

This Startup is on a Mission to Help Protect the World's 3.8 Billion Email Accounts

Polycred's email alias technology is a new generation of online security targeted at protecting the 300 billion emails sent daily.

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There are 3.8 billion – roughly half the world's population – email accounts globally, and new technology from startup [Polycred](#) has its eyes fixed on protecting them all.

Launched in 2021, Polycred allows users to create “email aliases” to protect against email leaks and record breaches.

These aliases shield a user's true email addresses from public view when used to login or sign up on websites. All emails sent to an alias are forwarded to the user's real email address – without it ever being revealed online.

Browser-based password managers have become a mainstay for privacy-minded internet users. Now Polycred's alias technology is paving the way for a new generation of email privacy and security.

Polycred was founded by Patrick O'Brien and Aaron Lefkowitz, a pair of software developers with over 25 years of software experience, including at MasterCard and Hewlett-Packard.

Split between Australia and Canada, the pair of self-taught programmers previously worked on a peer-to-peer cryptocurrency exchange together.

Fittingly, cryptocurrency is one of the industries most susceptible to email theft and a prime benefactor of Polycred's technology. And the company has largely been funded by the founders' proceeds from cryptocurrency investing.

Polycred has already created more than 20,000 aliases for users around the world on their mission to protect the world's email accounts.

Company co-founder Patrick O'Brien says often all hackers need today to access online accounts, make fraudulent payments and steal an identity is an email address.

“We think of protecting email address use as part of online security 3.0,” O'Brien said.

“In 1.0 and 2.0 the focus was on viruses, passwords and bank account details. Now, because of ever-increasing hacking sophistication, all hackers need is an email address – and Polycred prevents this from happening.”

Polycred's focus on privacy and security puts them in good company. Two-trillion-dollar giant, Apple, has staked their identity on privacy with a suite of new features.

“You just have to look at the fact that privacy is the number one focus for Apple right now to see where the world is going,” O'Brien said.

“More and more people are concerned about their data online, but many still don't realize it's no longer just about passwords and bank details. A leaked email address can cause serious damage to people's finances and lives.

“Our goal is to take over email management for logins. We want to become the equivalent of the password manager for email identities.”

Polycred can be easily installed as a browser plugin to send and receive emails using aliases connected to a personal email inbox. If a user suspects an alias has been leaked, it can be deactivated with a single click.

A large part of the company's mission is to educate the public about the dangers of email re-use, as the security and privacy implications of this practice are still not widely grasped.

Polycred also adds an extra layer of protection from spam, preventing user emails from being harvested or sold to spam operators. Other features include sending emails from aliases, customizable aliases and domains, multiple personal inboxes, and more.

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Key Stats

- 306 billion emails sent daily ([Statista](#))
- 30,000 websites are hacked daily ([Forbes](#))
- 4,000 data breaches occur annually ([Varonis](#))
- 15 billion records are stolen annually ([Help Net Security](#))
- Cybercrime will cost the world \$6 trillion by 2021 ([Cybersecurity Ventures](#))
- 33 billion records will be stolen annually by 2023 ([Juniper Research](#))
- Business email compromises cost US companies \$1.8 billion annually ([FBI](#))

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About

Polycred is an email privacy, security and spam prevention browser extension. The software generates unique email aliases on websites, allowing users to sign up securely. Emails received through email aliases automatically appear in a user's personal email address inbox, forever keeping their identity hidden.

For more information, visit: www.polycred.com

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