

Atomite demo Screenshots

(access to live demo site upon request)

Homepage

Customer receives a link to a personalized affirmative 'opt-in' start page via several mediums:

- i) A push notice from her wireless carrier asking whether she'd be interested in learning how to put her data to work in exchange for rewards;
- ii) She'd see a similar message when paying her wireless bill or when she's navigated to the 'do not track' option through her mobile device settings and is about to opt-out; and
- iii) She'd see a similar message as part of a general marketing campaign run by her carrier.

The screenshot shows a web browser window displaying the Atomite homepage. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html`. The Atomite logo is in the top right, with the tagline "Digital loyalty has it's benefits™" and a personalized greeting "Welcome, Jon!".

The main content area features a large image of a woman using a tablet. Overlaid on the image is the text: "It's your data! Put it to work." Below this is a sub-headline: "We reward you for managing how your data is put to work for you" and a blue "Get Started >" button.

Below the main image are three circular icons representing different sections:

- Learn** (orange icon): "Learn about how to protect, update, and share your data." with a "Learn more" link.
- Decide** (blue icon): "Decide how much data you want to share, with whom, and for what purposes." with a "Learn more" link.
- Earn** (green icon): "Earn Privacy Points™ you can redeem for valuable products and services" with a "See rewards" link.

The footer contains the text "Clear Data and Start New Session" on the left, "Copyright 2015 Atomite. All rights reserved." in the center, and social media icons for Facebook, Twitter, LinkedIn, and Google+ on the right.

Your data

This is the control center. Customer can click 'Enable all' to share all data or click 'Customize' to pick and choose what to share. Customer clicks "Customize."

The screenshot shows a web browser window displaying the Atomite 'Your Data' control center. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc`. The Atomite logo is at the top center, with the tagline 'Digital loyalty has it's benefits™'. The user's name 'Jon Fisse' and a profile picture are shown in the top right corner. Below the logo, the page title is 'Home // Your Data'. A message states: 'For each option below, click "Enable all" to allow us to put your data to work "as is" or "Customize" to decide which data is put to work, with whom, and for what purposes.' A 'Back' button is located below this message. The main content area features four data control cards, each with an icon, a title, a description, and two buttons: 'Enable all' and 'Customize'. The first card, 'Your Data', has a person icon and offers 'Earn up to 4,600 Privacy Points™'. It includes a radio button for 'Do not put my personal information to work (You will not earn any Privacy Points™)'. The second card, 'How Your Data Can Be Put to Work', has a megaphone icon and offers 'Earn up to 900 Privacy Points™'. The third card, 'Who Can Put Your Data to Work', has a group of people icon and offers 'Earn up to 5,300 Privacy Points™'. The fourth card, 'More Ways to Earn Privacy Points™', has a dollar sign icon and offers 'Earn up to 5,200 Privacy Points™'. A red arrow points to the 'Customize' button in the first card.

Main data profile

Customer clicks 'Customize' in 'Characteristic Data' box.

The screenshot displays the 'Main Data Profile' page for a user named Jon Fisse. The page header includes the Atomite logo and the tagline 'Digital loyalty has it's benefits™'. The user's profile shows 0 Privacy Points and a 'Redeem' button. The main content area features four data categories, each with a description and a 'Customize' button. A red arrow points to the 'Customize' button for the 'Characteristic Data' category.

Category	Description	Points Earned
Characteristic Data	This category contains information about you or others in your household who share your last name (such as age, marital status, education, and presence of children).	900 Privacy Points™
Home Data	This category contains information about your home such as whether you rent or own, property type (single family dwelling, multi-family dwelling) and length of residence	600 Privacy Points™
Household Economic Data	This category contains information about a household's finances such as estimated household income level and preferred payment methods.	700 Privacy Points™
Vehicle Data	This category contains information about vehicles in your household such as make and model, number of vehicles, and auto-insurance renewal date.	700 Privacy Points™

Characteristic data

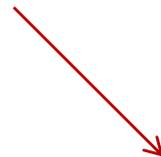
Customer earns Privacy Points™ for each item of information she enables an Atomite licensee to put to work for marketing purposes. Additional Privacy Points™ are given for updating the information.

