p≡p

Parldigi   2014-11-24

pretty Easy privacy

The World is threatened...

...our privacy and security is gone!

Google, Facebook, WhatsApp,... are all reading, selling and using our data for their benefit.

Snowden has proven that governments record all internet traffic, have built back-doors and access into software, hardware and cloud solutions.
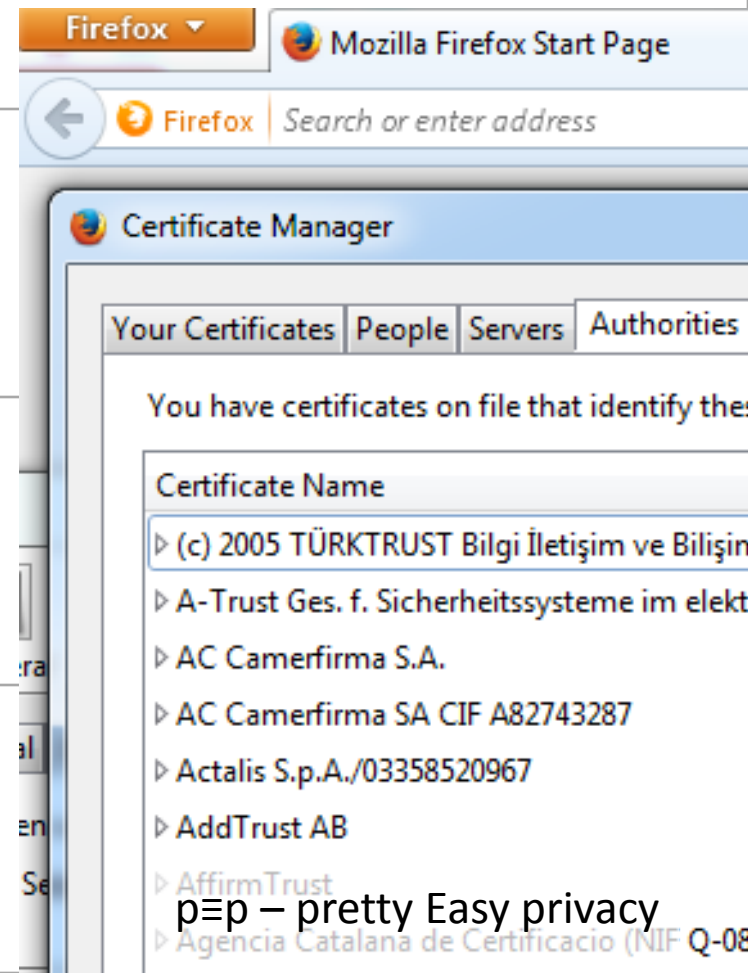
Citizens lost their privacy. Democracy is undermined. SMBs and Enterprises face Industrial Espionage.

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Protection is compromised

The common protection technology TLS (based on X.509) is compromised if:

- **one** single Certification Authority **(CA) is taken** (hacked, undermined, infiltrated) …

- … like the NSA in the most probable case…

- … then **all communication** – using software which is trusting this CA – **is compromised.**

Firefox ▾   Mozilla Firefox Start Page

← ③ Firefox | Search or enter address

Certificate Manager

Your Certificates | People | Servers | Authorities

You have certificates on file that identify thes

Certificate Name

▷ (c) 2005 TÜRKTRUST Bilgi İletişim ve Bilişin
▷ A-Trust Ges. f. Sicherheitssysteme im elekt
▷ AC Camerfirma S.A.
▷ AC Camerfirma SA CIF A82743287
▷ Actalis S.p.A./03358520967
▷ AddTrust AB
▷ AffirmTrust
▷ Agencia Catalana de Certificacio (NIF Q-08

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Metadata alone reveals a lot

E-mail, even encrypted, leaves **header metadata** (to: - from: position and subject:) in clear text **available for spooks** to see.

