

# Private.Life

## (Virtual Private Network)

In today's world the conservative voice of freedom is being crushed. Internet sites and the American people are being purged of their "First Amendment Rights" by those who would change our country into a Marxist and Socialistic society.

Remember the 60's? A time when there were only a few TV stations broadcasting the nightly news in an affirming and secure fashion. Americans shared in the common belief that the resourcefulness of the news content and those reporting it were accurate and trustworthy. During that time, it made us all of one heart and mind when it came to our country and our principles.

We the people demand our sovereign right to communicate one with another without fear. A place that protects its people from being watched, spied upon, or utilized as a free asset for big tech, corrupt media, and big business.

PRIVATE.LIFE' VPN network is a deliberate first step and pathway concerning reinforcement and enhancement of our First Amendment Rights.

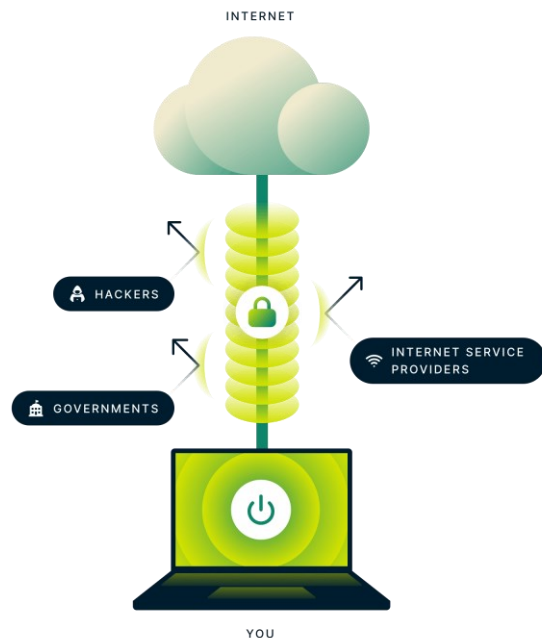
PRIVATE.LIFE provides multiple unique websites allowing the integration of location-based media, stories and other information for entertainment, education, and business. Bringing the best of the best together.

PRIVATE.LIFE seeks to provide VPN access to a custom set of applications as well as general internet websites without giving away one's identity. A VPN connection disguises user data traffic online and protects it from external access. Unencrypted data can be viewed by anyone who has network access and wants to see it. With a VPN, hackers and cyber criminals cannot decipher the data.

PRIVATE.LIFE' VPN hides user IP addresses by letting the network redirect it through a specially configured remote server. Now, our users will have the confidence to surf the NET, knowing PRIVATE.LIFE VPN servers are now the source of their data. This means a user's Internet Service Provider (ISP) and other third parties cannot see which websites they visit or what data they send and receive online.

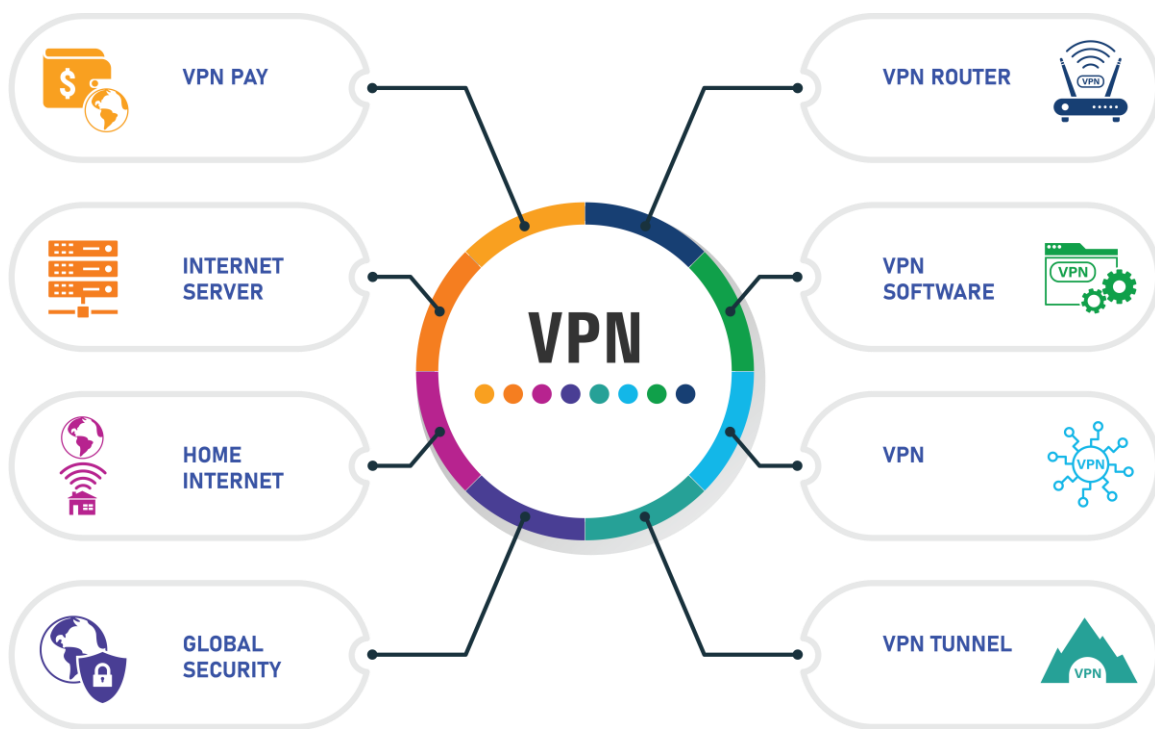
A VPN works like a filter turning all their data into "gibberish." Even if someone were to get their hands on such data, it would be useless.

