

# WHAT IS LifeBrand® ?

LifeBrand is the world leader in Social Media Education, Protection, and Risk Mitigation. Our AI-technology allows both individuals and businesses to conduct social media health checks that will flag potentially harmful posts. Once detected the posts can be deleted permanently in a safe and secure manner. The goal of LifeBrand is to ensure the brand image of both the individual and the company they work for is free of harmful social media content today and in the future. Our software can be deployed as a benefit for existing employees or as a pre-employment tool for new hires.

## How It Works



Connect social media accounts with one click and run them through our AI-based scanner to start improving your social media presence.



Our system analyzes your social media background through your connected profiles, identifying potentially harmful content on social media.



Selected posts are deleted and you'll be provided with a simple-to-read confirmation report.

## Top 5 FAQs

### **Are the users' social media account information safe?**

Yes. At LifeBrand, security is built into our design. We never share any sensitive information with third parties or store the users' credentials.

### **Does the employer get access to the employees' accounts, usernames, and passwords?**

No. LifeBrand is designed to protect the user. Only the user has access to their credentials and is in complete control of this process.

### **Can the employer see what posts the user deletes?**

No. The employer can not see the users' deleted posts.

### **Does LifeBrand store the deleted posts?**

No. We do not store any deleted posts.

### **Can my employer see any flagged posts?**

No. Only the user can see these posts.