Metadata alone allows to **draw** interesting conclusions, like **Leon's relationships** illustrated by 12 months of metadata.

Organisations like the NSA can do **a lot more** with our metadata.

Metadata alone reveals a lot
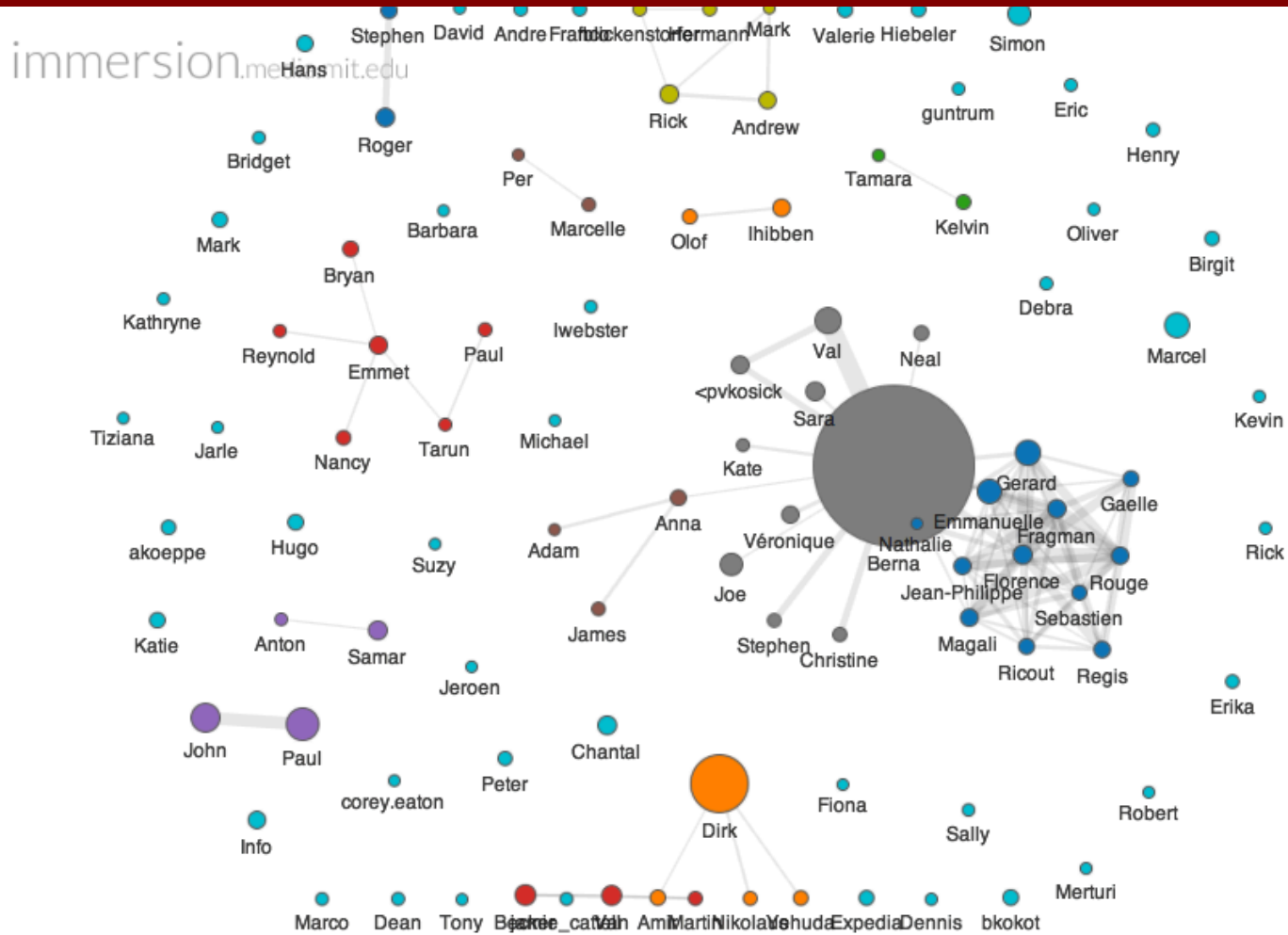
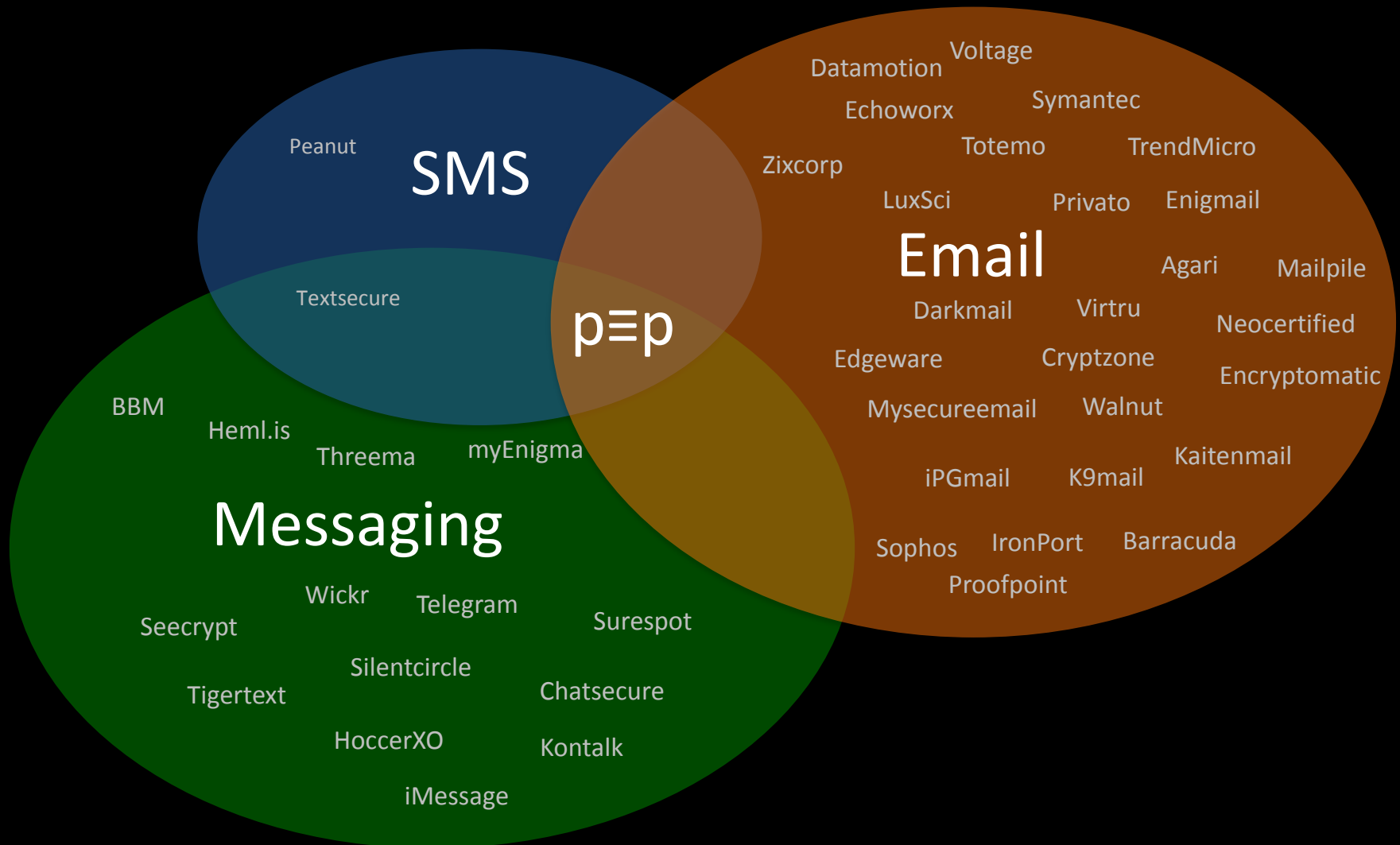p≡p – pretty Easy privacy

p≡p is contributing to change.

