



## ASX Announcement

1 June 2018

# ShareRoot strengthens Advisory Board with two key appointments

- Kirsten Daru, the Chief Privacy Officer of Electronic Arts (over 350 million customers globally) and Chris Ciavarra, former SVP, Head of Marketing for Cracker Barrel Old Country Store, Inc. (market capitalisation of +USD \$3.5B) join ShareRoot Advisory Board
- New appointees bring in-depth knowledge of customer protection and privacy requirements
- ShareRoot continues to build its global presence as a leader in online privacy protection

## Highlights

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') today announced the addition of two advisors Kirsten Daru, Chief Privacy Officer from Electronic Arts (EA) and Chris Ciavarra, former SVP, Head of Marketing for Cracker Barrel Old Country Store, Inc. Both Ms Daru and Mr Ciavarra bring a wealth of knowledge to ShareRoot through their experience and networks across customer outreach, marketing, and privacy.

ShareRoot's CEO Noah Abelson-Gertler commented: "We are delighted to have Kirsten and Chris join our Advisory Board. Kirsten for her background in legal matters in privacy, and the importance of this knowledge as she influences the platforms that ShareRoot has and how they can be applied; Chris for his understanding of customers, overall sales and marketing, and his branding guidance on the launch of MediaConsent based on years of experience. I do not doubt their input will be a great asset to ShareRoot."

## Ms Kirsten Daru

Ms Daru is currently global head of privacy and customer protection at Electronic Arts and has responsibility and experience in global data protection and security, privacy compliance, and training. Kirsten brings to ShareRoot a high level of understanding of privacy law and obligations and its role in protecting consumers, employees, and companies on a global scale. Kirsten is a qualified attorney in California.

"I am greatly looking forward to contributing to ShareRoot's vision and the MediaConsent platform as a member of the Advisory Board. As an experienced professional within the privacy sector, the importance of the work of giving control of data and privacy to consumers while keeping companies compliant cannot be overstated, and ShareRoot is leaps and bounds ahead of other companies in this understanding", stated Ms Daru.

## **Mr Chris Ciavarra**

Mr Chris Ciavarra has over 20 years' experience in branding, marketing, and building businesses across retail, hospitality, entertainment, and consumer service sectors. Most recently Chris led brand, marketing, social, PR, product development, insights and pricing for Cracker Barrel Old Country Store, Inc. generating significant sales and share gains during his close to ten years in various executive leadership positions. Chris has over ten years' experience in heading marketing teams and has an intimate knowledge of brand, marketing, customer needs, and online trends.

"The MediaConsent platform is at the forefront of digital marketing, and the multi-billion-dollar market potential it brings with it represents the ideal scenario for introducing a new product to market. At Cracker Barrel Old Country Store I was a key stakeholder in not only bringing new products to market, but rigorously testing their success and communicating the results to our shareholders - I am looking forward to doing the same for ShareRoot and MediaConsent."

ShareRoot continues to grow as it integrates its recent acquisition of TSS (and its growing social media and digital marketing business), and the launch of MediaConsent, particularly now that the GDPR is in place and being enforced as of 25 May 2018.

## **About MediaConsent**

MediaConsent is ShareRoot's solution for companies aiming to be GDPR compliant with their digital marketing efforts and to allow consumers to control how they're being tracked and marketed to online by organisations across the globe. Companies throughout the world could face fines of up to 4% of their global annual revenue if they are found to be non-compliant with the GDPR. MediaConsent's technology ensures GDPR compliance by giving consumers the power and control over what data points companies collect and store on them (such as: birthdate, address, name, location, likes on Facebook etc) while protecting organisations against costly fines and penalties.

Companies around the world are vulnerable to the new GDPR legislation. Please contact ShareRoot at [info@shareroot.co](mailto:info@shareroot.co) for more information on how your company can be protected by MediaConsent.

## **For more information, please contact:**

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## About ShareRoot

Based in Silicon Valley, ShareRoot is positioned to become a major player in the marketing data and privacy protection ecosystem. The expanding global awareness around consumer data and privacy issues makes ShareRoot's efforts and platforms more timely than ever. ShareRoot's Legal Rights Management UGC platform was the first product the company created, with clients including Johnson&Johnson, McDonald's, and Costco. The company is currently in the process of launching their new MediaConsent platform which is the first platform to give consumers/citizens control of their data and privacy through a preference dashboard. The company also plans to integrate blockchain technology in order to further secure and guarantee the protection of data on its platforms and privacy of the consumers interacting with those platforms. For more information about ShareRoot please visit [www.shareroot.co](http://www.shareroot.co)