

INTRODUCTION

Eliminating bias with technology. **One alert** at a time.

As the Chief Executive Officer of UnBiasIt, LLC, I have worked with our international teaming partners and providers to develop various data management and compliance solutions in order to fully enable organizations to recognize and eliminate inherent bias and misconduct throughout their enterprise - as well as transforming their data as a resource which can easily and accurately be drawn upon when needed for the critical information governance that is increasingly demanded of every enterprise.

– **Dean Haynsworth** | CEO, UnBiasIt



UnBiasIt Data Stack

The remarkable offering that has emerged from this initiative is our UnBiasIt Data Stack. The UnBiasIt Data Stack is the first solution to provide enterprises with an immediate deterrent to inherent bias in their organization, as well as delivering the most advanced data management solution available in the marketplace today.

Unlike other assets, data presents a unique challenge for organizations because it often lacks the identification necessary for proper recognition, storage, and utilization. Data in an organization is created and accumulated in massive amounts from an almost endless array of sources both internal and external [leading to confusion and ownership disputes, as well as contributing to the obfuscation of bias and misconduct]. The inherent disorientation in most organization's data optic often leads to costly mistakes, compliance violations, and litigation.

Our UnBiasIt Data Stack can recognize, control, protect, store, administer, and organize all of an organization's data. A full data optic is a critical component of any organization's transparency and accountability, and our UnBiasIt Data Stack is the most comprehensive data optic solution available. Leveraging our UnBiasIt Data Stack will enable organizations to turn their data into a valuable asset while recognizing and deterring potential bias and misconduct both internally and externally.

UnBiasIt Racial Bias Alert

UnBiasIt's Racial Bias Alert provides immediate impact in eliminating bias and misconduct in an organization by monitoring internal communications [e.g. email, text messages, etc.] for any indication of inherent bias or misconduct in over 150 languages.

While most organizations have bias and misconduct response protocols and remediation strategies, UnBiasIt's Racial Bias Alert is the first solution to provide an immediate deterrent to bias and misconduct in an organization. Our Bias Alert is for any organization that is serious about having an immediate impact on how they communicate internally and externally.

Beyond flagging and alerting instances of communications that contain implicit bias or misconduct, Bias Alert deploys trend analysis, proximity detection, context, tone, and other tools to reduce false positives and help identify subtler but just as important indicators of bias and misconduct. Without waiting for an eDiscovery request during an internal conflict, investigation, audit, or lawsuit - organizations can use Bias Alert to proactively reduce sanctions, litigation costs, avoid bad press, correct behavior, and raise their organization's culture to the highest standard, while demonstrating they have a solution in place where this type of behavior is recognized and resolved after the first communications regarding it as a potential issue are sent.

The UnBiasIt Racial Bias Alert is built on proven Supervisor technology, which is being utilized by the world's leading organizations, including Fortune 100 financial, energy, and pharmaceutical companies [primarily to ensure compliance in high-stakes regulatory environments, such as SEC 17a-4, FINRA, and FERC].

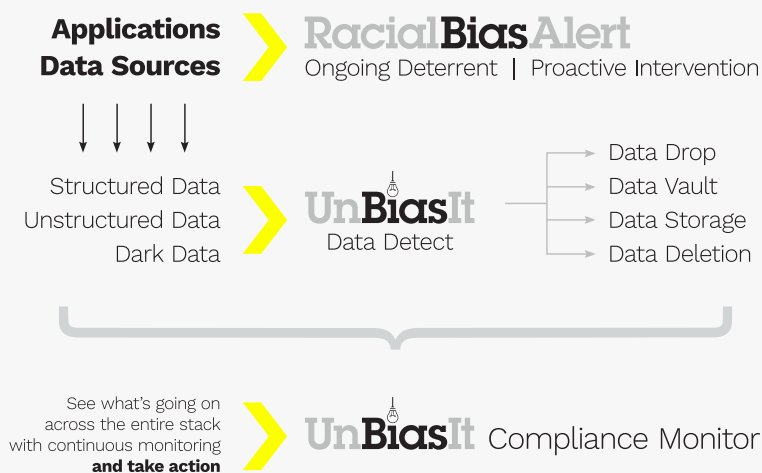
Highly Customizable and Proven Solution

Our Racial Bias Alert can be easily configured to look for key language, behaviors, and other markers that signal problematic communications or unwanted activities. UnBiasIt can apply industry-standard criteria for your organization based on best practices, apply custom monitoring profiles, or combinations of these to develop an efficient surveillance process.

