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It's Never Been So Easy to Cover Your Tracks Online

French startup develops a twist on traditional "private browsing"

Paris, France—May 10, 2017— AdaptiveBee continues to build its browser, UR, focused on user privacy and security online. The goal of AdaptiveBee is to offer a browser people can trust, with useful tools that help them protect their data and save time online.

The advanced private browsing mode in UR, **Ninja Mode**, meets this goal perfectly by giving users more control over their privacy online. UR is the first browser that allows you to have a Ninja tab (private browsing) and normal tab together, without the need for a separate private window.

Every time you activate Ninja Mode on a website, your history will be wiped for this website—including the history right before you clicked the button. Users can also choose to add websites they visit often in Ninja Mode to their **Ninja List**. Any website on the Ninja List will automatically open in private browsing when it is entered in the address bar.

With just one click, users can preserve their privacy online simply and quickly, without worrying about deleting their browsing history as in other browsers. For easy recognition, Ninja tabs and the UR logo turn black in Ninja Mode.

This privacy feature is just a first step for the startup that is currently working on a built-in password manager and a more powerful suite of privacy tools.

About UR

UR is a fast and secure web browser that gives users the tools they need to protect their data online. By blocking third party cookies, invisible trackers and any reporting to Google, users are highly protected "out of the box," without external extensions. An integrated ad blocker and a privacy suite give users the tools they need to control their privacy online. Based in France, UR is the European alternative to the American and Chinese Internet giants who dominate the browser market.

About AdaptiveBee

At AdaptiveBee, we design and develop mobile and desktop applications that help our users protect their data online. With easy-to-use features, we strive to give users back the control back over their data, no matter their level of technology. "The Hive" is based in Paris and is part of the growing #FrenchTech ecosystem.

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