The screenshot shows a web browser window displaying the Atomite user profile page. The page title is "Characteristic Data". The user's current score is 300 pts. A yellow callout box says "Update your data to earn even more Privacy Points™". Red arrows point from the "Date of Birth", "Gender", and "Ethnicity" fields to the "+100 pts." reward. The "Date of Birth" field is set to 01/01/1955. The "Gender" field is set to Male. The "Ethnicity" field is set to White. The "Education" field is set to Completed High School. The "Current Occupation" field is set to Other. The "Marital Status" field is set to Single. The "Number of Adults in Household" field is set to 1. The "Presence of Children" field is set to No. The "Number of Children" field is set to 0. The "Allow" button for each field is currently disabled.

Field	Value	Points Earned
Date of Birth	01/01/1955	+100 pts.
Gender	Male	+100 pts.
Ethnicity	White	+100 pts.
Education	Completed High School	0 pts.
Current Occupation	Other	0 pts.
Marital Status	Single	0 pts.
Number of Adults in Household	1	0 pts.
Presence of Children	No	0 pts.
Number of Children	0	0 pts.

Main data profile

After finishing the updates to 'Characteristic Data', customer can continue to update and permission for use her additional personal information.



The screenshot displays the 'Main Data Profile' interface for a user named Jon Fisse. At the top right, the user's name and profile picture are shown next to a blue box containing '300 Privacy Points™' and a 'Redeem' button. Below this, the page title is 'Main Data Profile' with a breadcrumb trail 'Home // Your Data // Main Data Profile'. A 'Back' button is visible. The main content area features four data category cards, each with an icon, a title, a description, and two buttons: 'Enable all' and 'Customize'. The 'Characteristic Data' card is highlighted with a blue border and shows 'You Earned 300 Privacy Points™' with a checkmark icon. The other cards are: 'Home Data' (Earn up to 600 Privacy Points™), 'Household Economic Data' (Earn up to 700 Privacy Points™), and 'Vehicle Data' (Earn up to 700 Privacy Points™).

How to put your data to work

Customer clicks 'Enable all' on the 'How your data can be put to work' box and, as a result, earns the maximum number of Privacy Points™ for that category without the need to drill down into that category's individual components.



The screenshot shows the Atomite website interface. At the top, the Atomite logo is displayed with the tagline "Digital loyalty has it's benefits™". The user's name, Jon Fisse, and a profile picture are shown in the top right corner. A blue box indicates the user has 2,300 Privacy Points™, with a "Redeem" button below it. The main content area is titled "Your Data" and includes a "Back" button. Below this, there are four sections, each with a "Your Data" icon and a "Privacy Points™" value:

- Your Data:** Select the personal information you choose to put to work. Options: "Enable all" (selected), "Customize", and "Do not put my personal information to work" (with a note: "(You will not earn any Privacy Points™)"). Earned 2300 Privacy Points™.
- How Your Data Can Be Put to Work:** Choose the marketing methods which can be used to serve you customized ads. Options: "Enable all" (selected), "Customize". Up to 900 Privacy Points™.
- Who Can Put Your Data to Work:** Choose who can put your data to work. Options: "Enable all" (selected), "Customize". Earn up to 5,300 Privacy Points™.
- More Ways to Earn Privacy Points™:** Connect us to the data you provided other service providers or answer consumer survey questions to earn more Privacy Points™. Option: "Earn more points". Earn up to 5,200 Privacy Points™.

Who can put your data to work

Customer clicks 'Customize' to choose who can use her tailored data.

The screenshot shows a web browser window displaying the Atomite user interface. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc`. The page header includes the Atomite logo and the tagline "Digital loyalty has it's benefits™". The user's name, "Jon Fisse", is displayed in the top right corner, along with a profile picture and a total of 3,200 Privacy Points™. A "Redeem" button is visible below the points total.

The main content area is titled "Your Data" and contains the following sections:

- Your Data:** Select the personal information you choose to put to work. Options: OR Do not put my personal information to work (You will not earn any Privacy Points™). You Earned 2300 Privacy Points™.
- How Your Data Can Be Put to Work:** Choose the marketing methods which can be used to serve you customized ads. Options: . You Earned 900 Privacy Points™.
- Who Can Put Your Data to Work:** Choose who can put your data to work. Options: . Up to 5,300 Privacy Points™.
- More Ways to Earn Privacy Points™:** Connect us to the data you provided other service providers or answer consumer survey questions to earn more Privacy Points™. Option: . Earn up to 5,200 Privacy Points™.

A red arrow points to the "Customize" button in the "More Ways to Earn Privacy Points™" section.

Who can put your data to work

Customer clicks 'Customize' in the 'Social Media' box.

