Keith Petri ■ **@keithepetri** *Thu Apr 20 01:36:45 +0000 2023*

Hey ■ Keith Petri here (aka "nice guy"). Appreciate you kicking off a thread. We have arrived at where we stand today based on an open dialogue with stakeholders from across the market; most importantly, consumers. Feel free to tag me next time. We do follow each other. **https://t.co/6dQuYz2uWt**

Thanks for taking the time to reflect on what available information you had to draw conclusions. Given what you had to work with - without further inquiry - I don't disagree with your perspective and concerns.

However, I'd categorize the vast majority of them as incorrect and accusatory based on (what I can only believe) are preconceived notions from prior ill-fated attempts at similar initiatives in the industry.

lockr stems from the introduction of privacy legislation (both domestic and abroad) which puts the onus of data ownership in the hands of the consumer.

Any and all proposals to comply with such regulations have been and are mere B2B workarounds to maintain the status quo and play whack-a-mole with the browsers and operating systems that are leveraging the situation to shift their own functionality under the guise of privacy.

Why not follow the legislative guidelines and empower the consumer with a utility that respects these new, inherent rights?

The only utilities being presented in-market today are relegated to smaller cohorts of users - who likely share similar perspectives as yourself - and focus on privacy versus control.

I support these efforts, but do not believe there is mass market appeal for tools that conduct Subject Access Requests, Data Deletion Requests, and the like. We even contemplated this early in our development process.

I applaud your persistence in creating local solutions, with user control mechanisms, for anonymous browsing. This is necessary and to be candid - outside of my realm of expertise at this stage.

I do have strong opinions on letting Apple maintain its current course in manipulating the open web & pubs' businesses by depreciating cookies & IDFAs, manipulating IP addresses, & now introducing a means to obstruct the matching of 1PD (assuming it is transparent and consented).

Publishers didn't fair well with Apple News, Facebook Pages, and the like over the years. Entrusting your own audience to consent to a healthy and balanced relationship should be top of mind as brand, retailers and publishers focus on first-party data.

I loved your own perspective you shared just a few years ago:

"How do we break the cycle? We have to consider which of these factors really matter. We have to take it back to the beginning. How can we provide this data accurately to advertisers in a way that is together without users...

in a way that gets their permission and together with our ethics. This is an opportunity. We can design better ad systems. Better ad technologies."

Source: **https://www.youtube.com/watch?v=QIyxmSfKGbw**

As such, a few clarifying points:

i) lockr owns no consumer data. We provide a utility for our consumers to control their own communication preferences, GPC consent strings, and provisioning of access to their true identity (or not).

ii) "Inevitably Hide My Email tools with further obscure." Agreed; we are working to prevent this confusion and hurdle for publishers in a healthy, transparent dialogue with consumers.

iii) "further challenging the user," this is not a requirement. We have some novel use cases publishers are exploring with our API flags.

iv) detecting "non-real" emails: certainly not novel. We don't position it that way. There are few and far between that work in the manner that our detection system does, and at the speed necessary to provide a real-time service.

v) "move my email" and/or ProtonMail: this is a gross misunderstanding. We do not replace your current email. We complement ProtonMail and have a large percentage of our users who leverage lockrMail as an additive protective layer. I'd be happy to walk you through this.

v (continued)...

An understanding of our product would prove a useful baseline for understanding future iterations we may or may not introduce.

vi) consumer education: not everyone subscribes to w3c working groups and unfortunately legislation and government bodies are not running campaigns to support market education.

vi (continued)...

We must introduce concepts (and tools!) that have immediate benefits to the consumer in their day-to-day life that act as a baseline to methodically explain these concepts.

vii) improved user experience: I'd assume that a better web includes ease of use in all capacities. Without going on a tangent, I'll just share this anecdote that covers it from a utility perspective, let alone eCommerce and other challenges: **https://blog.anylist.com/2020/06/sign-in-with-apple/**

viii) business models: I agree that the sudo-quote is a bad representation of how we articulate the opportunity to create a healthy business.

viii (continued)...

We are pretty transparent with current concepts around future revenue models and continue to think through how best to represent the consumers interest at all times. It is not pay for privacy.

As someone I respect stated: "Maybe there is some other way you can figure out how to make money that I haven't thought of yet, and that nobody has thought of yet."

Source: **https://www.youtube.com/watch?v=QlyxmSfKGbw**

I'd love to use this as an excuse to schedule an in-person brainstorm. I love whiteboards ■ ■■