



Privacy Controls

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Product Backgrounder

In today's world, computers are very important parts of people's lives. It is where you work, communicate and interact with others and do your banking and shopping. As we use PCs for so many tasks, our computers become like diaries containing personal, valuable, and at times, potentially embarrassing information. With the technical know-how, someone could use your computer to read all about your life. They can also access such important information as your banking and credit card numbers.

So, I will just delete that information, right? Unfortunately, it does not work that way. Computers are powerful machines that document and store every action and piece of data received.

In 2009, BT Research unveiled the results of a study where on the organization's behalf the University of Glamorgan purchased 300 used hard drives from several different countries. It was found that 34 per cent of these drives contained information that was personal, allowed the identification of the individual or allowed identification of the company they were involved with. One drive contained info about test launch procedures for a missile defense system. On another, U.S. bank account numbers had not properly been erased.

Why won't it go away?

When the Recycle Bin is emptied, the Microsoft system designates files as "deleted" using a special character and you cannot access the information. The reference to the file is removed, but the data is not. This means information such as what you looked at online or transcripts of your Instant Messaging conversations still exist. This is called "data remanence," where there is residual data on a storage device after some deletion has been performed.

How to permanently get rid of information

Stored data is very persistent. There are two basic ways to make sure information is gone forever. One is what is called low-level formatting, where the system is reformatted or wiped. While effective if done properly, it is not really practical to wipe your system every day.

The other technique, which is much more convenient, is overwriting. In this case, data is placed overtop of the existing information. Once the data is overwritten it cannot be restored.

Keeping your PC and information safe

ParetoLogic Privacy Controls is an effective tool for making sure your files are permanently deleted. The program scans for unwanted items and then puts the power in your hands to delete them. Its secure deletion function exceeds U.S. Government Military standards.

The Advanced Shred feature on ParetoLogic Privacy Controls employs overwrite technology to make sure the files you want deleted are permanently disposed of forever. Byte information is replaced with all zeroes, all ones, a random pattern or a combination of these depending on the overwrite level you select.



Privacy Controls

ParetoLogic Privacy Controls is a secure method of making sure your private information remains confidential. It can remove data, caches and traces of files created by such a wide variety of programs. These include, but are certainly not limited to, Internet browsers, email programs, instant messaging programs, peer-to-peer applications, Real Player, Adobe Acrobat, iMesh, Yahoo desktop search, and Live Messenger.

ParetoLogic Privacy Controls Key Features:

- Easy to install – Easy to use! Our trademark user-friendly interface ensures that from setup to removal you are in control of your privacy and your PC
- Permanently erases all data related to your Internet activity such as history of websites visited, tracking cookies, and confidential information such as passwords, IDs, and banking and credit card information
- Our secure deletion function meets and exceeds U.S. Government Military Standards
- Fully fluent in all the newest P2P applications: cleans files generated by Mininova, Torrent Reactor, LimeWire, BitTorrent Client, uTorrent, isoHunt and Kazaa, and more
- Erases all files pertaining to Instant Messaging and Voice Over Internet Protocol such as: AOL, ICQ, MSN, Yahoo! Instant Messenger, Trillian, Google Talk, Skype, and Windows Live Messenger
- Obliterates files from streaming video and those related to media players, including: iTunes, Windows Media Player, Winamp, VLC, RealPlayer, DivX, and QuickTime
- Removes all traces of your desktop search history from applications such as: Google Desktop Search, Yahoo! Desktop Search, and AOL Desktop Search
- Erases all traces of browser activity generated by Internet Explorer, Firefox, AOL, and Opera
- Cleans information from Google Toolbar, Yahoo! Toolbar, AOL Toolbar and eBay Toolbar
- Compatible with Windows® 7 32-bit and 64-bit, Windows Vista® 32-bit and Windows® XP 32-bit