The screenshot shows a web browser window displaying the Atomite website. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc/permitted_recipients`. The website header includes the Atomite logo and the tagline "Digital loyalty has it's benefits™". The user profile for Jon Fisse is shown in the top right corner, with 3,200 Privacy Points and a "Redeem" button. The main content area is titled "Permitted Recipients" and contains the instruction "Choose who can put your data to work". Below this are three category cards: "Social Media" (3,200 points), "Data Brokers" (900 points), and "Financial Services" (1,200 points). Each card has a description and "Enable all" and "Customize" buttons. A red arrow points to the "Customize" button for the Social Media category. At the bottom of the page is a "Continue" button and a footer with "Clear Data and Start" and "Copyright 2015 Atomite. All rights reserved."

Social Media

Customer permissions Atomite licensee to share her tailored profile with preferred social media networks. Clicks 'Continue'.

The screenshot shows a web browser window displaying the Atomite social media permissions page. The browser's address bar shows the file path: file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc/permitted_recipients/social_media. The Atomite logo is visible at the top, with the tagline "Digital loyalty has it's benefits™". A blue box in the top right corner displays "5,600 pts.". Below the logo, there are four social media network cards: Facebook, Twitter, LinkedIn, and Pinterest. Each card shows the network's icon, a "Disable" button, and the text "You Earned 800 Privacy Points™". The Pinterest card also includes the text "Earn up to 800 Privacy Points™". A blue "Continue" button is located at the bottom center of the page. The footer contains the text "Clear Data and Start New Session", "Copyright 2015 Atomite. All rights reserved.", and social media icons for Facebook, Twitter, LinkedIn, and Google+.



Who can put your data to work

After selecting data brokers and financial services, customer clicks 'Continue'.

The screenshot shows a web browser window displaying the Atomite website. The user is Jon Fisse, and they have 7,700 Privacy Points. The page is titled "Permitted Recipients" and asks the user to "Choose who can put your data to work". There are three categories of data sharing options:

- Social Media:** You Earned 2,400 Privacy Points. Description: Social network sites are web-based services that allow individuals to create a public profile, to create a list of users with whom to share connections, and view and cross the connections within the system. Buttons: Enable all, Customize.
- Data Brokers:** You Earned 900 Privacy Points. Description: A data broker is a business that collects personal information about consumers and sells that information to other organizations. Buttons: Enable all, Customize.
- Financial Services:** You Earned 1,200 Privacy Points. Description: Financial services are the economic services provided by the finance industry, which encompasses a broad range of businesses that manage money, including credit unions, banks, credit card companies and insurance companies. Buttons: Enable all, Customize.

A "Continue" button is located at the bottom of the page. The footer contains "Clear Data and Start" and "Copyright 2015 Atomite. All rights reserved."



More Ways to Earn

Customer clicks 'Earn more Privacy Points™'.

The screenshot shows a web browser window displaying the Atomite website. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#toc`. The website header includes the Atomite logo with the tagline "Digital loyalty has it's benefits™" and a blue box indicating the user has 7,700 points.

The main content area features four cards, each with a title, a description, and a points earned amount:

- Your Data:** Select the personal information you choose to put to work. You Earned 2300 Privacy Points™. Options: [Enable all](#), [Customize](#), or Do not put my personal information to work (You will not earn any Privacy Points™).
- How Your Data Can Be Put to Work:** Choose the marketing methods which can be used to serve you customized ads. You Earned 900 Privacy Points™. Options: [Enable all](#), [Customize](#).
- Who Can Put Your Data to Work:** Choose who can put your data to work. You Earned 4500 Privacy Points™. Options: [Enable all](#), [Customize](#).
- More Ways to Earn Privacy Points™:** Connect us to the data you provided other service providers or answer consumer survey questions to earn more Privacy Points™. Earn up to 5,200 Privacy Points™. Option: [Earn more points](#).

The footer contains the text "Clear Data and Start New Session", "Copyright 2015 Atomite. All rights reserved.", and social media icons for Facebook, Twitter, LinkedIn, and Google+.

A red arrow points from the text "Customer clicks 'Earn more Privacy Points™'." to the "Earn more points" button in the fourth card.

