â€˜Priveazyâ€™: Making Privacy Understandable

from The Privacy Times

â€œPriveazy.comâ€• has launched to help Internet users protect their privacy and navigate the labyrinthine of privacy policies and settings. The site offers lessons on how to browse the Web safely, block Web trackers, make Windows more secure, and protect your email account.

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(function() {
var s = document.createElement('SCRIPT'), s1 = document.getElementsByTagName('SCRIPT')[0];
s.type = 'text/javascript';
s.src = 'http://widgets.digg.com/buttons.js';
s1.parentNode.insertBefore(s, s1);
})();
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(function() {
  var po = document.createElement('script'); po.type = 'text/javascript'; po.async = true;
  po.src = 'https://apis.google.com/js/plusone.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(po, s);
})();
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It offers step by step directions for tasks like upgrading your browser or turning off third-party cookies. Priveazy currently is free. Founder Jay Herbison said the site is a labor of love for founder and his small staff, but he has plans to turn it into a for-profit venture at some point.

â€œWe have identified four or five ways we could make money, but advertising isnâ€™t one of them,â€• he told IT Worldâ€™s Tynan. â€œItâ€™s simply not in our DNA. We will never share our usersâ€™ information with third parties or make money on t backs of peopleâ€™s data. We just want get privacy awareness out there and empower people who are not IT pros about how to make the necessary changes to protect their privacy.â€•

As the site grows, Herbison said he plans to add lessons on how to lock down your Twitter and Linked-In accounts, protect individualsâ€™ passwords, secure home WiFi network, prevent identity theft, and keep data snoops from slurping up your location information.

The site has a simple privacy policy, in part because the only bits of identifiable information Priveazy collects are visitorsâ€™ email IP addresses, with the latter is discarded after 72 hours.

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