Password (Coming Soon):

MySudo Password creates, stores, and autofills your credentials in one secure place — including your Sudo credentials if you're a MySudo user. One strong, unique password for every account. One master password that only you know. Whether you're logging into a personal account or filling in a Sudo email and number, MySudo Password handles it without you needing to remember a thing.

- Autofills usernames, passwords, credit cards, and online forms
- Autofills Sudo credentials for MySudo users
- Generates strong, customizable passwords instantly
- Seamless encrypted credential sharing
- Supports passkeys for secure, password-less sign-in
- Autosaves new logins when you create accounts
- Unlimited entries, including multiple family identities
- One master password unlocks everything
- “Hide My Email” style aliasing feature will be introduced in a future release

MySudo Password is a standalone product currently in development. It will have its own plans and pricing, independent of other MySudo Suite products.

Plans & Pricing

Each product in the MySudo Suite is currently sold independently with its own subscription plans. Users can subscribe to one product, a few, or all four.

MySudo

Plan	Price	
Sudo Go	\$1.99/Mo	\$19.99/Yr
Sudo Pro	\$4.99/Mo	\$49.99/Yr
Sudo Max	\$14.99/Mo	\$149.99/Yr

MySudo VPN

Plan	Price
MySudo VPN Monthly	\$6.99
MySudo VPN Annual	\$49.99

MySudo Reclaim

Plan	Price
MySudo Reclaim One Time Scan	\$7.99
MySudo Reclaim Monthly	\$9.99
MySudo Reclaim Annual	\$74.99

MySudo Password (Coming Soon)

Plan	Price
MySudo Password Monthly	TBD
MySudo Password Annual	TBD

How the MySudo Suite Compares

Most privacy tools cover one piece of the picture. MySudo Suite covers all of it. The chart below shows exactly where the gaps are, and where the MySudo Suite fills them.

Feature	MySudo Suite	Whats App	Google Voice	1Password	Hide My Email	Signal	Brave	Proton	Aura	Surfshark	Cloaked
New phone number	✓	✗	✓	✗	✗	✓	✗	✗	✗	✗	✓
Unlimited messages	✓	✓	✓	✗	✗	✓	✗	✗	✗	✗	✓
Unlimited minutes	✓	✓	✓	✗	✗	✓	✗	✗	✗	✗	✓
New email addresses	✓	✗	✗	✗	✓	✗	✗	✓	✗	✗	✓
End-to-end encryption	✓	✓	✗	✗	✗	✓	✗	✓	✗	✓	✓
Private browser	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗
Ad/tracker blocking	✓	✗	✗	✗	✗	✓	✓	✗	✗	✓	✗
Virtual cards	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
Browser extension	✓	✗	✗	✓	✓	✓	✓	✓	✗	✓	✓
Mobile app	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓
VPN	✓	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗
Password Manager	✓ Coming Soon	✗	✗	✓	✗	✗	✗	✓	✓	✗	✓
AI Privacy Inbox Scanner	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

What Makes The MySudo Suite Different

Proactive, Not Reactive

Most tools monitor or alert after something goes wrong. The MySudo Suite is designed so there's less to go wrong in the first place. Use Sudo credentials instead of your personal details from the start, and there's less of your personal information out there to expose. Use Reclaim to find and clean up what's already there. Use MySudo Password to make sure every account you keep is protected by credentials that are genuinely hard to crack. The control stays in the user's hands. Use MySudo VPN to encrypt your connection wherever you go.

Zero-Knowledge Architecture:

The MySudo Suite is designed so we never need to hold your personal information in the first place. MySudo requires no PII to create an account. Email content is private even from us. MySudo Reclaim processes your data without storing it. MySudoVPN keeps no usage logs. MySudo password uses a master key that never leaves your device.

Accessible Plans for Every need

Privacy shouldn't be a premium. Every product in the MySudo Suite is independently priced to be genuinely affordable, so people can start with what they need.

Common Use Cases



Online Shopping (MySudo)

Use a Sudo phone number, email, and virtual card at every account creation or checkout instead of your personal details. Shop with MySudo's private browser to eliminate ads and tracking so your shopping doesn't follow you everywhere.



