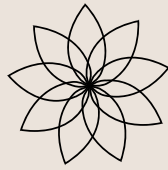


DATA CLEANSING KIT™

Physical
Evidence



**MOMENT APP
ISSUES A RED ALERT**

Patient suffers from digital
ailment called Data TMI.



**PATIENT RECIEVES
DATA CLEANSING KIT**

Patient goes to DATA
CLINIC.



**PATIENT SIGNS UP FOR AN ONLINE
WELLNESS DASHBOARD.**

Patient undergoes online
wellness assessment



**PATIENT IS BACK ON TRACK
AND IS NOW ABLE TO CONTROL
ONLINE PRESENCE**

Patient becomes more aware
of data sharing and is gaining
back control of his/her data.

Customer
Actions

Front Stage
Interactions

Symptoms - victim of
online banking fraud,
anxiety from targeted ads,
constantly barraged by
influx of digital products.

Doctor makes
recommendation that patient
should increase awareness of
digital footprint and prescribed a
DATA CLEANSING KIT™

Patient will take this as recommended by
online wellness dashboard.

He/She will be issued a Wellness
Patch to monitor her digital foot-
print patterns.

Back Stage
Interactions

Moment App automat-
ically sends an alert to
nearest Data Clinic

Clinic has Research
and Development Team
constantly researching on
best practices of online
wellness.

Data Cleanser helps
Patient control its online
presence in to fight:

Anti-Sensory Overload
Two-way Surveillance
30-Day Incognito

Wellness patch sends feedback to
Data Clinician assigned to patient
and determines best treatment plan
to empower patient and get he/she
on the road to recovery.

Support
Processes

Continuously improve
effectivity of data
cleanser kit

Create online ads to
spread awareness
on Data Surveillance
and Healthy Digital
Footprint

Conduct Healthy Digital
Footprint and Online Wellness
training in schools and
workplaces.