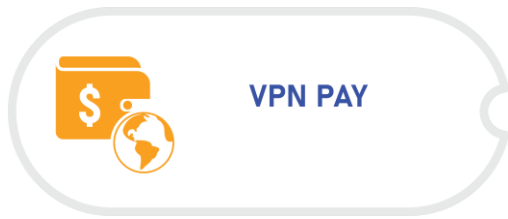
PRIVATE.LIFE evolves into a nexus of information focused upon American ideals and freedoms. A place where social media can thrive as originally intended, to be an open forum monitored only for civility and obscenity through a user council and not by corporate edict.



## Key features:

1. Free VPN login to a single site access that preserves personal security and confidentiality.
2. A Custom dashboard of websites and applications access based on personal needs.
3. New social media sites with location and time-based interactive information.
4. News that is open and quickly validated by cross checking of internet websites.
5. A single website (review site) to ensure the creditability of all URLs.
6. PRIVATE.LIFE will review and recommend to our members websites that promote and uphold the principles of the First Amendment.
7. All these features will be a combination of custom sites and affiliations with existing websites.
8. *ALL SITES WILL BE REVIEWED TO ENSURE THEY MEET STANDARDS THAT AMERICAN PRINCIPLES SUPPORT. PRIVATE.LIFE* will become the nexus for secure and confidential access to all things on the internet.
9. The Monetary Model: The revenue generation will come from a combination of subscription, clickthrough's, affiliate fees and database provisioning based on use as it is applicable to the sites, membership, and access.





## VPN Price – What are you paying for!

**In The case of free VPN's, price is not measured in money.** In general, it could include costs like:

- A flood of third-party pop-ups ads on your device's
- Connection and online activity logging
- The sale of your personal information to third parties
- Slow connection speeds
- A tiny selection of servers
- Unreasonably limited bandwidth

Developers need to make dedicated apps for various devices and operating systems. VPN's have apps for the most widely used systems, such as Windows, Mac, Android, IOS, and Linux. Each version of the VPN needs to implement various features, such as split tunneling, a kill switch, and geo-unblocking capabilities, to name a few.

Naturally, this does not mean that a free VPN is untrustworthy. PRIVATE.LIFE encourages users to do their due diligence and research the origin of the VPN provider. When thinking about the price of a VPN, it is important to remember that these services operate on a vast scale. It is much more complicated than just routing your connection through a remote server.

Most users would agree that more extensive coverage like PRIVATE.LIFE is better. But that comes with added maintenance and monitoring costs, whether the VPN is renting servers or doing everything in-house. When something inevitably goes wrong, users demand superior customer support like 24/7 options to assist them.

The bottom line is that most VPN's have a good reason to be pricey. However, it only becomes apparent when you look under the hood. PRIVATE.LIFE in addition to the VPN Network has developed a Revenue Engine including a combination of subscription's, clickthrough's, affiliate fees and database provisioning, membership, and access. Also, PRIVATE.LIFE is introducing a first-of-its-kind app for a preparedness messaging network.

## Router

### Deciding Upon a VPN

VPN ROUTER



VPN routers are more powerful hardware units (in comparison to standard routers) capable of connecting to VPN servers and protecting all your Web data.