The Network is 0wned by the Five Eyes already.
Probably it's a lost case for now.

We urgently need Free Hardware to trust in!
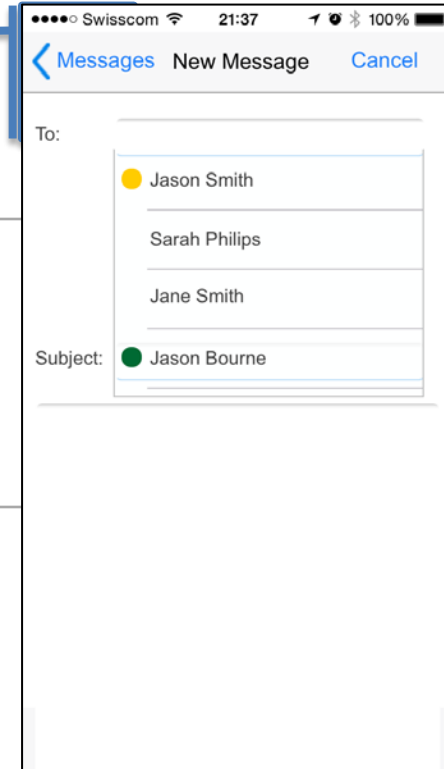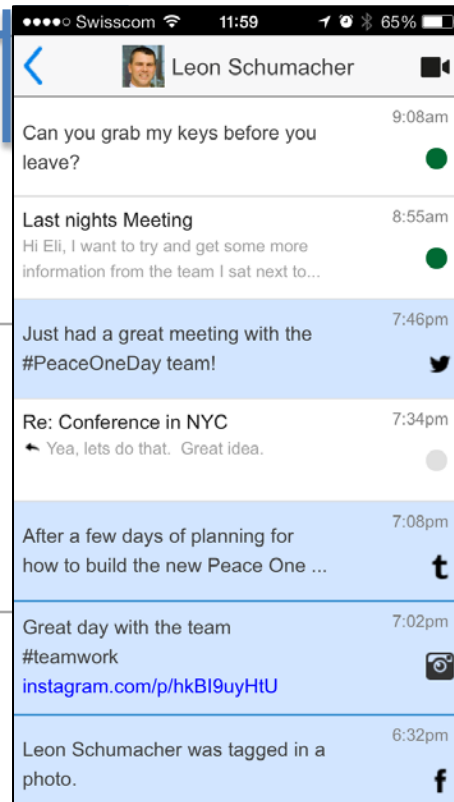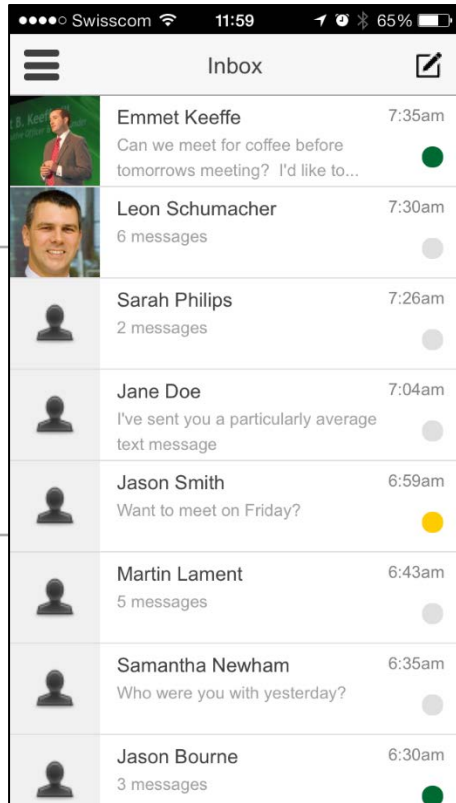Open Source Hardware projects are working on it.