Bias Alert includes automated workflow tools to ensure that the right alerts are routed to the right departments. Bias Alert comes equipped with a list of actions so decisions can be made instantly - these are all fully customizable according to an organization's internal workflow processes. In addition to key criteria violations, Bias Alert can also perform intelligent sampling of the data, based on a wide variety of factors, such as communication type, employee groups or individuals, policies, and message directions.

Note: Racial Bias Alert relies on building trusted criteria based on an organization's misconduct lexicon that can not be compromised by AI algorithms and Machine Learning. UnBiasIt has removed any and all AI algorithms from our core Supervisor tool to avoid compromising the criteria. We specifically limit our Supervision technology to an organization's stated misconduct criteria to avoid being unknowingly compromised.

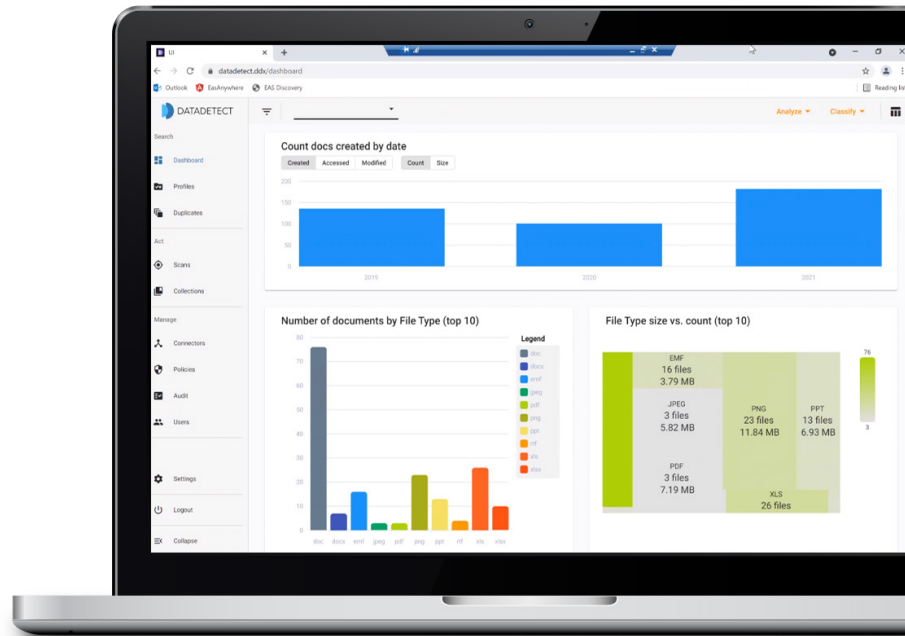
The UnBiasIt Data Stack, including Racial Bias Alert, UnBiasIt Data Detect, Data Drop, Data Vault, Storage, and Deletion, as well as our UnBiasIt Compliance Monitor fully enable a comprehensive Data as a Resource foundation for the critical information governance that is demanded of every enterprise.



UnBiasIt Data Detect

UnBiasIt Data Detect delivers a purpose-built solution to interrogate petabyte-scale unstructured and dark data volumes to identify instances of inherent bias and misconduct in an organization's stored data. With UnBiasIt Data Detect, an organization can apply suggested and fully customized criteria to all of their stored data to detect past instances of bias and misconduct. Most importantly, the organization has sole ownership of both the criteria and the data at all times.

In the information age, data is king, but data has now increased beyond any organization's capacity to manage or harness its inherent power and value. This massive data growth is metastasizing in nearly every application - driving some to a standstill. Much of this data is considered unquantified and untapped dark data, meaning that an organization does not know the nature or sensitivity of this content. A recent Splunk survey of technology executives reported that more than 75% of the executives believed 60% or more of their data is dark.



As organizations struggle to identify, manage, and responsibly utilize their massive stores of data, we now see every government forcefully extending its reach into data compliance and regulation. There can be very large fines up to two percent of global revenue for non-compliance with certain data protection laws, such as with the General Data Protection Regulations [GDPR] of the European Union. This ever-changing regulatory landscape has created challenges for organizations that require immediate access to their data and will continue to change the way enterprises respond to their data optic needs ... and UnBiasIt's Data Detect is the answer.