When it comes to standard routers, they oversee connecting your devices to the Web. Some routers might come with more advanced options, such as parental controls. However, none of those standard routers can be used with VPNs, which require extra processing power.

To connect your router to a VPN server, you will need a device designed with powerful CPUs, dedicated memory modules, and robust internal components. The result is the ability to transmit encrypted data between your devices and Web servers, rerouted using a specific VPN server.

In simpler terms, VPN routers do everything that standard routers already do – but they also go beyond that by securing your Web data. That is the reason why VPN routers usually cost more than typical home routers.

VPN routers work by transmitting ALL your Web data (incoming and outgoing) through a VPN tunnel. This applies to data of any device connected to that router.

In addition VPN's can be installed on an iPhone or Android device or even on a media streaming device. Noting that a VPN will work on a per-device basis. That means you will need to connect to your VPN on each device manually.

Once you decide to use a VPN router, the “flow” of your Web data changes. Since you will install your VPN on a router, data encryption no longer happens on a per-device basis. Instead, if your VPN is active on your router, any device connected to that router will be protected.



## INTERNET SERVER

### Internet Servers and Clients

The browser function breaks the URL into three parts:

- The protocol ("http")
- The server's name ([www.xyzworks.com](http://www.xyzworks.com))
- The file name ("web-server.html")

In general, all the machines on the internet can be categorized as two types: servers and clients. Said machines provide services to other machines and servers. And the machines that are used to connect to those services are clients.

When you connect to a web-browser to read a page, the browser is providing a machine (probably a cluster of very large machines), for use on the internet, to service your content request. The browser is providing a server. The home machine, on the other hand is probably providing no services to anyone else on the internet. Therefore, it is a user machine, also known as a client.

A server machine may provide one or more services on the internet. A server machine might have software running it that allows it to act as a Web server, an e-mail server, and an FTP server.

Clients that come to a server machine do so with a specific intent, so clients direct their requests to a specific software server running on the overall server machine.

To keep all these machines straight, each machine on the internet is assigned a unique address called an IP address.



## Finding the VPN with Iron Clad Protocols

VPN  
SOFTWARE



The primary reason anyone wants to use a VPN service is to protect their data and device from anyone who wants to wreak havoc. PRIVATE.LIFE offers foolproof protection, not just for your device but, more importantly, your data.

## Compatibility for Your Device

Compatibility is something to be highly considered and checked before anyone purchases VPN software. Although most VPN services support the most common operating systems like Mac, Windows, iOS, Android, Linux, noting that many others, just do not. PRIVATE.LIFE seeks to provide VPN access to a custom set of applications as well as general internet websites.

## Maximum Number of Connections

The reality today is that people are using multiple devices, noting that in particular instances it is common that they will share with others. PRIVATE.LIFE will offer a VPN connection with at least five connections, considering that people would have two primary devices linked to the internet. For more than two devices, we would extend the number of connections to 7 or 10.

## Server Locations

The best usage of VPN is to access websites that are otherwise restricted in your location. If you have your VPN service provider with servers in Asia or Europe, it will not do you any good. The best VPN service provider should also have an HQ somewhere where there is no internet surveillance, and its government does not have retention laws. PRIVATE.LIFE ensures your anonymity while conducting business or just searching the internet.

## Number of servers

The number of servers would give you foolproof anonymity, *which is the second purpose of why a VPN* has been created, and of course, the number of sites you have access to.

## Speed

For any internet user, speed at which you can obtain information is of the utmost importance.

## Easy Interface

The best VPN services have intuitive UI's. VPN software is not only used by hackers and tech geniuses but ordinary people as well. PRIVATE.LIFE will always be the leading edge for VPN services that are more user friendly to the user.