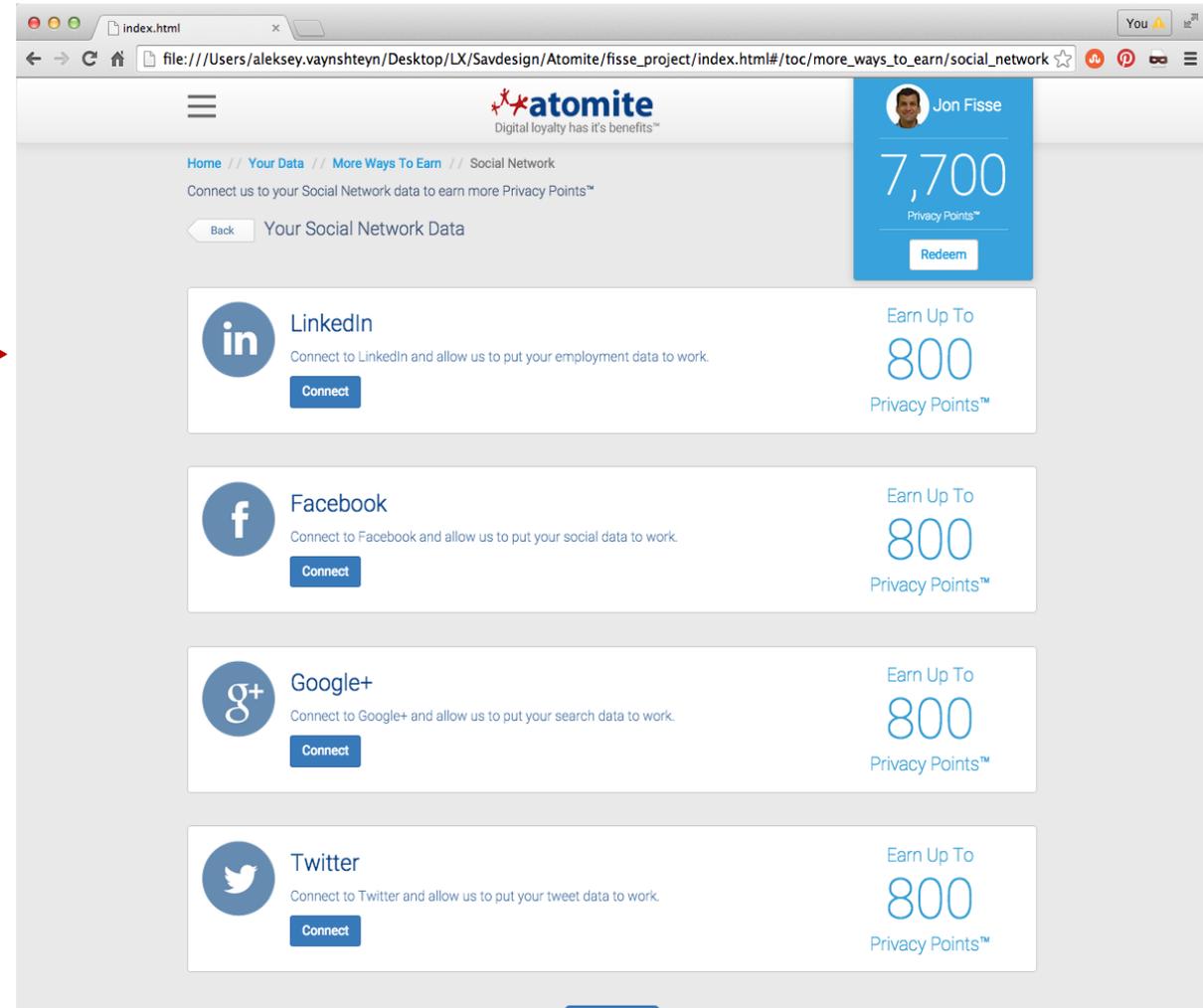
More Ways to Earn

Customer clicks 'Continue' in the 'Your Social Network Data' box to select his/her social network profiles (i.e., 3rd party consumer data) to share with Atomite licensee.

The screenshot displays the Atomite website interface. At the top, the Atomite logo is visible with the tagline "Digital loyalty has it's benefits™". The user's name, Jon Fisse, and a profile picture are shown in the top right corner, along with a balance of 7,700 Privacy Points and a "Redeem" button. The main content area is titled "More Ways to Earn" and includes a breadcrumb trail: "Home // Your Data // More Ways To Earn". Below this, a "Back" button and the text "More Ways to Earn Privacy Points™" are present. Two primary options are listed: "Your Social Network Data" (with a "Continue" button) and "Answer Consumer Surveys" (with a "Start" button). A red arrow points to the "Continue" button. The footer contains the text "Clear Data and Start New Session", "Copyright 2015 Atomite. All rights reserved.", and social media icons for Facebook, Twitter, LinkedIn, and Google+.

