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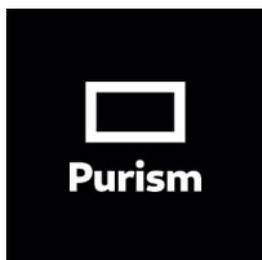
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Purism: A Privacy Based Computer Company

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It all started when Todd Weaver, Founder and CEO of Purism, realized Big Tech could not be trusted as moral guardians of his and his children's data. The current paradigm of corporations data hoarding is, as Todd describes it, built on "a tech-stack of exploitation" and not by accident, but by design. Companies such as Google and Microsoft and especially Facebook intentionally collect, store and share user data to whomever they see fit. In recent events, the California Consumer Privacy Act, which becomes effective on January 1, 2020, will make residents of California able to know what personal data is being collected about them, know whether their personal data is sold or disclosed and to whom, say no to the sale of personal data, access their personal data, request a business delete any personal data information about a consumer collected from that consumer and not be discriminated against for exercising their privacy rights. This sounds good, and it is, but not according to Big Tech. Big Tech such as Facebook hired a firm to run ads that said things like "Your next click could cost you \$5! Say no to the California Consumer Privacy Act?". Big Tech does not care about privacy, they care about their bottom line. This is where Purism comes in.

Purism is a privacy focused company. Their devices, the Librem5, Librem13 and Librem15 run PureOS—a GNU/Linux distribution that puts privacy, security and freedom first, by design. It includes popular privacy-respecting software

such as PureBrowser. The OS helps you ?Surf the web safely without being tracked by advertisers or marketers? and allows you to easily encrypt your entire OS and data with your own encryption keys. This is huge, especially if you understand how much of your ?private? data is actually being shared.

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