## VPN and Internet Security at Home

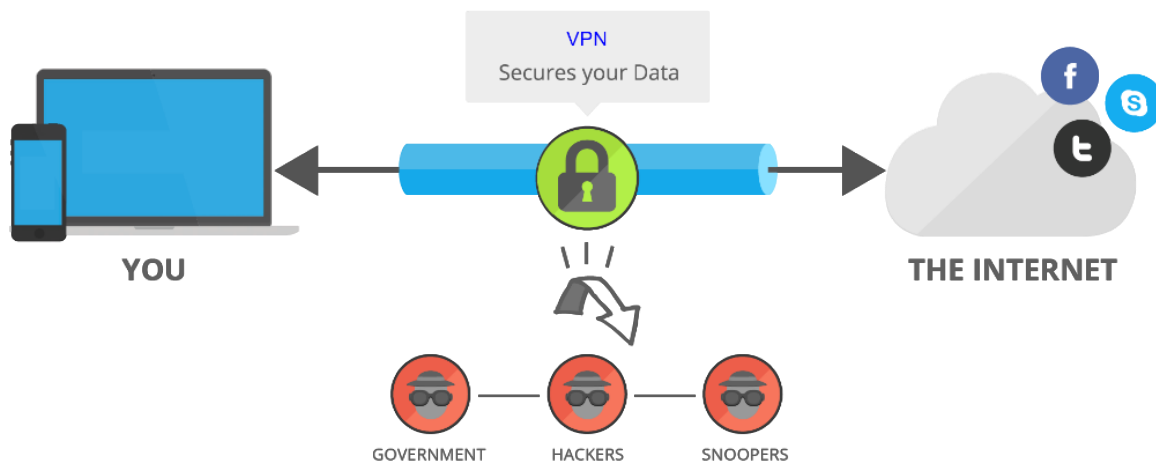
A Virtual Private Network is a vital tool for internet security, especially when you are working from home.

When you use the internet, your traffic is the flow of data between your computer and the internet. This is the case whether you are on a computer, laptop, smartphone, or tablet. During this time, your data is open and accessible to anyone who can intercept it.

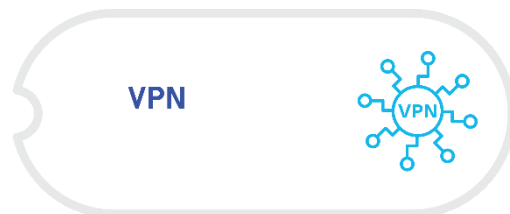
This could be your Internet Service Provider, government agencies, your employer or even hackers. A public Wi-Fi network, password-protected or otherwise, can present even greater vulnerabilities, as you cannot be sure who has access to the hotspot.

Attackers use access points to switch SSIDs to match the ones that the devices are asking for. Granted, this is an exotic attack, but one that can be carried out successfully.

When you connect to a VPN, your traffic flows through a remote server. When you use the internet, it is as if you are using that computer rather than your own. On the way to and from the server, your data is transferred via an encrypted tunnel. The “encrypted” part means that your data is sent in an uninterpretable form. The “tunnel” is the secure connection between your computer and the server. Only your computer and the server have the key to translate the encryption — to anyone else who intercepts the data, it will look like nonsense.