Access to Social Network Profile

Customer clicks 'Connect' to permission Atomite licensee to supplement its existing consumer profile with his/her LinkedIn profile.

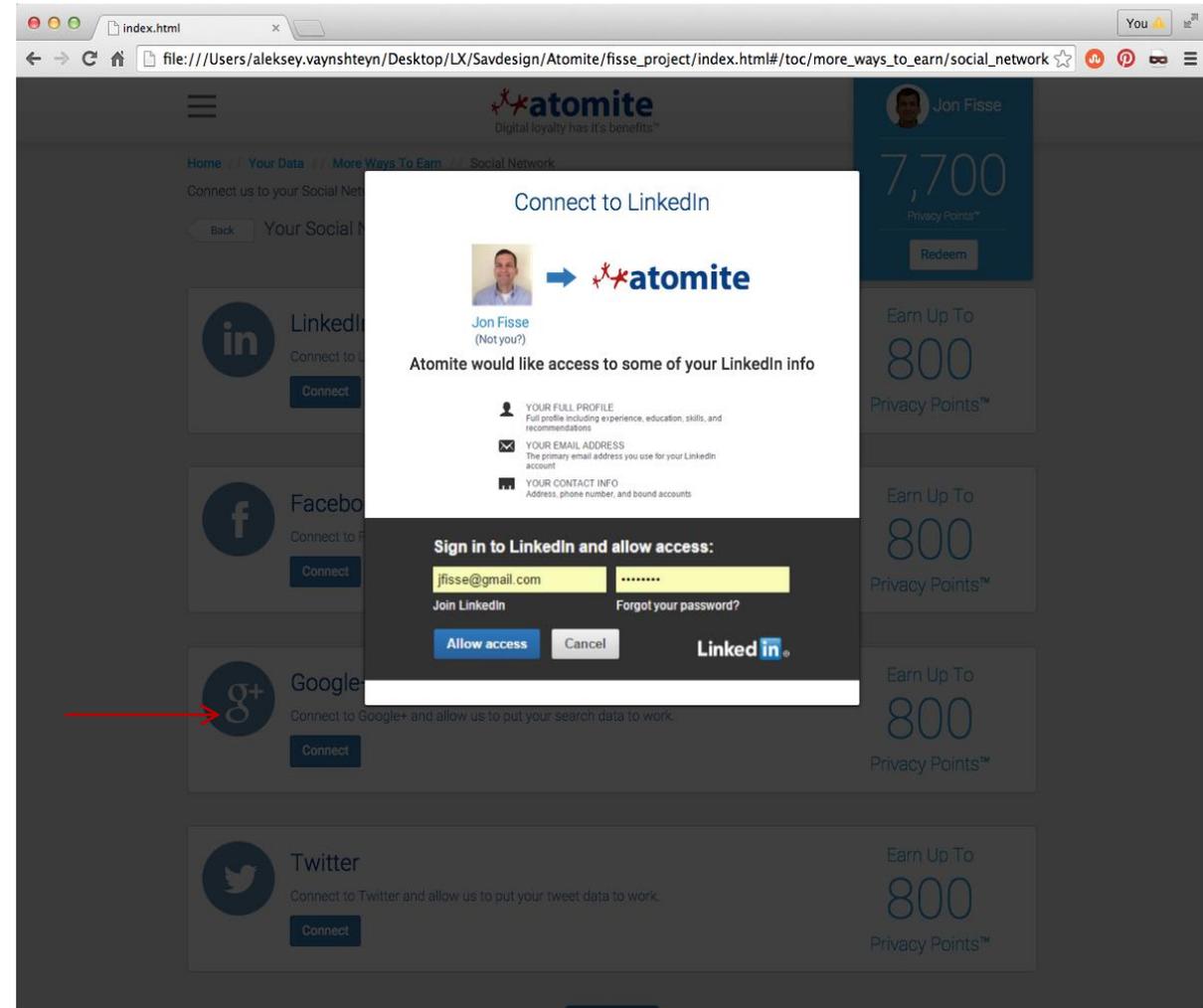


The screenshot shows a web browser window displaying the Atomite website. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc/more_ways_to_earn/social_network`. The website header includes the Atomite logo with the tagline "Digital loyalty has it's benefits™" and a user profile for Jon Fisse with 7,700 Privacy Points™. Below the header, there is a navigation menu with "Home // Your Data // More Ways To Earn // Social Network" and a sub-header "Your Social Network Data" with a "Back" button. The main content area features four social network connection cards: LinkedIn, Facebook, Google+, and Twitter. Each card includes the platform's logo, a "Connect" button, and the text "Earn Up To 800 Privacy Points™".