Our remarkable UnBiasIt Data Detect file analysis tool empowers organizations to take command and gain a greater understanding of the information that exists in their archives, network file shares, and other data repositories. Data Detect allows organizations to understand not only the data that they have captured via retention policies but the dark and potentially compromising data that they previously had limited to no awareness of. And beyond the ability to locate and understand their data, Data Detect empowers organizations with the ability to take action on their discovered data [especially when migrating and securely storing it].

When migrating repositories containing unknown amounts of redundant, obsolete, and trivial data to Microsoft 365 or other storage destinations, Data Detect dramatically eliminates data error, as well as reducing transfer and hosting fees by migrating only approved business-critical data.

UnBiasIt Data Detect powers an effective information governance strategy with a customizable dashboard that displays rule sets graphically so organizations can see what data is affected by the rules they're building, either organization-wide or repository-by-repository. Not only does this enable organizations to identify potential dark data risks, but the built-in workflows facilitate the movement of data to secure repositories, preservation in an archive, upstream review platforms, and much more.

When paired with our Racial Bias Alert, this delivers a comprehensive analysis of an organization's data to ensure historical and real-time instances of bias and misconduct are available to be investigated and remediated to maintain the highest standards of data quality.

UnBiasIt Data Drop

Enterprise file sync and share [EFSS] products enable organizations to securely synchronize and share documents, photos, videos and files from multiple devices with employees, and external customers and partners. Organizations often adopt these technologies to prevent employees from using consumer-based file sharing apps to store, access, and manage corporate data that is outside of the IT department's control and visibility. The problem with solutions like Dropbox is that they allow no administrative control over the users sharing their data, managing permissions, synchronizing folders, and no active directory of single sign-on capabilities. This makes EFSS one of the most prominent security weaknesses that many enterprises face.

Unlike DropBox and Box, UnBiasIt Data Drop provides an organization with complete control and every capability desired in an enterprise file sync and share solution. Files can be moved to Data Drop from UnBiasIt Data Detect or bypassed directly to Data Drop from their original source. Our Data Drop can be hosted with the rest of your UnBiasIt Data Stack or deployed in any fashion an organization chooses depending on their requirements.

UnBiasIt Data Vault

The UnBiasIt Data Vault organizes, archives, and moves big data that is no longer actively used to our securely managed Data Vault for long-term retention, unified access, and maximum future utilization. This unified archived data consists of older data that is still important and needed for future reference, as well as data that must be retained for regulatory compliance [such as GDPR regulations], litigation support, tax support, etc.

UnBiasIt Data Vault has eliminated the disadvantage of having to choose between an on-premise or cloud-hosted archive by presenting a more nimble paradigm for the location of data and the solutions we offer. Our advanced UnBiasIt perspective speaks directly to the strategic versatility of our hosting alternatives along with the appropriate managed services that we provide for multinational organizations. The days of relying on legacy data centers are over. You can deploy our UnBiasIt Data Vault across multiple, geographically distributed sites and public, private, and hybrid cloud environments.

UnBiasIt Cold Storage

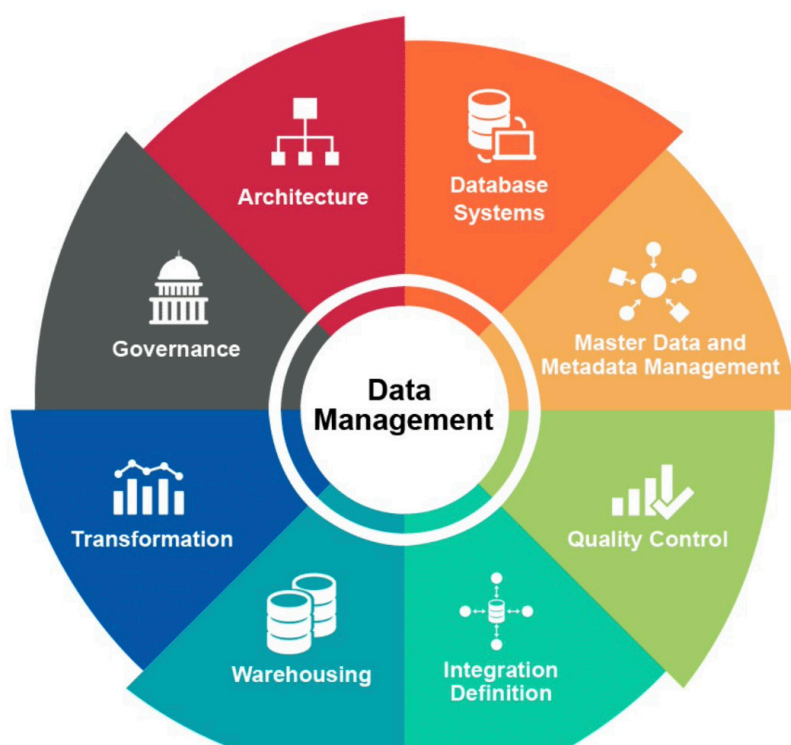
With UnBiasIt Cold Storage, organizations have complete control to move specific data to cold storage and other less expensive storage media in any hosting environment, enabling an organization to utilize primary, secondary, tertiary, near-line and offline information stores for optimal efficiency while remaining fully searchable and accessible.

