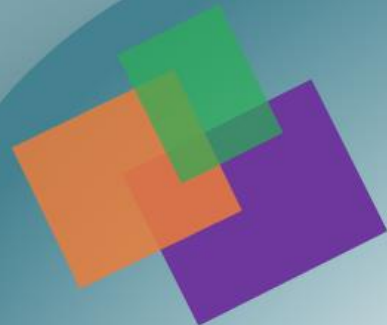# Prophyles

It's personal

Safe Universal Login

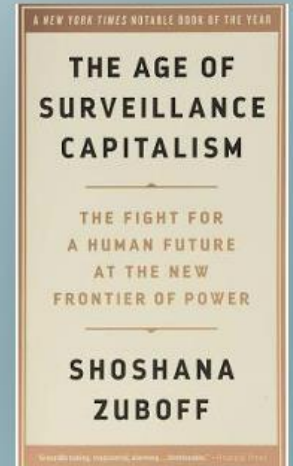Stop Them from Tracking and Tracing You

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Founder & CEO

Tracking, Tracing, and Exploiting

After the financial-agriculture revolution from 1600 to 1740 and the industrial revolution from 1780 to 1840, followed by the technical revolution or the second industrial revolution from 1870 to 1920, the surveillance revolution came upon us in the last decade unwillingly and unexpectedly.

In her monumental book "The Age of Surveillance Capitalism", Harvard Professor of Business Administration Shoshana Zuboff explains the alarming new economic order in which the biggest tech companies like Facebook and Google deal with our data.   She exposes a merciless form of capitalism in which not natural resources, but citizens themselves, serve as a new raw material. Specifically, she highlights how *Residual Data* consisting of meta data from searches, logins, signups, and visits that we all unintentionally and often unknowingly leave behind for those tech giants to exploit without our knowledge, let alone our consent.

Documentary on *Surveillance Capitalism*

Conventional Login

Login credentials (user name and password) are an annoyance, albeit necessary for protecting your security, privacy, and valuables.

Other than fingerprint, face, or voice recognition, there are currently three conventional ways to log in to a website or an app:

- **A login created at the website or app without cookies**
  You log in by typing your user name and password that you have created at that website or app. While this option is the most secured compared to the others, it is the most inconvenient and the most error prone due to typing or forgetting/losing the login credentials.

- **A login created at the website or app using cookies**
  You choose to have your browser remember the login credentials through cookies. While this option is the most convenient, it is actually the most dangerous because anyone could log in if given access to your computer. In essence, this option is really useless – you might as well not have any login at all.

- **Social Login**
  You log in using one of your social media login credentials such as Facebook, Google, or LinkedIn. This option is dangerous because it jeopardizes your security and privacy. The terms of service of those Social Logins offer social media companies the implicit and explicit authorization to track and trace you under a shady pretext to offer a better user experience.

Universal Login

[Prophyles](#)' Universal Login is the safest and the most convenient way to log in due to the following reasons:

- Login credentials are encrypted and stored in our secured database.
- Login credentials are never stored in any browser's cookies.
- No "*residual data*" is collected.
- Users are not tracked or traced in any way for any reason.

In order to log in, you simply click on Prophyles' login button, which triggers a call to our database where the authentication occurs. This process is similar to clicking on the "Fill" button to complete a form as described in [Safe Distribution of Personal Information](#) blog.

Benefits

- Get peace of mind

- Protect your privacy

- Safeguard your security

- Increase your satisfaction

- Increase your productivity

Prophyles

It's personal

www.Prophyles.com