



# The Manifesto

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# Privacy Matters

“Privacy Matters” is not only the name of our company, but it’s also our guiding principle. There were numerous reasons for the founding of Privacy Matters, but looking back we can say with confidence that this was in reaction to a certain global trend. This manifesto is the place where we want to lay out some matters that are important to us, so for now let’s discuss the digital reality we’ve been living in for quite a while.



# Digital well-being

The roots of the internet as we know it today sink deep. In the eighties and nineties, when the public first had an opportunity to cast its eyes on the new, exciting way of connecting anyone and everyone in the world, the internet was thought to be an amazing tool for creating a truly free space. It could (relatively) instantly let you share information with anyone on the planet. It had the ability to let you communicate with any willing human being, as long as you spoke a common language.

The conception of the World Wide Web promised a new era in information exchange. The Internet however soon became a framework allowing to abuse that exchange of information. Many market players took advantage of the massive technological leap that let them not only store massive amounts of data, but also reliably share them within their organizations as well as their business partners.

Over the years, this has led to the creation of an almost-Orwellian reality, where the ever-present overseer knows far more about us than we may know about ourselves.

After all, the prediction mechanisms work better the more data you deliver to them – and for decades now the amount of data that's been floating around has only gotten greater and greater. The more corporates know about someone (and the better their algorithms), the more precise marketing campaigns might be launched for their benefit.

The targeted advertisements system is widely known and used. That's simple enough to swallow – ski mask manufacturers only need that skiers watch their ads, and car dealerships would want people who are in the market for a car to bring their attention to the shop. That's fair game you might say, and you would be right. There's only one problem – the amount of data that is collected to determine whether you'd be interested in that ski mask is by far unproportionate.

The ad delivery system knows that you went skiing to the same resort for the third time now, it also knows who you were with and who you have met. It won't just use this data to sell you ski accessories (or sell your data to someone who'll do that), it will also determine that you might be interested in some less-than-optimal ways to invest your money, because you've talked for so long with that MLM scammer. You might be bright enough to try to stay away from such ventures, but does that mean that you shall allow anybody to collect all the data about you effectively making you personally a subject of trade?

# Community

People have always been the greatest asset for us. That's why we value each and every member of the community valuing our approach. Some of you have been with the solutions developed by us since the very beginning, including the ExchangeCoin's ICO. The trust you've endowed our projects really made our mission possible to materialise – and we are aware that it's especially difficult to confidently place trust in cryptocurrency-related fintech venture. The resources provided by our community to our projects made it possible to thrive on the market for a couple of years now, and we'd love to continue that relationship.



# Sustainability

As the entity investing in people who are developing its products with the greatest care, Privacy Matters has to make a profit – but that doesn't mean that profit is the be-all and end-all of our operations. It's simply a mean enabling us to maintain our course. We all are a part of a greatly interconnected system we call society, so it's only proper we're not blind to all of the problems caused by human activity.

One of the toughest challenges we're up against in the twenty-first century is solving all of the environmental issues caused by extensive and inefficient energy usage over the last two hundred years. It's extremely vital to us that the blockchain solutions developed by Privacy Matter don't cause further massive harm to the world's ecosystem. That's why, in the light of recent findings regarding the Proof of Work system's inefficiency and huge energy consumption, we'll begin the phase off of this technology in the new version of the EXCC cryptocurrency, replacing it with a less power-hungry Proof of Stake system or a solution similarly helpful in reducing its carbon footprint. We commit ourselves to cooperate only with partners sharing our common values of sustainability. If there's to be a common future to share, there's no place for hesitation in the twenty-first century.



# Long-term planning

Since the cryptocurrency-related ventures happen to fail quite often, we dare say that the products developed and licensed by Privacy Matters have already somewhat stood the test of time. We of course see that only as the beginning and plan years ahead, but it's the commitment to continue delivering great services that really separates us from the crowd. We know that the candle that burns twice as bright, burns half as long, so we don't set unrealistic goals for ourselves and we're not trying to achieve success overnight. Short-lived fame might generate wealth for a handful of people, but it certainly won't create a long-term functioning ecosystem of reliable services available openly for the wide community.

Here at Privacy Matters, we genuinely believe that fintech along with the blockchain technology will be massively important in the world of the future – that's why we're not here for the short-term gain like a substantial part of the cryptocurrency market. We're here to build an interconnected system of services that people would realistically want to use to manage their hard-earned finances. Simply put, make things easier for everyone, without hoarding the unnecessary amounts of user data or breaching anyone's privacy.



# When you're building something for the years to come, trust would be the best foundation.

That's why we've decided to explain our set of beliefs above – so that you can compare them to your own and make a decision if you want to place your trust in us, or not.

Either way, we'll be here if you need us.

The logo consists of the letters "PM" in a white, bold, sans-serif font, centered within a dark gray square.

PM