



KAMO FOR PCs

Reviewer's Guide



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INTRODUCTION

Kamo was built to stop next generation tracking technology

The issue of online privacy is much more nuanced and complex than many people think. Many of us understand that we create a digital trail of data as we go about our daily online activities, but do we really think about what that means? To many consumers, especially those that aren't very technical, understanding why those things happen and how to prevent them is tricky—especially in such a complex and changing landscape.

For years, cookies was the technology advertisers and websites relied on to deliver tactics such as price hikes and targeted ads. But technology has evolved and now there are

zombie cookies, ever cookies and more emerging tracking technologies to deal with. It's a tracking minefield out there. As the developer of the world's most popular cleaning and optimization program, which is famed for cleaning cookies, we made stopping all these types of tracking our problem.

Kamo not only stops cookies for the websites that still use them but also deals with browser fingerprinting, a tracking technology more advanced than cookies. Kamo works by feeding fake information to websites, advertisers and programs, to, quite literally, camouflage your PC and your activity on it.

BENEFITS

We've built Kamo to help people tackle an important yet underestimated issue of the digital age

Whenever we browse, hundreds of data points about our online activities get stitched together to create our digital fingerprint. A digital fingerprint acts like a unique representation of us as individuals and can include what we like to watch, where we go, and how we spend our money. It's scarily accurate and is what advertisers use to target ads and increase the prices of the products and online services we look at online.

Your digital fingerprint can include all of the following:

- **Financial data** - your spending habits, how much you earn, and where you do your banking
- **Medical info** - pre-existing conditions, how often you visit the doctor, and the medication you take
- **Credit score** - this can dictate whether companies offer you services and the cost
- **Political leanings and religious beliefs** - these can be used to create persuasive ads or messages
- **Family info** - collecting data on those you love and what they do helps trackers create a better view of who you are
- **Web browsing history** - tracking the sites you visit builds a good picture of what interests you
- **Physical location, browser settings and extensions, device setup** and more...

Kamo delivers a multitude of privacy benefits. It's been specially built to:

- **Uncover trackers and stop them**

Kamo shows you which websites are trying to scoop up your personal, family, medical, and financial data, and stops them.

- **Prevent online tracking and stop targeted ads and price hikes**

Each device has a unique fingerprint that can be used to identify and track you. Kamo throws trackers off to stop you being followed around by targeted ads or paying more than you should.

- **Prevent ID theft**

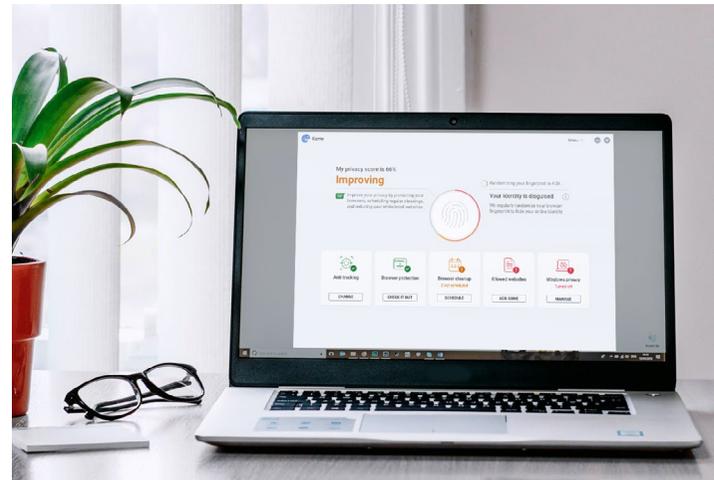
Thousands of companies collect your data and you shouldn't hand over what you don't have to. By stopping your 'real' digital fingerprint from ever being created, Kamo vastly reduces your exposure to risk in the event of an online data breach.

- **Shield browsing history**

Ever cookies, zombie cookies, and more can resist cleaning attempts. Kamo blasts them away in seconds.

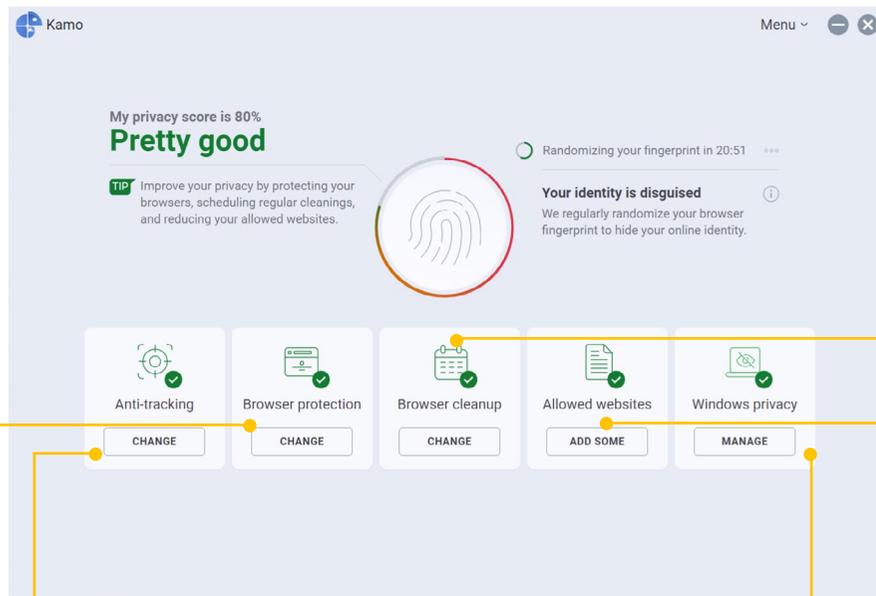
- **Make privacy protection easy**

Kamo is simple to use. It detects and automatically syncs with all the browsers on a computer, and protects all of them.



