

AVG Releases One-Page Privacy Policy and Challenges Industry to Follow

Updated one-page policy for AVG's apps designed to be simpler, shorter, and easier to understand

AVG® Technologies N.V. (NYSE: AVG), the online security company™ for more than 200 million monthly active users, announced today that it has released the One-Page Privacy Policy first pledged by AVG CEO, Gary Kovacs, in his Mobile World Congress (MWC) 2015 keynote speech. AVG's new Privacy Policy can be read at <http://www.avg.com/privacy> and will take effect on October 15, 2015, providing AVG's users time to read and understand it before it becomes effective.

At MWC, Mr. Kovacs promised that AVG would develop a simple privacy policy that can communicate on one page the basics of what data AVG collects and how AVG uses it. He challenged the industry to follow suit by offering the same transparency with users. AVG's launch of its One-Page Privacy Policy affirms AVG's commitment to its users and their fundamental right to control how their information is being used.

"Without privacy online, there can be no security; and without security, there can be no trust," said Harvey Anderson, Chief Legal Officer, AVG Technologies. "At AVG, we value our customers and believe they should know exactly how their information is being used by us. Therefore, we have updated our Privacy Policy to make it simpler, clearer and more transparent – representing only part of a continual evolution to improve AVG user choice and control."

Further information on AVG's privacy policy and privacy products:

Read AVG's privacy policy: <http://www.avg.com/privacy-new> To find out more, please view this whimsical video: <https://youtu.be/2MdQa87fqnw>
Download our new Google Chrome extension, Crumble to prevent cross-site tracking: <http://avgclick.me/GetCrumble> Download AVG PrivacyFix for Google Chrome, Firefox, Android and iOS: <http://avgclick.me/GetPrivacyFix> Download AVG Secure Wi-Fi Assistant for Android™: <http://avgclick.me/DownloadAVGWifiAssist> About AVG Technologies (NYSE: AVG)

AVG is the online security company providing leading software and services to secure devices, data and people. AVG's award-winning technology is delivered to over 200 million monthly active users worldwide. AVG's Consumer portfolio includes internet security, performance optimization, and personal privacy and identity protection for mobile devices and desktops. The AVG Business portfolio - delivered by managed service providers, VARs and resellers - offers IT administration, control and reporting, integrated security, and mobile device management that simplify and protect businesses.

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