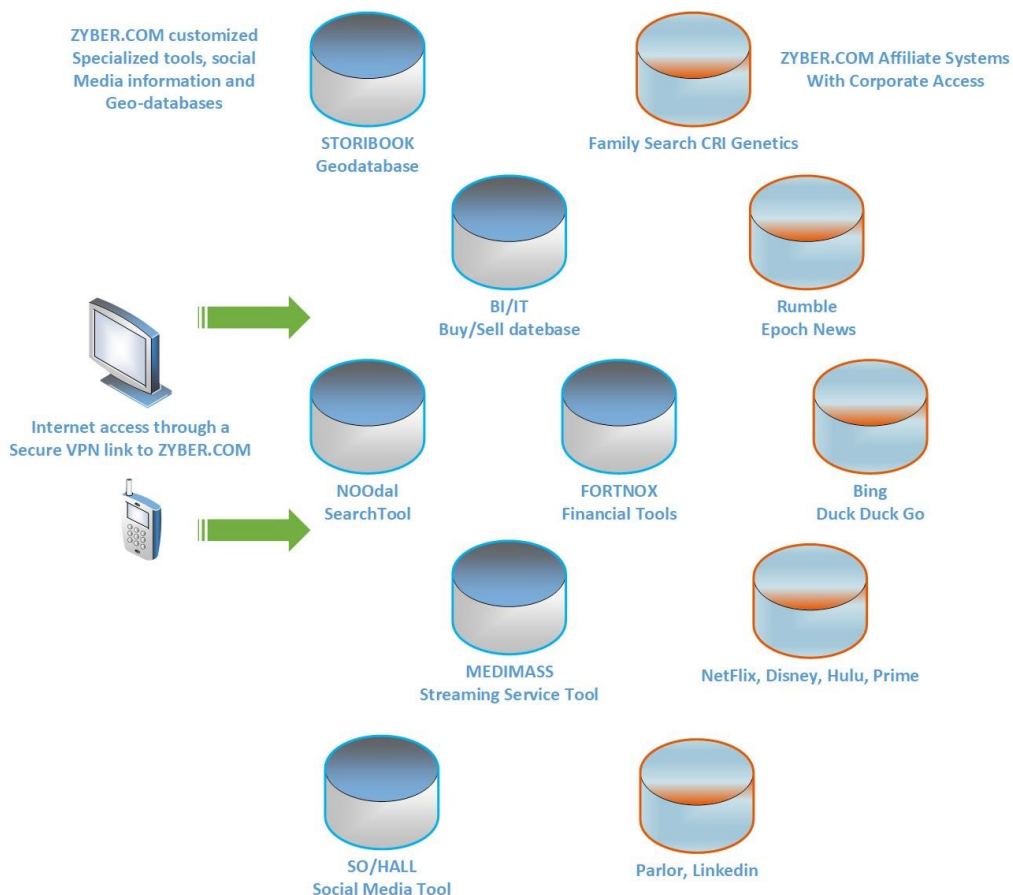


## PRIVATE.LIFE VPN Network



ZYBER' VPN provides a secure and customizable dashboard interface. In addition, the dashboard allows for complete security and incognito access to:

- Proprietary Databases
- Websites
- Internet Searching
- Shopping through a centralized dashboard allowing access to customized tools.
- Social Media Information and geo-databases







## VPN use and Global Security

VPN Use and Cybersecurity go hand in hand. With Cybersecurity becoming a growing concern for many individuals, businesses and organizations, trends heading into 2021 show an increase in VPN use to combat cyber security threats.

### Current Cybersecurity Landscape

The changing trend in the cybersecurity landscape suggests a growth in cybersecurity threats and breaches and suggests a lack of preparation from many businesses.

- 2021 was marked as a year of accelerated malicious activity across victims and targets. (Symantec)
- 43% of businesses were a victim of cybersecurity breach in 2018. (Cyber Security Breaches Survey 2021).
- VPN market has increased by 23% during 2021, with ExpressVPN and NordVPN the world's two largest retail providers. (Symantec)
- On average, 24,000 hazardous mobile apps are blocked every day. (Symantec)
- 41% of companies have over 1000 sensitive files open to the public (Varonis)
- 30 million personal records were stolen from Facebook in 2020. (Symantec).
- The average cost of losing sensitive information is approximately \$4 billion. (Cloud Mask)

### Risks Of Cybersecurity

Deemed to be a year of increased cyber threat, 2020 is set to be the year where cyber criminals become more advanced in their activity. The risk of cybersecurity not having proper security has greater damaging effects than ever.

- It is predicted that a business will fall victim to a ransomware attack every 14 seconds in 2021. (Cybersecurity Ventures).
- Identify theft and persona spoofing on online chat rooms such as Omegle has become commonplace.
- The biggest risks for users and businesses in 2019 is data leaks. (Heimdal Security)
- The risk of having weak cybersecurity can lead to a breach of confidentiality, identity theft and detrimental data breaches. (Mazarsledger)
- Since 2016, there has been a 54% increase in mobile malware variants. (Symantec).
- In 2018, there were 24,291 reports of phishing incidents with November being the most profitable month for scammers.

### VPN Use and Cybersecurity

Whilst VPNs are mostly used for accessing entertainment and content, VPN's can also be used as cybersecurity as an additional level of safety for online users.

- An increase in cybercrime had led to the increase in VPN use.
- Data privacy has driven up VPN use.
- 93% of IT professionals report challenges with ensuring data privacy.
- There is a current trend of growth in VPN use due to public awareness and cybercrime.