Social Network	Connect Button	Reward
LinkedIn	Connect	Earn Up To 800 Privacy Points™
Facebook	Connect	Earn Up To 800 Privacy Points™
Google+	Connect	Earn Up To 800 Privacy Points™
Twitter	Connect	Earn Up To 800 Privacy Points™

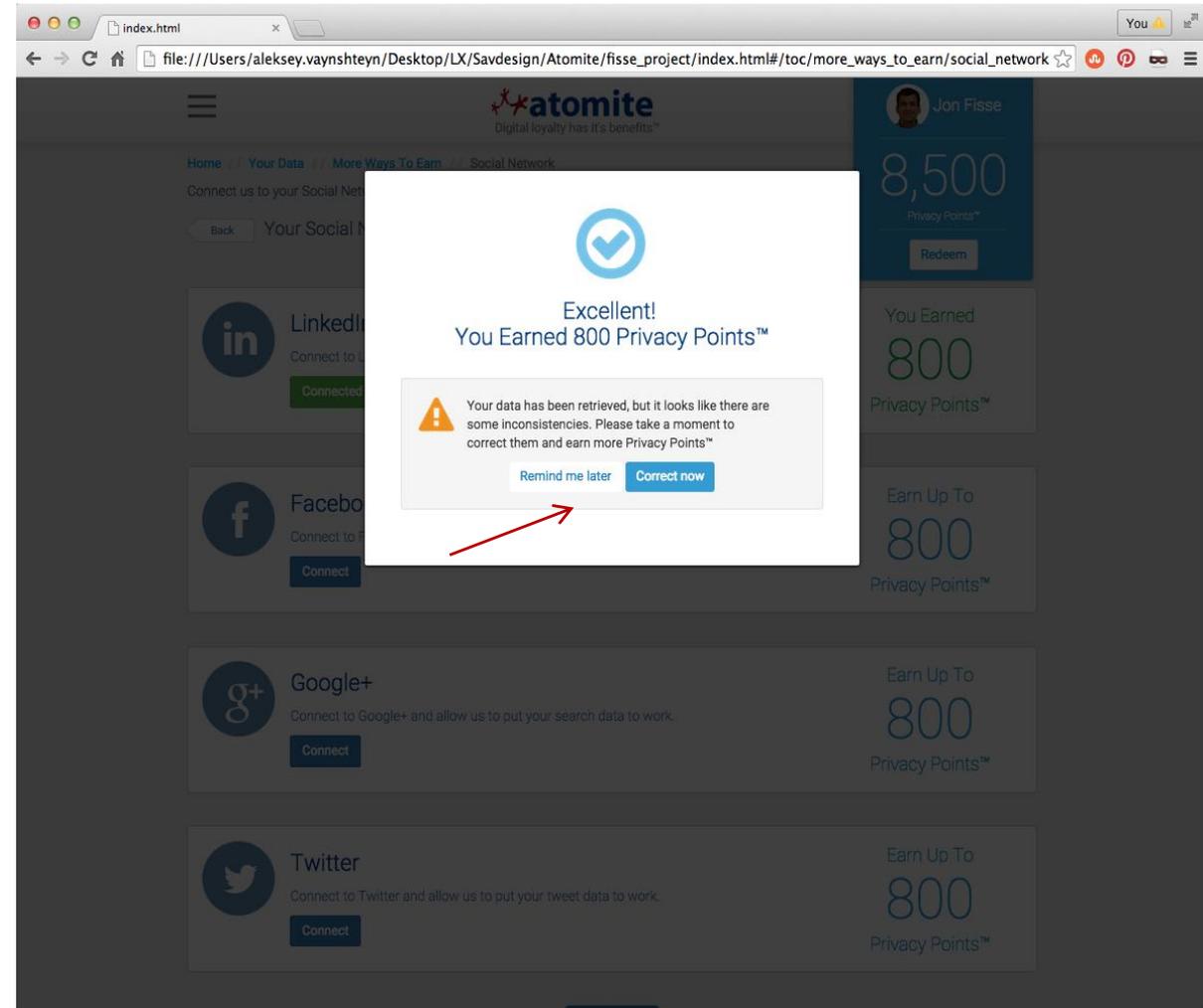
Connect to LinkedIn

Customer grants Atomite licensee access to his/her LinkedIn profile.



