



Press Kit

1. What we do

Ealixir, leading company in the removal of contents from the web, deals with:

- **Eliminating damaging links and news which affect the online reputation of** private individuals or companies from blogs, forum, internet sites, online newspapers.
- **Eliminating information from Social Networks** (photos, posts, profiles).
- **Erasing and modifying browser's results** (Google, Yahoo, Bing etc.).
- **Deindex inappropriate contents** that cannot be erased.

2. Why we do it

Ealixir stems from a **social need** turned into an **international right** nowadays: the **Right To Be Forgotten**, which is the right to the self-preservation from the Web's intromission into private life, to permanently disappear from the web removing contents that belong to the past and are not representative of a person anymore.

The web is too often full of unverified, anachronistic, obsolete, inaccurate information: this could undermine social relationships as well as invalidate people's lives, precluding them the access to business and finance.

The same can be said for brands, companies and institutions, to whom Ealixir guarantees equal services, by protecting their **Right to Privacy**.

3. How we do it

Ealixir activities are developed by a team of professionals from the world of the web (computer specialists, Seo Experts, Digital Strategists, Social Media Managers) together with a **Legal Team specialised in the application of the Right To Be Forgotten and online data protection.**

Ealixir has also developed an exclusive IT Platform which allows the client to monitor in real time the progress of the work through the access to a *Private Area*.

The tracking service is available on all devices.



4. We operate also on World Check

Ealixir deals also with the removal from World Check, one of the most relevant database among the worldwide banks, used to estimate the reliability of its customers. Ealixir verifies the existence of any World Check report about the customer, examines the sources and negotiates the modification or removal of the report, applying the Right To Be Forgotten and the Privacy Right.

5. Money-back guarantee

Ealixir is the **only company in the business** offering a money-back guarantee. Over the last few months¹ Ealixir has removed more than 2.200 undesirable links on the web.

6. Ealixir Foundation

The purpose of Ealixir Foundation is to educate and spread awareness towards digital identity issues: the Right To Be Forgotten, Right to Privacy, revenge porn, cyberbullying, fake news.

Ealixir Foundation is constantly operating with the aim of creating a positive environment in the network, especially for young people. **Ealixir Digital Academy** has been established with a specific purpose: to made young people between 11 and 14 aware of the proper use of social networks, the risks in cyberbullying and the identification of fake news.

Through this initiative, Ealixir's team intends to educate students to the correct use of online interactions, making them more conscious about fake news and dangers, and allowing them to increase critical thinking.

7. Ealixir adheres to a strict code of ethics

Workers and partners of Ealixir commit themselves to respect the principles stated in the Universal Declaration of Human Rights.

In particular: the respect of the dignity and the value of each person, the Right to Privacy, to confidentiality, to self-determination, to diversity and independence. Ealixir's employees and partners operate following the principles of probity, honesty, correctness and respect. For this reason, Ealixir team **declines any case of child-pornography, mafia association and violence against women.**

¹ Updated to october 2018.

8. Presence in the world

28 operating sites:



Argentina; Brazil; Chile; Colombia; United Arab Emirates; Philippines; France; UK; Greece; Germany; Italy; Kazakhstan; Lebanon; Luxembourg; Malta; Mexico; Panama; Paraguay; Portugal; Perú; Principality of Monaco; Dominican Republic; Russia; Spain; Switzerland; Uruguay; USA; Venezuela.

Ealixir has two headquarters: in Spain, for the European market, and Dominican Republic for the Latin-American market and **offers its service in 7 languages (Italian, English, Spanish, Portuguese, German, French, Russian).**