## Synthetix – System's concept



#### **Operation**

Synthetix includes profiles vault. The system works as a plugin/extension on popular web browsers. Once the browser is launched Synthetix is automatically enabled and constantly working in the background.

An initial Vault Unlocking process is required to activate the system.

Once the user logins into various accounts (For example: Twitter, Facebook, Financial institutions, health records, and social media sites), Synthetix identifies a login mechanism and asks the user's permission to activate synthetic profiling. Upon the user's permission, Synthetix stores the page's details and creates a synthetic profile on-the-fly. From now on, with any future user's visit, Synthetix remembers the site's details and automatically suggests using a synthetic profile.

The user has the choice of activating Synthetix on selected websites.

## **Initial Vault Activation**



#### **Synthetix Profiling Manager**

danny@synthetix.com

### Unlock your vault

Please enter your vault password to unlock your vault

### Enter your vault password

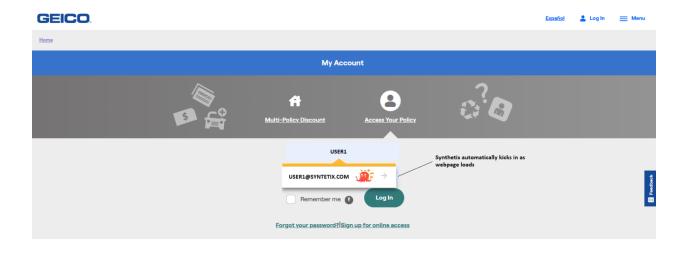
Show password hint

Open vault

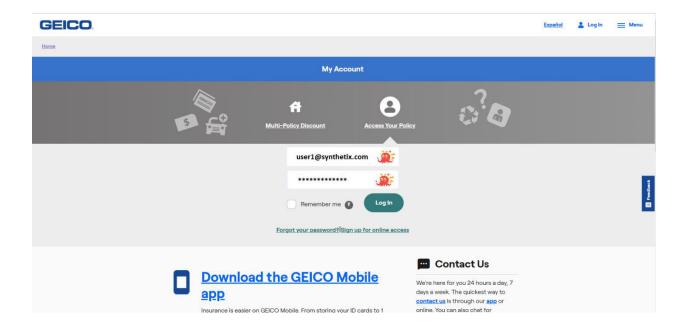
☐ Take me to vault

After unlocking your vault you'll be able to use it to generate synthetic profiles for online accounts Terms & conditions

# Synthetix automatically kicks in upon navigating to a LOGIN page.

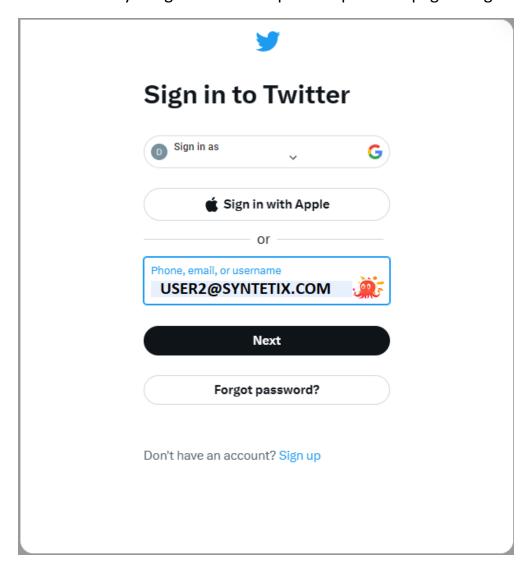


# Synthetix remembers the web page and its profile.



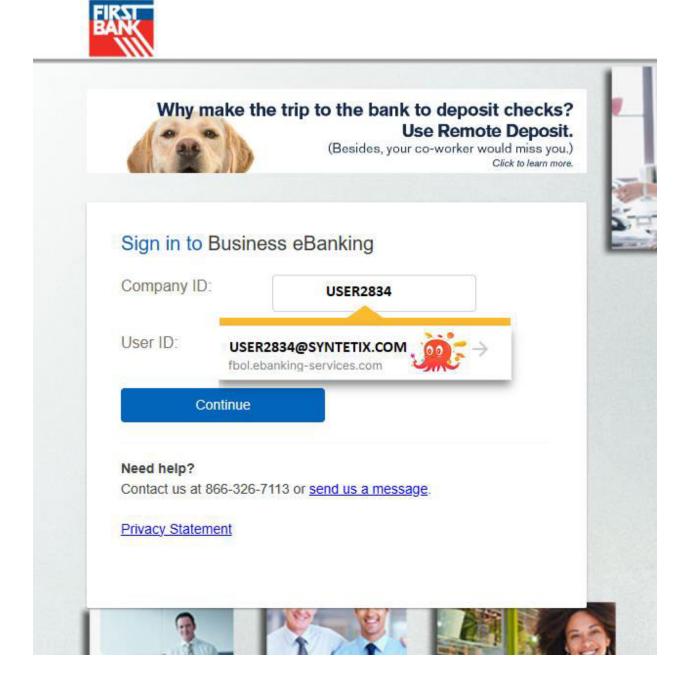
## **Example 1 – Twitter Account**

Synthetix automatically assigns a fictitious profile upon web page navigation.



## Example 2 – Banking

Synthetix automatically assigns fictitious profile upon web page navigation.



## Example 3 – Health portal

Synthetix automatically assigns fictitious profile upon web page navigation.

