



**PERSONAL DATA IS A NEW TYPE OF
VALUE THAT SHOULD BE PROTECTED.**

**HOW DO PEOPLE PROTECT THEIR
VALUES? THEY INSURE IT.**

**BUT TRADITIONAL INSURANCE PRODUCTS
DON'T PROTECT INDIVIDUALS
FROM INTERNET-BASED RISK.**





on the croisette at Cannes Lions

@mtuohy

Читаю



В ответ [@mtuohy](#) [@ventskevich](#)

So there are many conscious choosers who don't 1). Know that they need to protect their data online (eg privacy) and 2). know that Firefox is how they could do that

Перевести твит

22:46 - 18 июн. 2018 г.

1 отметка «Нравится»





Turn **Firefox** into
cyber-insurance
tool protecting
personal data.

When you download
Firefox you automatically
insure your personal data up to

\$100 000





AT AIRPORT PEOPLE THINK ABOUT
SECURITY & INSURANCE OF THEIR LIVES.

BUT UNFORTUNATELY THEY DON'T THINK
ABOUT THE PROTECTION OF

THEIR **PERSONAL**
DATA.





People use public&free WIFI while staying in the airport transit area and waiting for the flight.

To access WIFI people are ready to share practically any kind of their personal information: email, phone number, nationality, point of destination, etc.





AT THE MOMENT WHEN A PERSON
HAS FILLED THE WIFI ACCESS
FORM AND IS ABOUT TO SHARE THE
PERSONAL DATA WE'LL SUGGEST
TO INSURE IT WITH **FIREFOX**.

Background

A mockup of a mobile application interface. The top section is white and contains the text 'TO access FREE WI-FI SHARE YOUR EMAIL' in blue. Below this is a white input field and a red 'login' button. The bottom section is blue and contains the text 'Ready to share your personal data? Insure it for free up to \$100 000' in white. At the very bottom is a green 'INSURE' button.

TO access FREE WI-FI
SHARE YOUR EMAIL

login

Ready to share
your personal data?
Insure it for free up to
\$100 000

INSURE



**10 THE BIGGEST AIRPORTS IN THE WORLD
SERVE 750 000 000 OF TRAVELERS.**

**SO THE SUGGESTED COMMUNICATION WILL
REACH APPROXIMATELY 2 000 000
TRAVELERS A DAY.**





STRATEGY//

Personal data is new kind of value to insure. But there isn't widely available cyber-insurance products.

IDEA//

Firefox protects and insures personal data of its users up to \$100 000.

EXECUTION///

To get access to free WIFI in the airport transit area people are have to share personal data. At the moment about to share it we'll suggest to protect and insure personal data with Firefox.

MESSAGE////

Ready to share personal?
Insure it for free up to \$100 000!

TIMING/////

All year round

BUDGET/////

Insurance coverage up to \$100 000
Media placement at WIFI access screen in airports