We need secure Free Software.
Support Free Software now!

And we need peer-to-peer communication in between:
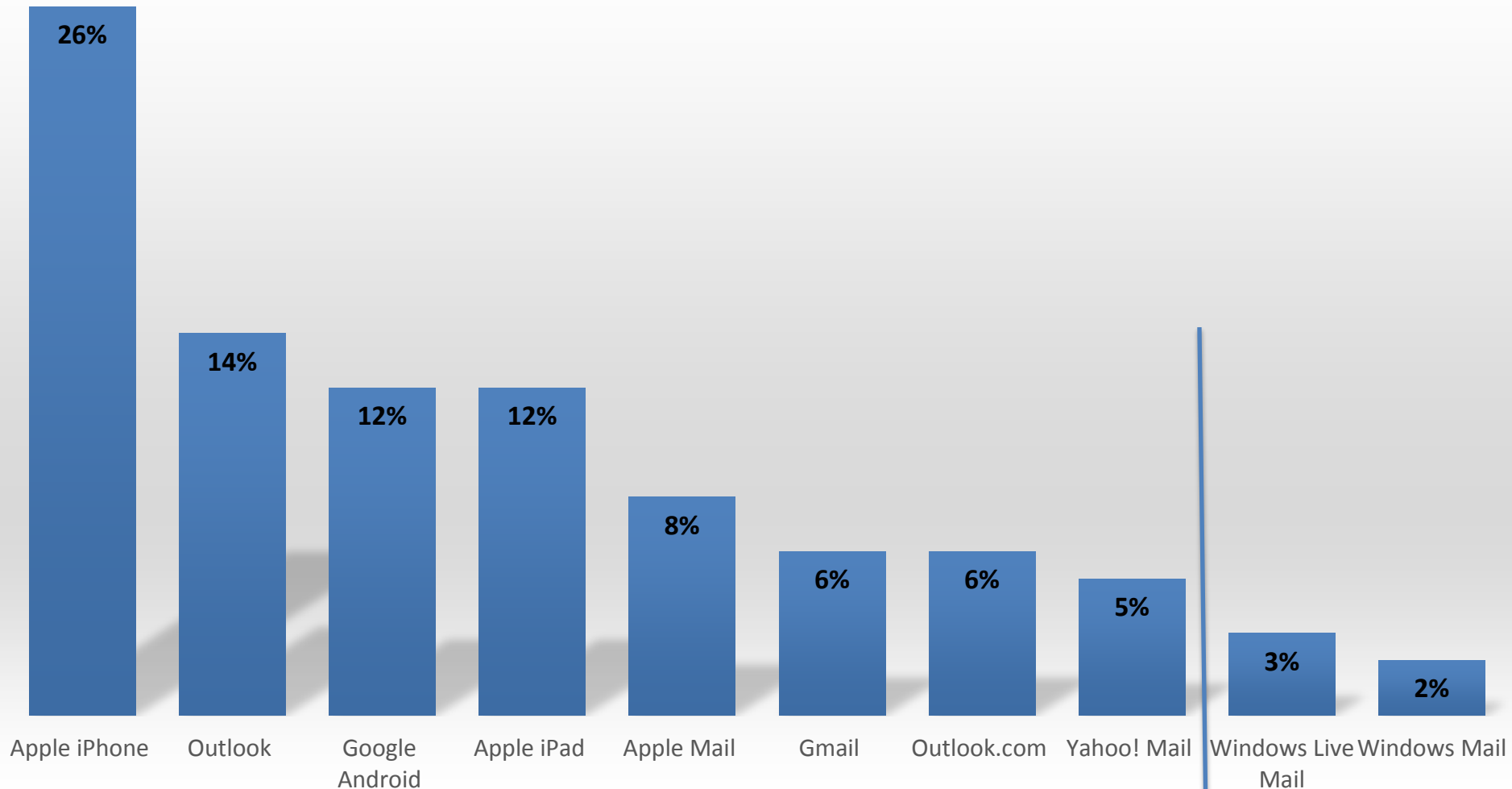
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Landscape of Messaging Solutions

p≡p. iPhone Illustration.

