

Safend Personal Protector FAQ

1. What is Safend Personal Protector?

Safend Personal Protector is a consumer software solution that secures data stored on laptops or PCs by preventing unauthorized access via all physical communication ports (USB, FireWire, PCMCIA). Following password based authorization, devices operate completely unhindered - allowing users to enjoy the convenience of removable media yet remain confident that their data is safe.

2. How significant is the issue of endpoint security outside the “enterprise”?

The fact is, in the time it takes to make a cup of coffee, data can easily be copied to an MP3 player, smartphone, or memory stick. Corporate data theft may make headlines but the loss of proprietary data or personal information can be just as devastating to individuals.

These days, home PCs and laptops store critical information like tax forms, wills, and bank account information – even payroll, employee records and proprietary databases. When this is stored on a laptop or PC, data is vulnerable to theft, loss or corruption that could lead to identity theft and other malicious attacks.

3. How does Safend Personal Protector work?

Based on Safend’s award-winning Digital Membrane™ technology, Safend Personal Protector is installed on individual PCs and laptops, giving users control over who connects which devices to their computer’s physical ports. Devices such as USB flash drives, removable storage, PDAs, and media players like iPods can be “allowed” based on device type, or even the device’s unique serial number when available. This means that users can approve their own devices while leaving similar devices (like someone else’s iPod) blocked. Password authentication is required to authorize the use of peripheral devices for either one-time or ongoing connection and multi-tiered anti-tampering features ensure that only the computer’s authorized user can revise policy settings.

4. What devices does Safend Personal Protector support?

- Removable mass storage devices
- Media players like iPods
- USB flash drives
- Smartphones or PDAs
- Printers and scanners
- External CD or DVD drives
- Wireless adaptors and other networking devices
- Any other device that connects via USB/FireWire/PCMCIA

5. How does Safend Personal Protector differ from Safend’s enterprise solution, Safend Protector?

Safend Personal Protector is ideally suited for individuals and home users. Rather than being centrally deployed in an enterprise environment, Safend Personal Protector is locally installed on individual PCs and/or laptops and is customized by the user rather than an administrator.

Safend Personal Protector is simple and easy to use and does not contain several enterprise capabilities offered by Safend Protector. For instance, Safend Personal Protector secures physical but not wireless

ports, does not offer central policy management, logging or encryption features. Safend Personal Protector is an excellent solution for keeping personal data safe, but cannot replace the Safend Protector as a business security solution.

6. How does a consumer product like Safend Personal Protector fit in with Safend's business-customer centered approach?

Safend is in the unique position to extend its data leakage prevention offerings beyond the corporation to the individual. Safend Personal Protector is a natural extension of Safend's capabilities and experience.

7. How much does Safend Personal Protector cost? When will it be available?

Safend Personal Protector is currently available and is free of charge for a promotional period. It can be downloaded from the Safend site at: www.safend.com/protector-personal.

8. I'd like to use Safend Personal Protector as a marketing tool. Can I create a "download Safend Personal Protector" link on my own web site?

Yes. Simply link to - http://www.safend.com/Sip_storage/FILES/SafendPersonalProtector.zip

9. Will the Safend Personal Protector launch adversely affect my sales?

No. We expect that the Safend Personal Protector will help increase brand awareness, which will lead to brand preference. Consumers who use the Safend Personal Protector product for their home needs will become more alert to the endpoint threat at the workplace and are more likely to evaluate the enterprise version – Safend Protector.

10. When and if Safend Personal Protector becomes a paid product, will I be able to sell it alongside Safend's other solutions?

At this point Safend is offering the product for free. When/if it becomes a paid product, we will determine the best go-to-market strategy and whether it should be a channel offering.

11. What operating systems does Safend Personal Protector support?

- Windows XP Professional (SP 0-2)
- Windows XP Home (SP 0-2)
- Windows 2003 Server (SP 0-2)