

Killi Ltd

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Killi launches browser extension that doles out cash to users for blocking ads

Killi Ltd (CVE:MYID) (OtC:MYIDF), a data and consumer privacy company, has launched a new browser extension that it says will pay users cash to block advertisements online.

The extension, available for Google Chrome, Microsoft Edge, Brave and Opera browsers, blocks the transaction of consumers' data and allows individuals to link their browsing data to their Killi account by signing in.

The idea is to give users the choice of whether and how much data gets shared and, if they choose to sell their data, pay them fairly. The browser extension automatically deposits cash (not points or tokens) in users' accounts every week.

READ: Killi adds 25 million new accounts in September, following the 4.8m account additions made in August

Consumers can also use the browser extension without selling their data, which puts the choice of privacy and monetization in their hands, the company said, unlike the current browser environment, which does neither.

"The browser is one of the worst offenders of data leakage and arbitrage," Killi CEO Neil Sweeney said in a statement. "Every page, interaction and purchase that a consumer does is tracked and sold by the browser companies without any consumer inclusion or transparency. The expansion of Killi to support the browser eliminates this transaction and puts the consumer in control of what is rightfully theirs — their data and privacy."

The browser extension is one of four passive revenue streams that Killi offers consumers. The other three are profile, location and shopping rewards.

Killi is currently available online or via iOS or Android in five countries (US, Canada, Singapore, Australia and New Zealand) and pays users weekly while providing a transparent report that outlines what data was purchased.

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Price: 0.135

Market Cap: \$38.95 m

1 Year Share Price Graph



Share Information

Code: MYID

Listing: TSX-V

52 week High Low
0.31 0.025

Sector: Tech

Website: killi.io

Company Synopsis:

Killi is a consumer privacy ecosystem that aims to put people back in control of their data. Killi allows consumers to take back control of their consumer data from those who have been collecting it and selling it unbeknownst to them. Available on iOS, Android as well as the web, Killi is available internationally.

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