Dating Apps (MySudo)

Share your Sudo phone number instead of your personal one. The people you connect with know your Sudo instead of you until you choose otherwise.



Freelance & Side Work (MySudo, MySudo VPN, MySudo Password)

MySudo: Use a dedicated Sudo for clients, contracts, and professional contacts. Your work life and personal life stay completely separate. MySudo VPN: Use an encrypted connection to stay secure. MySudo Password: Manage job-related credentials securely.



Job Searching (MySudo)

Use a Sudo number and email for applications and recruiter outreach. Your personal contact details stay off job boards and out of hiring databases.



Public Wi-Fi (MySudo VPN & MySudo)

Encrypt all traffic on hotel, airport, and café networks you don't control. Your activity stays private regardless of the network. Use your Sudo credentials to sign up for free public Wi-Fi so your personal information stays protected.



Traveling Abroad (MySudo VPN, MySudo)

Use MySudo VPN to connect through an encrypted tunnel wherever you are or to access region-specific content. No logs, no tracking, no matter which country you're in. Use MySudo to create a travel Sudo and use those credentials for hotels, tours, or anything else you may need.



Cleaning Up Existing Exposure (MySudo Reclaim)

Scan your inbox, see who has your personal data, and work through accounts one by one. Delete what you don't need and update the accounts you keep with Sudo credentials instead.



After a Data Breach (MySudo Reclaim)

Use MySudo Reclaim to identify which accounts were affected, then replace your personal details with Sudo credentials so your real information is no longer on file.



Securing Every Login (MySudo Password)

Generate a strong, unique password for every account and store your Sudo credentials alongside them in one secure vault. Everything is protected by one master password you control, with seamless autofill.



Switching Devices or Browsers (MySudo Password)

Your vault travels with you. Every credential including your Sudos is accessible wherever you need it, without ever being stored somewhere you don't control.

Media Soundbites

These lines are cleared for use in media coverage of any MySudo Suite product.

MySudo Suite

"The best defense against data breaches is never being in the database."
"Stop monitoring leaks. Start preventing exposure."
"Four products. One mission: put you back in control of your identity"
"A completely new way to experience privacy."

MySudo

"You decide who gets your personal information. Everyone else gets a Sudo."
"The internet doesn't need to know your personal information."
"Identity protection for less than a cup of coffee."
"Nine phone numbers, one device."
"Your phone number shouldn't give away your identity."
"Nine identities. One device. Total control."
"Separate identities. Stronger privacy."

MySudo VPN

"MySudo VPN: The VPN that is truly private"
"MySudo VPN runs across 76 servers in 41 countries and keeps zero usage logs."
"If a VPN needs your identity, it's not private."
"Privacy shouldn't require personal information."
"A VPN built on zero knowledge."

MySudo Reclaim

"Your data is out there. MySudo Reclaim helps you take it back."
"See who has your data. Then do something about it."
"The first step to privacy is knowing who has your data."
"Your inbox is a map of your digital footprint."
"Data brokers count on you never checking."

MySudo Password (Coming Soon)

"One master password to remember. Hundreds protected."
"Weak passwords power account takeovers."
"Password security shouldn't require memorizing hundreds of logins."
"Passwords fail when people have to remember them."
"Strong passwords shouldn't slow you down."
"Your passwords shouldn't live in your memory."



Company Information

About Anyome Labs™

Anyome Labs is a leading AI-powered SaaS provider of privacy and identity protection solutions committed to putting people back in control of their personal data. Since 2014, the company has delivered innovative consumer applications and enterprise solutions that help individuals and leading enterprises' end users safeguard sensitive information both online and offline.

Their consumer applications span VPN to Password Manager to Verifiable Credentials, in addition to Anyome Labs' flagship privacy and identity protection app, MySudo, offering an all in one privacy experience with working phone numbers, email inboxes, virtual cards, and more for complete digital privacy.

Anyome Labs' AI-native Platform enables businesses through turnkey SDKs and branded white-label applications. Each product is packed with proactive identity-protection features that build rich customer experiences for daily use cases driving trust and revenue opportunities for brand owners.