The UnBiasIt Data Stack provides a rich set of options for selectively managing the data contained in our Data Drop, Data Vault, and Cold Storage between different levels of storage tiers based on retention policy, date, type, user or many other variables.

UnBiasIt Data Disposal

When it is time to properly dispose of company data, UnBiasIt Data Disposal will help organizations to ensure their data is properly deleted the right way after it expires from set retention periods. Our UnBiasIt Data Disposal provides an interface to enable an authorized person to delete data or extend retention periods.

UnBiasIt Data Disposal has become the central point for disposing of data across an organization because it is the easiest and most reliable way to ensure information is properly deleted not only from the Data Vault, Data Drop, and Data Cold Storage, but the entire organization as well.



UnBiasIt Compliance Monitor

In today's evolving cyber threat landscape, performing an annual IT risk assessment "to check the box" will do little to ensure an organization's critical assets are secure. To protect applications, intellectual property, and client sensitive information, organizations must be in a constant state of managing cyber risk.

The UnBiasIt Compliance Monitor is a Security & Compliance Continuous Monitoring platform that provides holistic oversight, management, and visibility into the ongoing security and compliance efforts of the organization by providing a single source of truth. It enables organizations to take control of their security and compliance programs by prioritizing the review of critical security alerts, automating Business processes, eliminating redundant efforts, and streamlining compliance and management reporting.

UnBiasIt Professional Services

With the professional management of our UnBiasIt environment, UnBiasIt assumes the niche responsibilities of an organization's deployment's upkeep; furthermore, we ensure the optimal operation of our UnBiasIt Data Stack on a continual basis.

UnBiasIt provides a team of certified, knowledgeable, and experienced product managers to see that an organization is properly trained on expertly utilizing the UnBiasIt Data Stack. A Customer Success Manager will provide a comprehensive review on how to administer, utilize, and maximize the use of specific apps within the UnBiasIt Data Stack. Our UnBiasIt Data Stack training programs can be delivered either remotely or on-site..

Incubated by Black Progress Matters

UnBiasIt is being incubated and financed by the Black Progress Matters Minority-Owned Business Incubator. Furthermore, Black Progress Matters has a 15% equity position in UnBiasIt.

Black Progress Matters [BPM] is committed to effectuating significant change at the executive level in corporate America as an advocate and resource for executive minority candidates. BPM truly believes that in any organization, if you look to the top at the executive level and see a person of color, it will inspire every one of color in that organization. Minority inclusion at the executive level speaks volumes about the character and genuine opportunity available in that organization. BPM Executive Minority Staffing works with companies and organizations to provide personalized and professional staff augmentation solutions specifically to enhance and enable their Executive Minority Staffing mission.

Black Progress Matters is not only committed to effectuating change in existing organizations at the executive level, but BPM is also providing an ambitious incubator program for the development and funding of minority-owned and led startups. The BPM founding partners have pledged all of their BPM profits to this incubation program. Already, Black Progress Matters is engaged in the financing and launching of several significant minority-owned startups, one of which is of course, UnBiasIt.

Minority-Business Incubation Program

UnBiasIt is a minority-owned tech startup financed and launched by the Black Progress Matters Minority-Business Incubation Program. Learn more at BlackProgressMatters.org

To learn more about UnBiasIt, contact:

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