Connection Confirmation

Customer is asked to correct inconsistencies between the Atomite licensee and LinkedIn profiles.



Correct Inconsistencies

Customer selects which data is correct, and can make updates as needed, in each case earning additional Privacy Points™.

index.html

file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc/more_ways_to_earn/correct_in...

atomite
Digital loyalty has it's benefits™

Jon Fisse
8,530
Privacy Points™
Redeem

Home // Your Data // More Ways To Earn // Correct Inconsistencies

Compare the two columns below and choose the correct version of your data. If neither are accurate, please update your data to earn additional Privacy Points™

Back Correct Inconsistencies

Atomite Data	LinkedIn Data	
Ethnicity White <input checked="" type="checkbox"/> Use this	Ethnicity American Indian <input type="checkbox"/> Use this	+10 pts.
Education Completed High Sch <input type="checkbox"/> Use this	Education PhD <input checked="" type="checkbox"/> Use this	+10 pts.
Current Occupation Other <input type="checkbox"/> Use this	Current Occupation Gardener <input checked="" type="checkbox"/> Use this	+10 pts.
Marital Status Single <input type="checkbox"/> Use this	Marital Status Married <input type="checkbox"/> Use this	0 pts.
Number of Adults in Household # 1 <input type="checkbox"/> Use this	Number of Adults in Household # 4 <input type="checkbox"/> Use this	0 pts.
Presence of Children No <input type="checkbox"/> Use this	Presence of Children Yes <input type="checkbox"/> Use this	0 pts.

Continue

You Earned
30
Privacy Points™

More Ways to Earn

Customer clicks "Start" to take a survey.

The screenshot shows a web browser window displaying the Atomite website. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc/more_ways_to_earn`. The website header includes the Atomite logo with the tagline "Digital loyalty has it's benefits™" and a user profile for Jon Fisse with 8,530 Privacy Points™ and a "Redeem" button. The main content area is titled "More Ways To Earn" and contains two primary options:

- Your Social Network Data:** Includes a "Continue" button and shows "You Earned 800 Privacy Points™".
- Answer Consumer Surveys:** Includes a "Start" button (highlighted with a red arrow) and shows "Earn Up To 2,000 Privacy Points™".

The footer contains the text "Clear Data and Start New Session", "Copyright 2015 Atomite. All rights reserved.", and social media icons for Facebook, Twitter, LinkedIn, and Google+.

Survey

Customer is rewarded for every question answered, and can take additional surveys when done.

The screenshot shows a web browser window displaying the Atomite survey interface. The browser address bar shows the file path: file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/toc/more_ways_to_earn/surveys. The Atomite logo is at the top center, with the tagline "Digital loyalty has it's benefits™". A user profile for Jon Fisse is shown in the top right corner, with a balance of 8,570 Privacy Points™ and a "Redeem" button. The main content area is titled "Take a Survey (Page 1 of 5)" and features a "Take another survey" dropdown menu with options: "Interest in Advertising", "Personal Values", "Your Opinion", and "Interests & Activities". Below the menu is a table of survey questions with response options and point values.

General Attitudes	Somewhat Disagree	Mostly Disagree	Somewhat Agree	Points
Buying American products is important to me	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
I know the price I pay for most of the foods and packaged goods I buy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	+10 pts
I think shopping is a great way to relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	+10 pts
I enjoy wandering the store looking for new, interesting products	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	+10 pts
I only purchase products online when I have a coupon or promotional code from the site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 pts
I don't make purchase decisions based on advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 pts
I like to shop around before making a purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 pts
If I really want something I'll buy it with a credit card rather than wait	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 pts
I buy based on quality, not price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 pts
I buy natural products because I care about the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 pts

At the bottom of the survey, there are two buttons: "Done for now" and "Next page". On the right side, a summary shows "You Earned 40 Privacy Points™".

Redeem Privacy Points™

Now the customer can redeem Privacy Points™ for rewards.

The screenshot shows a web browser window displaying the Atomite website's redemption interface. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/redeem`. The website header includes the Atomite logo with the tagline "Digital loyalty has it's benefits™" and a user profile for "Jon Fisse" with 8,570 Privacy Points™. Below the header, the page is titled "Redeem Your Privacy Points™" and features a "Show: All Available" filter and a search bar. The main content area displays six redemption options in a grid:

- Amazon.com gift card:** \$10 - 1000pts, Redeem button.
- iTunes Gift Card:** \$15, \$10 - 1000pts, Redeem button.
- Starbucks Card:** \$10, \$10 - 1000pts, Redeem button.
- \$20 off your next wireless bill:** 2,000 pts, Redeem button.
- Free 1 month of HBO GO:** 1,500 pts, Redeem button.
- Unlimited data for 1 month:** 1,500 pts, Redeem button.