## VPN tunnel: What is it and how does it work?



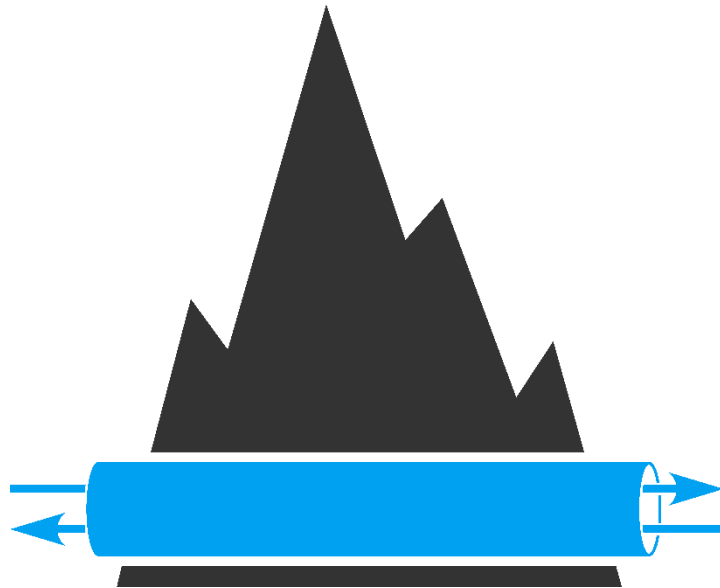
### How does the VPN tunnel work?

In essence, when you click on links or download files from a site, no one will know it is your activity. It is as if your VPN provider has built a tunnel around your online activity, providing a barrier between it and everyone else.

Using a VPN alone may not be enough to protect your online privacy, though. That is why PRIVATE.LIFE provides several steps to encrypt the data you send and receive while you are online. When your data is encrypted, it is scrambled so snoops cannot intercept and decipher it.

When you enable this added layer of protection, hackers, businesses, governments, or others will not be able to track what sites you visit, files you download, videos you stream, or online games you play.

Hiding your IP address and encrypting the data you send and receive is a powerful combination to help keep your online browsing sessions private.



### VPN tunnel protocols

Not all VPN tunnels are equally effective in protecting your online privacy. The strength of a tunnel depends on the type of tunneling protocol your VPN provider uses. Some protocols are outdated and may not provide data encryption that is strong enough to deter online snoops.

#### PPTP

Point to Point Tunneling Protocol — better known as PPTP — is one of the oldest versions still in use today. The strength of this protocol is its speed: It features extremely fast connection speeds. This speed comes at a cost, though. PPTP is fast partly because its level of data encryption is weak by today's standards. This means it is easier for outsiders to crack the encryption provided by this protocol. If you want more protection, investigate a stronger form of protocol.

#### L2TP/IPSec

Layer 2 Tunneling Protocol, when used with Internet Protocol Security, is a step up from basic PPTP. That is because this level of tunneling protocol offers two stages of protection: Both the L2TP and IPSec portions of this protocol create their own encryption. This results in two layers of protection for your online data.

The downside? This type of tunneling protocol, because of the two layers of encryption, can result in slower online connection speeds. L2TP/IPSec sometimes gets blocked by firewalls, too. That is because this type of VPN tunneling uses fixed ports.

## **SSTP**

Secure Socket Tunneling Protocol is unusual because it is only available on Windows operating systems. This type of tunneling protocol is very secure, making it a safe choice. It also does not use fixed ports, so it is easier for SSTP to get through firewalls.

The problem, of course, is that this protocol is not available for operating systems other than Windows. That shuts out many potential users.

## **OpenVPN**

If you are looking for the strongest protection while online, you should consider investing in a VPN service provider that relies on the OpenVPN protocol.

This protocol works with all the major operating systems, Linux, Window, and Mac, on the mobile operating systems of Android and iOS.

Maybe you prefer an independent operating system? OpenVPN might have you covered, because it works with such systems as FreeBSD, NetBSD, Solaris, and OpenBSD.

OpenVPN is currently considered the top form of VPN tunneling protocol. That is because its encryption is especially strong. It is also adept at getting past firewalls.

## **Protecting your privacy while online**

The key to VPN tunneling is to use the PRIVATE.LIFE service. A VPN cannot keep your identity private or encrypt the data you send and receive if you skip that extra step of connecting to your VPN provider first before you access the internet.

Remember, too, that to truly protect your online privacy, you will need to enable VPN protection on any device you use to reach the web from public locations. It does not help to have your laptop protected by a VPN only to log onto the internet with your smartphone while you are relaxing at the coffee shop.

The bottom line? VPN tunneling is a must for online privacy. Just make sure you use your VPN service once you sign up with it.

# Steven C. Swann



Steve is a graduate of the Eccles School of Business at the University of Utah and has done technology and project management studies at Stanford and San Jose State Universities in Electronics Engineering, Programming, Business and Technology Management. He has 44 years of experience in Technology and Project management and holds multiple professional certifications in project management, telecommunications, and information technology. He was born in Yorkshire, England, and immigrated to America with his family in 1957, growing up in the Silicon Valley Area, in California and becoming an American citizen in 1971.