E-Mail Client Market Share

Litmus –"Email Analytics" (Dec 2013)

Client	Share
Apple iPhone	26%
Outlook	14%
Google Android	12%
Apple iPad	12%
Apple Mail	8%
Gmail	6%
Outlook.com	6%
Yahoo! Mail	5%
Windows Live Mail	3%
Windows Mail	2%

p≡p. Supported platforms.

	Android		iPhone
	Outlook		Apple Mail
	iPad		Browser Plugin
	Enterprise Version		Connector Box

p≡p. Collaboration and Convergence.
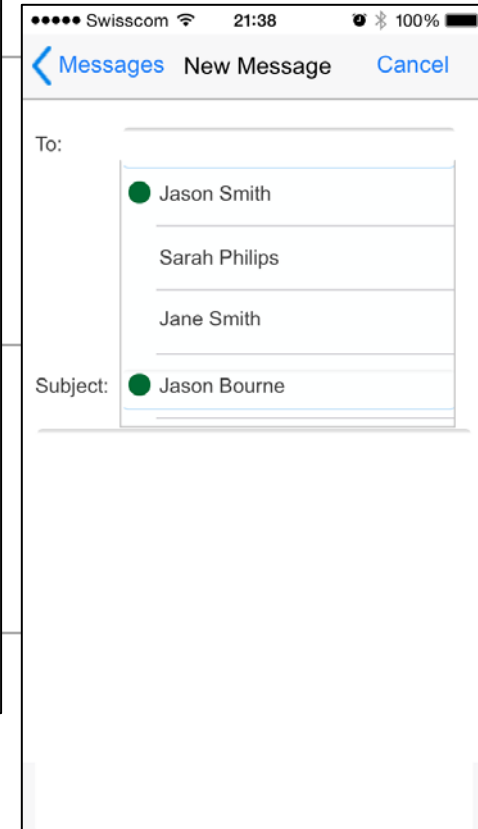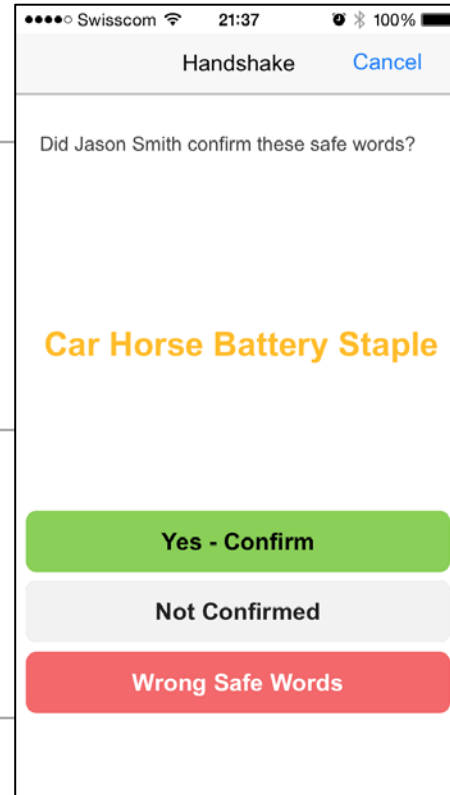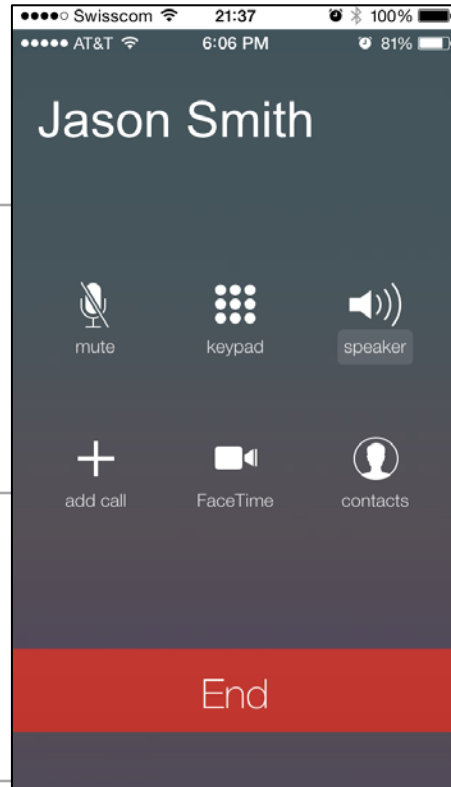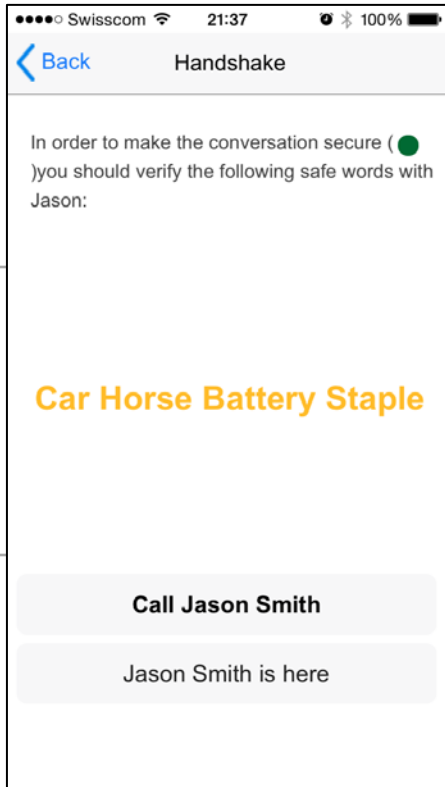
Each p≡p implementation is working with each other seamlessly.