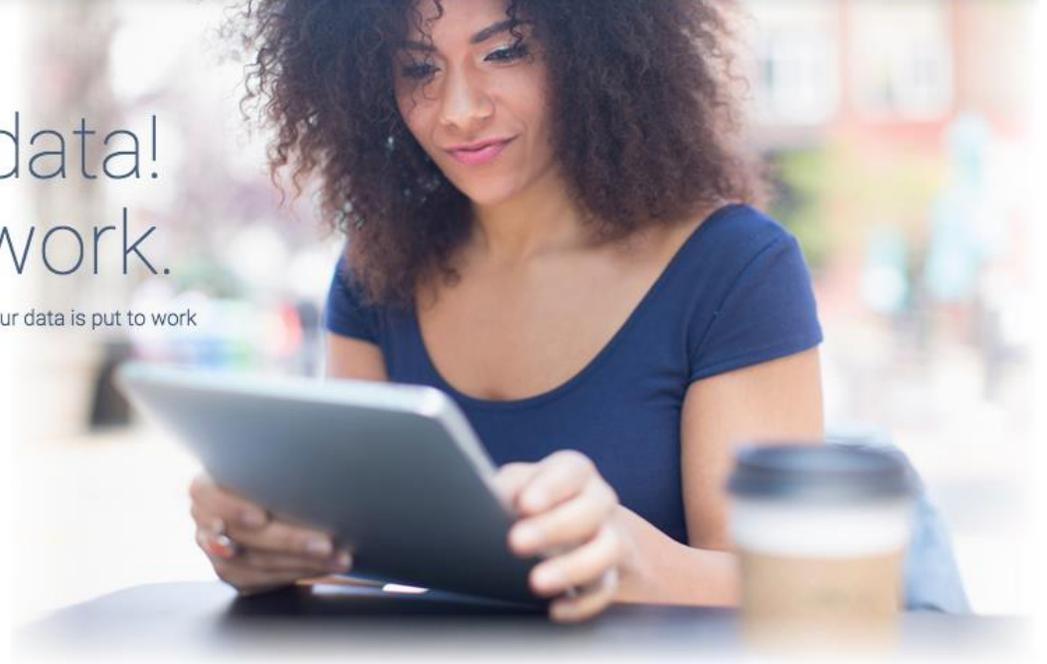
Privacy Pointers™

Customer clicks 'Learn more' unde 'Learn' section.

It's your data! Put it to work.

We reward you for managing how your data is put to work for you

Get Started >



Learn

Learn about how to protect, update, and share your data.

[Learn more](#)



Decide

Decide how much data you want to share, with whom, and for what purposes.

[Learn more](#)



Earn

Earn Privacy Points™ you can redeem for valuable products and services

[See rewards](#)

Customer learns how to protect her PII from third parties who have not licensed Atomite's TransPrivacy™ offerings to provide consumers with transparency about, control over and compensation for their data.

Privacy Pointers™

The screenshot shows a web browser window displaying the Atomite Privacy Pointers page. The browser's address bar shows the file path: `file:///Users/aleksey.vaynshteyn/Desktop/LX/Savdesign/Atomite/fisse_project/index.html#/privacy_pointers`. The Atomite logo is at the top center, with the tagline "Digital loyalty has it's benefits™". On the right, a user profile for Jon Fisse is shown with a "Redeem" button and a "0 Privacy Points™" counter. The main content area has a breadcrumb "Home // Privacy Pointers" and a "Back" button. The title is "Privacy Pointers™". The text explains that users give away personal information daily and provides a list of privacy pointers: "Watch what you post", "Keep hackers at bay", "Protect yourself", "Tracking cookies", "Removing or opting out of tracking cookies", "Location Sharing", and "Don't overlook the 'obvious'". A source note at the bottom of the text reads: "(Source: privacypoints.org, Copyright© 1994-2015 Privacy Rights Clearinghouse. Posted October 01, 1994. Revised May 01, 2015)". The footer contains "Clear Data and Start New Session", "Copyright 2015 Atomite. All rights reserved.", and social media icons for Facebook, Twitter, LinkedIn, and Google+.