He was the National President, Vice President and Director for the InteCom Users Group and Chapter President, Vice President and Director in the Association of Information Technology Professionals organization. Utah GOP Central Committee member, Mayor and GOP Committee member. He became IT Director for American savings corporations installing some of the first Rolm switching systems and designing one of the first Diebold ATM networks.

He then became the Global Telecommunications manager for the Church of Jesus Christ of Latter-Day Saints in Salt Lake City, directing all global telecom, satellite and central switch operations and projects. In the late 80's he was recruited to become the Corporate Telecommunications Manager for Apple Computer in Cupertino, CA, and was later asked to become the Executive Producer/ General Manager of AppleTV, Apple's Television Production and private satellite network. In the 1990's, he was recruited as the CTO for the Orange County Newschannel designing new digital media systems for broadcasting, which later became CNN's new all-digital media operations. Later becoming the CEO of Laguna Labs, he developed new digital broadcasting database software and hardware systems. For the last twenty-two years he has consulted on multiple projects in the Finance, Transportation and Technology space.

Being the Project Leader on major projects such as Verizon's Corporate CRM system, T-Mobile's Corporate EPMO office, GE's Global Web Portal development, the Armored Auto Group Corporate Data Systems Transition from Clorox and many other technology and Big Data projects in the U.S., Paris, and Shanghai. He has completed certifications as a PMP, project management professional, in telecommunications and in IT. As a British and American citizen, he has the tenacity of a British bulldog and only bites if necessary. He is currently the Chief Executive Officer for SWANN Technologies leading the manufacturing of business telecommunications IoT devices and assisting companies in technology research and business development.

LinkedIn CV: [https://www.linkedin.com/in/scswann/?msgControlName=reply\\_to\\_sender&msgConversationId=2-MDgxYzI0NDEtNzc5NC00MTIyLWE2NTAtNzg5Y2U0ZmU3YTEyXzAxMA%3D%3D&msgOverlay=true](https://www.linkedin.com/in/scswann/?msgControlName=reply_to_sender&msgConversationId=2-MDgxYzI0NDEtNzc5NC00MTIyLWE2NTAtNzg5Y2U0ZmU3YTEyXzAxMA%3D%3D&msgOverlay=true)

# Russell Leavitt



Telgian is a worldwide provider of comprehensive fire, security, life safety consulting and engineering/design services. Telgian partners with clients to produce innovative solutions that reduce exposure to loss from fire and disasters. The result is productive, profitable environments that keep businesses safe and compliant. Russell Leavitt's Telgian roots can be traced to the genesis of the company.

In 1990, he co-founded Fire Design Group, which merged with Tomes, Van.

Rickley and Associates in 1991. He subsequently served in numerous executive positions including TVA Fire and Life Safety President, Managing Member of Fire Materials Group, LLC, and CEO of Telgian. Today, Leavitt

serves as the Executive Chairman and Board Member for Telgian Holdings, Inc., as well as the Chairman of Telgian Corporation.

Leavitt is active in numerous trade and professional associations and holds several leadership positions. In 2013, he received the AFSA Henry S. Parmelee Award for dedication to the professional advancement of the fire sprinkler industry and improvement of fire safety through automatic sprinklers. He is also the recipient of the NFPA Standards Council Special Achievement award in 2018 for his work on the 2019 edition of NFPA 13.

In addition to serving on the Board of Directors for National Fire Protection Association (NFPA), he is the organization's 1st-Vice Chair. He is also the Chair of the NFPA 13 Technical Committee for Fire Sprinkler system Discharge Criteria, a Principal Member of the NFPA Technical Committee for Installation and a Principal Member of NFPA 3, 4, and 25. Leavitt is a non-voting member of the Automatic Sprinkler Correcting Committee and represents NFPA 13 on the Technical Committee for NFPA 909 (Code for the Protection of Cultural Resource Properties) and 914 (Code for the Protection of Historic Structures).

Throughout his career, he has authored numerous articles and training guides, including the American Fire Sprinkler Association (AFSA) Beginning Inspector Training Program and the AFSA Online Hydraulics Training Program. In addition, he is a major contributor to several NFPA Handbooks and served as the subject matter expert for numerous NFPA live and online training programs.

Leavitt shares his 38+ years of experience in the fire protection industry by conducting training presentations for the Society of Fire Protection Engineers (SFPE), along with NFPA and AFSA.

