



iSIGN *news*

MEDIA CORP

Hello,

With the world becoming more connected and technology becoming more advanced, businesses and consumers are starting to worry about privacy issues, especially following the [Target and Home Depot security](#) breaches. The concern also extends to mobile and we want to discuss some ways businesses can put their customers at ease.

Ten years ago people were concerned with malware and computers infected with viruses. Today the focus is on mobile security, especially mobile apps. Many people wonder why they require access to things like your camera or your contacts but don't know enough information to find out what data is being accessed or where it's going. In fact, according to GCN, 75% of the most popular iOS apps had at least one [high-risk security flaw](#). Problems like this also resulted in the Global Privacy Enforcement Network to perform a [privacy sweep](#) of more than 1,200 mobile apps. The Office of the Privacy Commissioner of Canada states that "the privacy sweep results offer insight into the types of permissions some of the world's most popular mobile apps are seeking and the extent to which organizations are informing consumers about their privacy practices". More than a quarter of the examined mobile apps raised serious concerns, which leaves customers worried and decreases overall level of trust and brand loyalty.

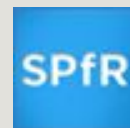
Customers value privacy and data integrity as highly as the business products and services themselves so ensure that you're staying on top of privacy concerns by building brand trust. As a business it's your responsibility to handle your [data correctly](#). You should have a data quality plan in place and ensure your IT department is storing [clean, accurate data](#). This demonstrates to a customer that their data is protected, which will ensure that your brand reputation is protected. People are worried about what they don't know, so have information like your privacy policy readily available and customers can find out exactly how their data is collected and what it's being used for. Taking these measures will ensure your client feels safe and ensures that your company is transparent, therefore building trust and open communication.

Here is an [example](#) of a privacy policy that is open and honest and explains exactly what data is collected and how it is used. You can find our [privacy statement](#) here if you have any questions.

iSIGN in the News



[Making Mobile More Convenient: Convenience Network Partners Up to Launch Proximity Marketing for Convenience Stores](#)



[Five Ways Retailers Will Use Data in 2015](#)

[Now's the Time To Update Retail POS Systems](#)



[Golden Pantry Installing Digital Signage, Mobile Advertising](#)



[Golden Pantry chain stocks up on digital signage and mobile advertising](#)

iSIGN Reports

Recent News and Happenings here at iSIGN

This month we're happy to announce the shipment of [1,500 Smart Antenna units](#) to Graphic Media for the expansion of the National Mobile Network. The placement of these units should conclude at the end of March and will mark the first phase of the previously discussed network expansion.

Graphic Media's sales arm Engage Mobile Media Solutions has launched its partnership with The Convenience Network (TCN) with [installations into the Golden Pantry Convenience Stores](#) in the greater Atlanta, Georgia region. National brands including Mars, Kellogg's, and Swisher Sweets are among the advertisers taking part in this digital expansion for TCN.

We have just signed an agreement with Chameleon Digital Media, a division of Adapt Media to install 100 Smart Antennas into Toronto's pubs and taverns as our own mini version of the National Mobile Network. We look forward to the first trial in the [Wheat Sheaf Tavern](#), Toronto's oldest inn.

As always, if you have any questions about the content of this newsletter or would like to discuss iSIGN's upcoming projects and recent initiatives, please don't hesitate to [contact me](#).

Kind Regards,

Alex Romanov, CEO
iSIGN Media



Cost-Effective Advertising Platform to Target Individuals

iSIGN's Smart Antenna is a cost effective, patented marketing technology that allows businesses to target proximity based customers, while providing measurable results. Businesses will now be able to immediately calculate the cost of their advertising compared to actual results to arrive at an ROI (Return on Investment).

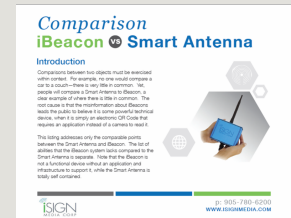
To view the full video, click [here](#).

iSIGN's Smart Antenna comparison to iBeacon Video

iSIGN's proximity marketing solution allows marketers to target their



Digital Realtor: iSIGN's solution for the Real Estate Market. Watch the video [here](#).



iSIGN's report on Smart Antenna and iBeacon provides comparison in capabilities, security and deployment.

Read the full comparison [here](#).

Contact Us

For more information about iSIGN Media, please visit www.isignmedia.com or reach us via email at info@isignmedia.com.

iSIGN Media - Toronto
45A West Wilmot St. Unit 3
Richmond Hill, Ontario
L4B 2P2



customers with relevant, timely offers, while gathering data and mobile shopper preferences to generate actionable data and reveal valuable consumer insights, without the restrictions of iBeacon.

To view the full video, click [here](#).



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iSIGN Media | 45A West Wilmot Street | Richmond Hill | Ontario | L4B 2P2 | Canada