

This Tool Lets You See Just How Much You're Being Tracked Online

New feature makes protecting your data easy

PARIS—June 7, 2017—Furthering its mission to give users back control over their online privacy, AdaptiveBee today announced the release of the Privacy Suite in their web browser, UR. This new feature shows users the extent to which they are being tracked, and lets them easily change their level of privacy by website.

User tracking has increased in recent years as a result of targeted advertising, which heavily relies on user data to tailor ads. Many users do not understand the hidden network of data collection that lies on every site they visit. Even fewer are aware that their data is not only used for advertising, but that this same data can be sold later to the highest bidder.

The **Privacy Suite** has a choice of three levels of privacy: **Low, Medium and High Privacy**. Users can choose the level that best suits them, depending on the website they are visiting. Features such as an Invisible Tracker Blocker, 3rd-Party Cookie Blocker and Ad Blocker will ensure that data collection is kept to a minimum. A number will appear next to each feature in the Privacy Suite, indicating how many trackers, cookies and ads have been blocked, respectively.

"You do not need to be an expert in privacy to protect yourself," said Pierre Kolko, Chief Product Officer. "We want to make privacy easy and intuitive, which is why we created three privacy levels that correspond to the different needs users may have online. Some people will always want to be in High Privacy, while others will hang out in Low or Medium. The important thing is that people have control over their privacy, and that they see, with their own eyes, the sheer number of trackers hidden on websites."

Each privacy level will benefit from Anti-Fingerprinting and HTTPS Redirect, meaning that even in Low Privacy, users are more protected in UR than in the average web browser.

This update follows the release of Ninja Mode, an advanced private browsing mode. Ninja Mode will now be integrated into High Privacy. Building on this model of personalized privacy, users will be able to choose certain websites to always load in a set privacy level.

The Privacy Suite will now automatically come installed in UR to ensure that new users will be protected in UR from day one, without the need for external extensions. This update will be rolled out to existing users starting today.

About UR

UR is a fast and secure web browser that gives users the tools they need to protect their data online. With built-in privacy and security features, such as an ad blocker and a set of privacy tools that block many types of tracking, users can easily protect themselves online with minimal effort. Based in France, UR is the European alternative to the American and Chinese Internet giants who dominate the 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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