Leavitt is a Level IV NICET certified technician and Certified Fire Protection Specialist who holds fire protection contracting licenses in 35 states. He earned a Bachelor of Arts Degree from the University of Nevada, Las Vegas.

# Otha (Bud) Proctor



My career began in 1978 at the southwest corner of Wyoming in a small town known as Evanston where I was hired by Schlumberger Well Services. As a Global Energy Well Services company Schlumberger was comprised of specialized teams dedicated to comprehensive tool sets, (downhole oil drilling) computer log services, and technologies designed for oil field operations.

Schlumberger had a long-standing commitment to health, safety, and the environment. I was hired as an Operations Engineer. My education and training were centered on oil field operations, while specializing in core gun explosives and the handling of cobalt-60, a radioactive element emitting gamma rays or an accelerator producing a beam of electrons. This source was used for CNL Density downhole logs.

From 1980 to 1990 I consulted directly with the Federal Emergency Management Agency (FEMA). Working side by side with Dr. Ralph Swisher, director of the Community & Family Preparedness Program, at FEMA headquarters in Washington, D.C. I designed and developed a visual communication network intended to aid first responders by enhancing their medical assessment proficiencies in the aftermath of a disastrous event. In addition, the visual communications network involved Homeland Security, and numerous state and county agencies regarding specific emergency plans for escape, evade, and evacuate tactics. Over a twenty-year period, I had the privilege to attend the following training seminars for emergency management organizations:

- The 1994 National FEMA Conference in San Diego California, at which time the need for standardized communication was adopted.
- Numerous high-profile conferences, starting with the 1995 FEMA Conference for Disaster Preparedness and Family Protection Program in Emmitsburg, MD.
- The Florida Governor's Hurricane Conference in 1996, 97, 98, and 2000 in Tampa, Florida.
- The Hurricane Expo in Port Charlotte, Florida 1996, 97, and 2000.
- The National Hurricane Conference in Houston, Texas in 1996 and again in 1997.
- The World FEMA Conference in 1997 in Vancouver, British Columbia.
- The Florida Emergency Preparedness Association Conference in 1997 and 2000, attending the various workshops while completing several training programs for emergency management and staging area preparedness.

I received my degree in information systems from Southern Utah University (SUU), following which I was recruited by PDI INC / American Express Health Care Division, a contractor for American Express. I became the director of the high value acquisition medical accounts for American Express from 2006 to 2009. During my three years with American Express, I received the highest awards for account acquisitions, sales goals, and customer service, as well as divisional awards for service.

In 2011 I started my own company known as FirstLine TaskForce. FirstLine TaskForce (FirstLineTaskForce.app) over the past decade has endeavored to produce a platform capable of sculpting out a Preparedness Culture instituting a balance between American citizenry and disastrous events. FirstLine is consistent with ongoing efforts to reduce disaster risks through app technologies conveying a first of its kind preparedness messaging system.

# Chris McCormick



With over 20 years of management, sales, and business ownership experience, Chris is a proven leader. Known for his ability to craft the strategic vision required to achieve business goals, he offers a unique blend of executive acumen supported with strong leadership and team building skills. Chris believes in surrounding himself with high caliber individuals dedicated to meeting business goals, improving standards, and delivering exceptional performance.

Chris has a great love for this community and a strong passion for the Chamber organization. His organizational proficiency and reputation for prudent use of resources has been instrumental in helping the Cedar City Area Chamber of Commerce progress throughout the years. Chris served on the Chamber board for over six years managing and working events, participated as an ambassador, and put together the Chamber's public policy guide.

Helping businesses grow is important to Chris as he has been involved on all aspects of the business world. Chris has owned and operated several small businesses throughout the years and knows the challenges businesses face firsthand. Providing relevant resources and value for Chamber members is a primary focus for Chris.

# Craig Isom



I am enjoying a second career in education and small business counseling after a 26.5-year career with Arthur Andersen. With Andersen I was an audit and small business consulting partner.

I spent some time teaching accounting, auditing, and entrepreneurship on the Southern Utah University campus. Before that I taught for a couple of years at San Jose State University as well.

My real passion is the small business consulting I do as Executive Director, of the Southern Utah University Business Resource Center (BRC), at which various of our "partners" are located to provide a one stop shopping experience for small businesses needing counseling and resources. The BRC represents the University's outreach and services to rural Utah.

I have just been elected to a second, four-year term, on the Cedar City Council. We have master planning and broadband improvements on the agenda going forward.