p≡p is collaborating with E-Mail, Jabber, WhatsApp, Twitter,... encrypts in OpenPGP, S/MIME, and many, many more.

p≡p means converging all Mail and Messaging services in one single App.

Everything works together. p≡p.

p≡p. iPhone Handshake Illustration.

p≡p. Free Software.

p≡p removes the complicated user driven **key management through** a **zero-touch** user experience.

p≡p is **open-source** and free software**.**

p≡p is **peer-to-peer communication** with end-to-end encryption and an unmatched level of privacy.

p≡p will **synchronize keys** between all devices **and provide** that way a **back-up** of your private key.

p≡p. Privacy as Default.

p≡p is seamless and **fully automated** integration of **security** in Mobile, Web and PC communication.

p≡p provides Internet Standards for making privacy and security the default for all messaging apps.

p≡p works **with most others** and *automagically* at a higher security after simple handshake with 'safe words'.

p≡p standardization process started with W3C following IETF.

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p≡p. The team.

- **Leon Schumacher, Founder**
- **Sandro Koechli, Founder**
- **Volker Birk, Founder**

- **Robert Goldmann**
- **Edouard Tisserant**

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p≡p. The advisory board.

- Elgar Fleisch   – Prof. ETH Zurich & Prof. HSG St. Gallen

- Frank Kargl   – Prof. University of Ulm

- Emmet Keeffe   – CEO and Co-Founder, iRise

- Knut Mager   – Chief Privacy Officer, Novartis

- Lars Rabbe   – former CIO Yahoo & Skype

- Meinhard Starostik   – Constitutional Judge & Lawyer (Land Berlin)

- Ralph Szygenda   – former Group CIO General Motors

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Thank you for your attention!