

Zero Data Hero Customer Spotlight - DoNotPay



"DoNotPay is the hero the world needs." - TIME Magazine

Our Zero Data Hero Customer Spotlight series highlights the stories of VGS customers who have joined our Zero Data mission to protect the world's information.

Today's Zero Data Hero is Joshua Browder, Founder and CEO of DoNotPay, the first chatbot that allows motorists to appeal their parking tickets automatically. In 2018, Browder launched a new version of DoNotPay that allowed users to "swipe" on court settlements and sue. His app has garnered much media attention with the BBC calling it, "the Robin Hood of the Internet," and TIME Magazine declaring, "DoNotPay is the hero the world needs."



Q - Tell us about DoNotPay?

Joshua - DoNotPay is an automated service that protects your legal rights. It can be used to fight bureaucracy, protect you against big corporations, or even for taking care of parking tickets.

Q - How did DoNotPay approach the challenge of securing PII and achieving PCI compliance?

Joshua - So when I first came up with the idea for DoNotPay I realized that it would require a lot of detailed information about my customers. When you are representing individuals against large corporations like Comcast or United Airlines you need all sorts of personal details, including social security number, date of birth, mother's maiden name and even credit card information. After some research I found VGS. Originally, our intention was to use you for PCI compliance but we've expanded our relationship to also include all PII. VGS allows us to get all the value of my customer's data without having the liability of actually holding it.

Q - What does Zero Data mean to you?

Joshua - Our company was created to do best by our customers. We helped them sue Equifax after that company's data breach in 2017. We would be complete hypocrites if we did not do everything to protect our own customer's information. With VGS all of our customers' sensitive data is not stored in our databases. VGS helps us not to be hypocrites!

Q - How has VGS helped DoNotPay?

Joshua - I've seen other interviews talk about how VGS has helped companies get their products to market more quickly, by allowing them to focus all their energy on product development. I will take that a step further,

Not only has VGS allowed us to focus on our strengths, but it has also allowed us to create products, that otherwise we would not have launched because of PII and PCI compliance concerns.

For example one of our products is a price protection app for flight and hotel prices. We'll automatically find and alert our customers when the price drops, our robot lawyer will then find a legal loophole to negotiate a cheaper price for our customers.

Q - How do you see the relationship evolving over time?

Joshua - It can only grow. Our mission is to do everything for our customers, all across consumer rights. This can only mean that we will need more and more PII going forward. PCI compliance will also continue to be important as we increase the amount of credit card type data we need to interact with.

Q - How do you quantify the benefit of VGS?

Joshua - The tangible benefit of VGS is that if we tried to build everything that you give us, it would cost us at least \$250,000 per year for two full time security engineers.

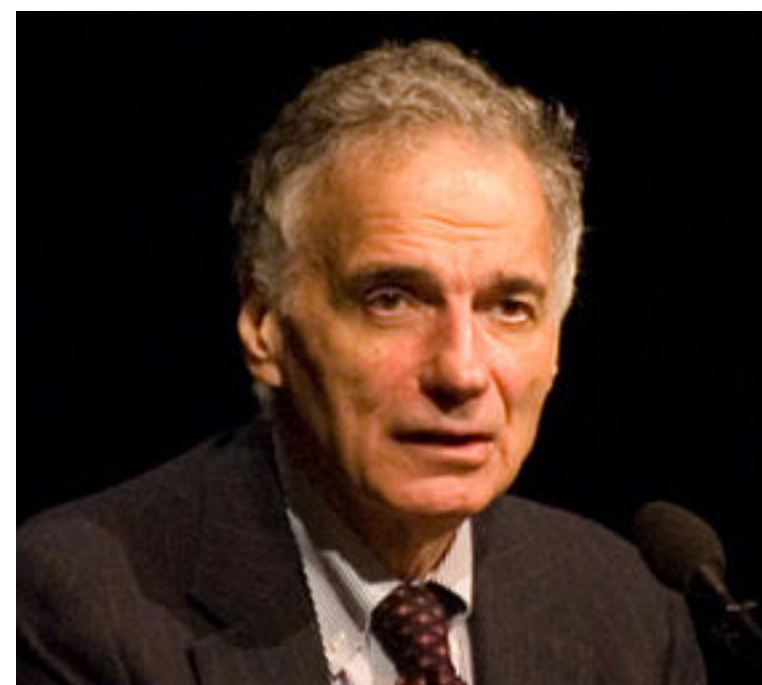
Another perhaps more intangible benefit is that by using VGS we are already connected to a number of potential partners. This really helps us in terms of credibility for a startup like ours. We can quickly connect with partners like Plaid, Persona, Google API etc. Our VGS relationship gives us the credibility to connect with much bigger and established partners.

Q - Any advice for other startups who are beginning their PII Protection and PCI Compliance journey?

Joshua - I think my advice is obvious, try VGS. There's a free plan so you have no risk. This stuff is not worth worrying about, the only thing startups should be worried about is building great products.

Q - Who is your favorite superhero and why?

Joshua - Not an actual superhero but to me he comes close - Ralph Nader. He is the father of consumer rights and protection in the United States. Much of the plumbing of consumer rights and our ability to fight against large corporations can be directly traced back to his work.



Q - How can people sign up with DoNotPay?

Joshua - Very simple, you can download DoNotPay **for free** at the App Store.