FEATURES

Kamo comes with various features and customizable options to help all users get the most out of your online privacy, regardless of their technical knowledge



Anti-tracking - Kamo feeds trackers fake information to disguise a digital fingerprint and protect privacy. It does what Incognito, Adblockers, VPNs, and Antiviruses can't.

Browser protection - Kamo can operate Anti-Track plus other handy online privacy functions across all the web browsers installed on a PC.

Browser cleanup - Kamo can clear the browsing data across all web browsers automatically (so no sharing search history and online activities, if on a shared PC).

Allowed websites - Kamo allows users to keep cookies for specific websites so they stay logged in.

Windows privacy - It's not just about the activities carried out on a web browser. To a certain degree, the other things a user can do on their computer can be tracked by background programs and processes. Kamo helps keep what's done on a PC private, and can also stop anybody connecting to a PC from accessing its files. Better still, it can make it as hard as possible for hackers to guess a computer's login credentials.

CONTROL AND SETTINGS

1. Start Kamo when I start my computer:

For convenience and instant protection, this turns on Kamo as soon as a PC is started.

2. Minimize Kamo when started:

Users can still access Kamo from the system tray.

3. Show notifications for fingerprint changes:

Kamo can alert users every time it creates a new fingerprint to throw off trackers.

4. Select language:

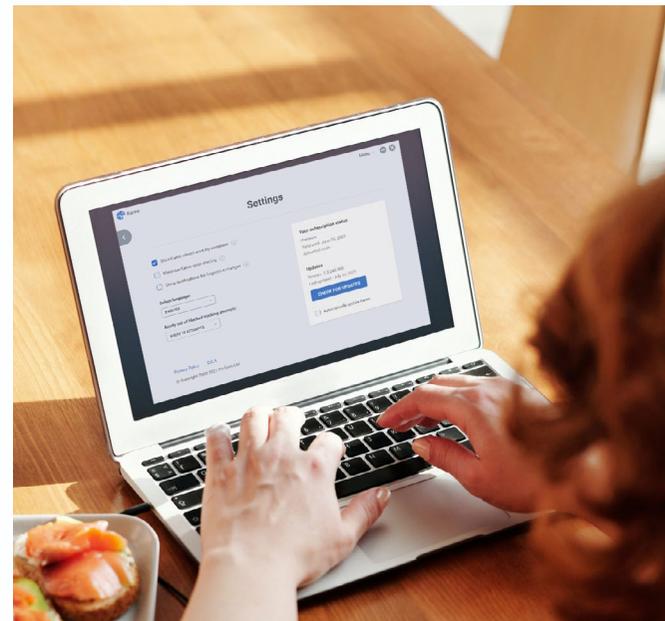
Kamo can be accessed in 21+ languages.

5. Notify me of blocked tracking attempts:

This allows customization of Kamo's blocked tracking attempt notifications. Users may not want to see pop-ups appear each time Kamo does something, so this allows them to adjust by the number of attempts or by time period.

6. Automatically update Kamo

This allows Kamo to update automatically, so users don't have to do it manually.



TOOLS COMPARISON

Kamo does what Incognito, Adblockers, VPNs and Antiviruses can't

It can be trialled, for free (no card details necessary), for 14 days.

Features	Antivirus	Ad-blockers	Incognito Mode	VPN	Kamo
Detects latest tracking threats					✓
Removes cookies			✓		✓
Anti-fingerprint tracking (newest threat)					✓
Dashboard to see and enhance ID protection					✓
Stop targeted ads		✓	✓		✓
Designed not to interfere with browsing					✓
Hides your location				✓	
Encrypts your traffic				✓	
Stops viruses	✓				

How is Kamo different from CCleaner?

Kamo keeps your identity safe from the latest online tracking techniques. It works by injecting fake information into the data that makes up a digital fingerprint. This action changes what information trackers and third parties can see about you.

CCleaner is a PC cleaner and optimizer that clears away unnecessary junk and easily tunes a PC to make it faster, safer, more stable, and free up space. CCleaner helps improve privacy by deleting tracking cookies and browser data. However, it can't protect users from any tracking happening off a device or mask your device's digital fingerprint. This is why we built Kamo.

Both CCleaner and Kamo have their specific advantages as individual products and complement one another.

For reviewer's licenses, questions or requests for graphics or additional materials, please contact press@ccleaner.com

How is Kamo different from an antivirus or VPN?

Antivirus tools protect a PC from security threats, such as viruses, trojans, and malware, but do not prevent online tracking. VPN products hide your location by encrypting your connection and masking your IP address. However, when you use VPN alone, trackers can still identify you based on your device, browser, and online behavior.

Unlike antivirus and VPN products, Kamo prevents third parties and advertisers from tracking your online activity. As such, we recommend using Kamo and CCleaner alongside a trusted antivirus.

System Requirements

Kamo currently supports Windows 7 Service Pack 1 and higher versions of Windows.

MacOS, iOS and Android are not currently supported. Like all of our products, we do not recommend using Kamo on Windows Insider releases of Windows 10.