Trusted by Fortune 100 companies and supported by more than 22 issued patents, Anyome Labs is pioneering a future where privacy, cyber safety, and user-controlled digital identity are the norm.

Developer	Anyome Labs™
Consumer Product Suite	MySudo, MySudo VPN, MySudo Reclaim, MySudo Password (Coming Soon)
Platforms	iOS, Android, Web Extensions
Available In	AU, CA, DE, NZ, SG, KR, UK, US
Privacy Model	Zero-knowledge architecture. No ad revenue. No data sales.
Business Model	Subscription-based. Each product is currently sold independently.

Leadership



JD Mumford CEO

JD leads operations, corporate development, and partnerships at Anonymo Labs. With 20 years of experience scaling SaaS businesses, he brings deep expertise in building and deploying software for consumers and global enterprises. Prior to Anonymo Labs, he helped drive Blue Coat Systems' transition to cloud services and held product, marketing, and business development roles at E2open, where he contributed to the company's growth to IPO. His experience includes global deployments for Fortune 500 companies across the US, Asia Pacific, and Europe. JD holds a BS in Computer Engineering from Lehigh University and an MBA from Santa Clara University.



Dr. Paul Ashley CTO

Paul leads product strategy, security architecture, emerging technologies, and technical partnerships. A recognized expert in security and privacy, he brings over 30 years of experience and holds 22 patents. He has led architecture across mobile, cloud, and enterprise security, with deep expertise in identity, privacy, and access management. During 15 years at IBM, he held senior technical leadership roles and was named a Senior Technical Staff Member, IBM Academy member, and Master Inventor. Paul has authored books and papers on security and holds a PhD in information security.



Simon Gee Head of Engineering

Simon leads engineering for the Anonymo Platform and the MySudo Suite, overseeing architecture, design, and development. With 21 years of experience, including roles at Nokia and IBM, he works across teams to deliver scalable, privacy-focused solutions. He focuses on building high-performing engineering teams with the agility to navigate the evolving privacy and identity landscape. Simon also partners across product, design, marketing, sales, and support to ensure the platform aligns with user needs and the company's mission to give people control of their personal data.



David Bruggeman Head of Product

David oversees product management, product design, and customer service at Anonymo Labs. With 25 years of experience across security, privacy, identity, and fintech, he drives product-led growth and cross-functional collaboration. He has worked with Yahoo, McAfee, GenDigital, LifeLock, Check Point, and E*TRADE, leading privacy, security, and financial product initiatives. He has also supported startups including Credit Sesame and Real Defense, focusing on product expansion and go-to-market execution. David holds an MS from Boston University and an MBA from the University of California, Davis.



Neil Readshaw CSO

Neil leads security, risk, and compliance at Anonymo Labs. Since 2014, he has driven the company's security strategy, achieving key milestones including PCI DSS, GDPR, and CCPA readiness. Previously, he held senior roles at IBM, including Chief Security Architect for Managed Cloud Services, and was recognized as a Senior Technical Staff Member, IBM Academy member, and Master Inventor in Australia. Neil holds over 30 patents in security and privacy and serves as Chair of the University of Queensland ITEE Industry Advisory Board.

Press Contact

For interview requests, review access, product demos, embargo inquiries, or any questions about the MySudo Suite or Anonymome Labs, reach out to the communications team.

Press Email	pressinquiries@anonymome.com
Press Materials	anonymome.com/mysudo-press
Product Website	https://anonymome.com/individuals/
Company Website	https://anonymome.com/

Boilerplate for Editorial Use

The MySudo Suite is a family of independent privacy and identity protection products powered by Anonymome Labs™. The Suite includes MySudo, a privacy and identity protection app that lets users share Sudo credentials such as working phone numbers, email inboxes, and virtual cards instead of their personal details; MySudo VPN, a zero-log encrypted VPN; MySudo Reclaim, an AI-powered inbox exposure scanner; and MySudo Password, a secure password manager coming soon. Each product is currently available as a standalone subscription.

© 2026 Anonymome Labs, Inc. All rights reserved. MySudo is a trademark of Anonymome Labs, Inc. All product names, logos, and brand assets are the property of Anonymome Labs, Inc.